

Key questions to ask when selecting a sign maker.

Your signs and graphics are often the very first image a customer encounters, so you never get a second chance to make a good first impression. In a recent survey of 1000 businesses, over half said they would be less likely to do business with a company if their signs looked scruffy - making it more important than ever to ensure any investment made stands the test of time.

To achieve the maximum impact means understanding your individual needs and supplying the relevant solutions to match. For that you need the exceptional expertise and insight only Signs Express can offer.

When comparing signs and graphics suppliers, we make sure you are happy with our answers to these questions:

- 1 **My needs are very individual, how do you cater for this?**
Our bespoke signs and graphics are tailored to your individual needs and suited to the environment and audience they are intended for.
- 2 **I have a limited budget, how do you give me the best value?**
Whatever your budget, there is a solution available for your organisation. Offering good value and excellent service, with an objective insight into sign options, is a priority for us.
- 3 **I want the best for my business, how do I know I'll get it?**
As members of the British Signs & Graphics Association we are dedicated to providing excellent quality products and uphold stringent quality management and checking procedures.
- 4 **Installing large signs can be challenging, will it be safe?**
Our installers are fully trained on the equipment they use and follow rigorous Health and Safety procedures to maintain the safety of themselves, your staff and the general public.
- 5 **I need lots of different signage, can you supply it all?**
Whether you require a single sign or are looking for a full range of signs and graphics to complement one another and represent your brand, we supply both interior and exterior solutions as well as vehicle graphics; sourced from a vast range of high quality materials.
- 6 **I believe in protecting the environment, do you support this?**
We are always looking to make our products as environmentally friendly as possible. We dispose responsibly and recycle wherever possible.
- 7 **I've used a design agency, can you work with them too?**
We will work with your design agency, marketing department or we can even adapt a design for you - so you get the most from your signs. By evaluating your needs, we specify the correct materials for your project and consult with you on the design for maximum impact.
- 8 **My company is a National network, can you support this?**
We are as comfortable organising an ongoing project across multiple sites as we are providing a single sign to a client. Our experience with dealing with National brands through our Nationwide network means we can ensure continuity of design and installation across multiple locations with a single point of contact.

FACTSHEET



These insights are designed to illustrate that whatever your budget, you will still receive the same expert advice and quality service from Signs Express.

