

signs manufacturing

& Maintenance Corp.



Buyer's Guide to POLE or PYLON SIGNS

Guaranteed Highest Quality...Guaranteed Lowest Price™

“Why Should I Want to do Business with Signs Manufacturing™?”

- You'll purchase a better sign which includes all the features the major retailers have found help them be successful by impressing their customers. A “good” sign doesn't guarantee your success, but a “poor” sign guarantees failure.
- You'll have more customers, and higher profits, because we know how to make a sign brighter, attracting more customers, and still use less energy.
- You'll receive a sign which will continue to look “new” for many, many years; helping you remain successful.
- Your sign will be installed professionally and promptly.
- We have the best warranty in the sign business.
- You'll be impressed with the results of your experience. If you're not, your investment is protected.

Details follow:

The Importance of Your Sign

Whether it is illuminated channel letters, neon signs, a lighted sign cabinet, an LED message center, a pole sign, a pylon sign, or a monument sign that lights, an outdoor custom electric sign on the front of your business is the least costly means of advertising available to you over time.

It is the most targeted advertising you can do according to the U. S. Small Business Administration (SBA), which also states that 85% of a businesses sales usually come from within a 5 mile radius. Your sign constantly advertises your business to a potential customer who frequents the area where your business is located.

If a sign costs you money it is not doing its job. It should effectively advertise your company and earn you money.

Good signs incorporate design and marketing decisions creating the message, look, colors, sign types, sizes, quantities, etc. to create the required impact. **Again quoting Small Business Administration research, 89% of businesses that fail do so because of improper signage!**

Stated differently, good signage gives a business an almost 90% probability of success.

AT&T gives advice, in writing, to Yellow Pages customers, "If business is slow, what does your sign look like?"

As an example, how important would a free-standing pylon sign be to your business? McDonald's says that on-average simply changing a monument sign in front of one of their stores to a pylon sign increases their store's business 15%. A Whataburger that was unhappy with their new store's volume removed their brand-new pylon sign and installed one 40% larger and taller. The store's volume immediately increased 23%.

The SBA says that an LED Message Center increases store volume 15 - 150%.

Purchasing the right signs for the job helps a business survive by bringing higher returns.

We can help, so long as your landlord and the City understand the importance of good signage and allow you to install signs that will help your business. Unfortunately this isn't always true. Choose your location(s) wisely (and receive your landlord's approval of your signage package BEFORE you sign your lease.)

And remember the axiom “Location, Location, Location!” The supreme importance of “location” is the numbers of potential customers that will see your sign...and be able to read and understand it. Very important design and marketing considerations.

If you are located in the Dallas/Fort Worth "Metroplex" in Texas the Texas Department of Transportation has probably counted traffic in front of your new location. Go to www.dfwinfo.com/trans/data/tcins to see how many vehicles will see your signs every day! Other regions have similar information available.

Surprisingly 30% of traffic on almost all business streets occurs when it is dark; people see your sign only if it is lighted when it is dark out, including on dark days when everyone else's sign is lighted.

With 18.6% of the entire US population moving each year, your sign will be constantly seen by MANY potentially new customers.

Your sign forms that very important “first impression” your potential customer has of your business. Your sign must always look nearly as good as it looked the day it was installed so that you don't give potential customers a worsening impression of your business as your sign ages.

Later you will discover how we make each sign to last; including the use of rust-proof metal, high-end automotive paint, high-impact plastics, and most importantly, sophisticated Protective Coatings. .) We even add self-cleaning properties!

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The importance of signage in helping a business to survive was recently underscored when the Small Business Development Center (SBDC), with their NxLevel for Entrepreneurs training program, which is available in 40 states, added an entire week to their program to present more deeply "...the importance of signs and their impact on a business..."

Visit Our *Unique* Sign Lighting Laboratory and Demonstration Showroom which includes LED Video Displays

Unique in the entire sign industry, Signs Manufacturing™ built an 85' by 50' (over 4,000 sq ft) indoor sign lighting laboratory for testing the longevity, visibility, and effectiveness of all the lighted signs we manufacture.

The Laboratory is open to the public, for FREE, adding an LED Video Display Showroom because we realized how important one would be to consumers.

If you are considering purchasing an LED Video Display or Digital LED Message Center sign this exclusive opportunity will be particularly important. You must determine what type of sign, and which LED spacing is best, so that your sign will be successful, considering how you will use it.

Therefore:

- at least five (5) different Full-color LED Display signs, each with a varied resolution
- a Monochrome LED Message Center sign
- a 4-thousand-shade single-color LED Message Center sign

are always available for you to compare.

We invite you to also observe all other types of signage, viewing them up close as well as from a distance, under varying light conditions (and stay out of the weather while doing so!)

- Pinlights™ signs.
- Pylon signs.
- Pole signs.
- Masonry Monument signs.
- Wall-wash back-lighting for all types of signs.
- Routed sign faces for all types of signs.
- Digitally printed and cut vinyl decorated sign faces for all types of signs.
- Acrylic-faced signs.
- Lexan®-faced signs.
- Flex-faced cabinet signs.
- Push-thru lettering.
- Pin-mounted letters.
- Channel letter signs, both neon and LED lighted.
- Letterlites™ channel letter signs.
- Twinkling Letterlites™ channel letter signs.
- SpectraLites™ Color-changing channel letter signs.
- Reverse channel letter signs.
- Cloud signs.
- Channel letter signs with backplates.
- Raceways and wireways.
- Cabinet signs, fluorescent, HID, or LED lighted.
- Neon and LED building accent lighting.
- Neon color selection.
- Brighter Signs™ neon.
- Solarbrite™ LED lighting.
- LED color selection
- Acrylic and Lexan color selection.
- Vinyl color selection
- PMS color selection.
- Paint color selection (32,807 colors.)
- Free Grand Opening Package
- ...and more.



Will your Sodium Vapor or Metal Halide parking lot lights affect the colors of your sign at night? How visible will your pylon sign's border neon be during the day? Should you consider PinLights™, LetterLites™, SpectraLites™, or

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Trembler™ signs? Brighter Signs™ neon or Solarbrite™ LED lighting for channel letter signs? Fluorescent or HID lighting for your monument sign? Do Daylight or Cool White fluorescents make your sign's colors look best? What are the differences between a flex-faced, a Lexan™, and an acrylic-faced sign cabinet?

How will shadows affect my sign's readability during the day? Should the wall behind my sign be light or dark colored? Would a different type of sign look better on my brick wall? Should I consider a routed sign face with push-through letters?

Don't buy a sign from a drawing when you can actually see and compare real signs.

No one else can offer you this unique opportunity. Be sure to take advantage.

Your business will be better because you do.

If you don't visit it could cost you thousands in sales every year. Can you afford not to?

"I almost made a huge mistake by not listening to you and visiting your showroom prior to buying my sign. I thought I knew what I wanted, after listening to so many salespeople...boy, was I wrong. My vision of the sign did not jibe with what it would really turn out to be, even after viewing so many drawings. It was obvious the moment I entered the showroom. If I had stuck to my guns my sign would have been a disaster. I would have wasted a lot of money."

Cecil Drake, Drake Communications



“Free” Design & Marketing Services

Signs must be memorable to help a business succeed. As an example, Dr. Brad Boeke recently hired us to design a new sign and logo to replace a sign we built for him 10 years ago; he was changing his business name. He told us *“I couldn't remember your company's name but I remembered the logo – the brush going through the letters – and I remembered the distinctive letter style.”* Obviously the work we put into our own design paid off.

However, sign design involves many more details than a good looking letterhead does.

A sign is 3-dimensional, it is seen from far away, and it probably lights at night.

Sign thickness, minimum stroke, construction materials, lighting choices and colors, 3-D paint options, and installation requirements all must be considered to make a sign "work." These considerations are detailed in this brochure.

Don't overlook the message, the size, and the impact of your sign compared to other signs around it. Remember that you are competing for attention

Signs and logos that help businesses succeed are not an accident. The SBDC has determined that poor sign design is one of the major contributors to a business's failure.

If you are concerned at all that the signage you are currently developing might not help your business to succeed we have a staff of design personnel and artists with many years of experience, our **IMAGEKRAFTERS™** Design Team, who can work with you to develop a successful sign.

Every member of the Family has a University business degree. Our education and experience causes us to look at the sign business differently.

The principal owner of Signs Manufacturing™ formed several successful businesses for large and small corporations and was heavily involved in the marketing and advertising necessary to make a business successful prior to starting Signs Manufacturing™ with the Family.

He saw an opportunity to build a sign company that understood marketing issues, a huge void even today, and help customers become successful.

We know what it takes to make a business successful, so we develop “looks” and processes that benefit our customers by giving them continuously better, more productive signs at continuously lower prices.

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Design/Marketing assistance is usually free with a sign purchase.

Copyright Law*

A word or two about Copyright Law:

Copyright protection exists in original works of authorship fixed in any medium of expression from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device.

Works of authorship include written, pictorial, graphic works, etc. (our "Works.")

All Signs Manufacturing Corporation's Works are Copyrighted, and may NOT be reproduced in any manner without the expressed written permission of Signs Manufacturing™. This includes artwork, communications, quotations, etc.

We do, in writing, allow some Works like the drawing to the right, to be viewed internally within an organization.

We allow our product "Guides" to be viewed internally within an organization.

We are very proud of our Works, and jealously guard them!

Very occasionally we discover our Works in the possession of other sign companies, etc. We prosecute whoever transmitted our Works. Please don't use our Works to obtain competitive bids. Make them do their own work, that's only fair anyway!

* Our Works only become the property of others, including our clients, if they have been specifically purchased. In virtually all instances our Works remain Signs Manufacturing Corporation's property forever.



Free Co-op Advertising

The number of links to a website, on other quality websites, is the major way a website is "quality" ranked for listing order by services like Google.

You MUST be towards the top of their "quality" list for your website to be successful!

We believe in Co-op advertising.

Reciprocity.

Our website is ranked in the top 4.5% in the world. Your address link on our website will help you!

If you are a customer and would like to be included in our website link list, include www.SignsManufacturing.com in your website and email bill@signsmanufacturing.com with your website address(s).

Creative Letter Styles

Letter styling is critical; look like everyone else, or look special.

Signs Manufacturing™ has developed performance-proven distinctive letter styles which help our customers stand out in a crowd of signs.

Letter styles that also make for readable signs. Letter styles like:

Tiger Shark™

PERCEPTION™

ENDEAVOR™

SASSY™

BLACK BOARD™

SCRUB BRUSH™

BRISK™

PROFIT™

DEFENSE™

Presidential Script™

SLEEK™

HUNKY™

MAD ATTACK™

GATOR™

CLEVOR™

DRUNK™

RACE™

TIMES SQUARE™

GORGEOUS™

KANSAS™

...and many more.

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Are you sure you want **“BLOCK”** lettering (also known as **HELVETICA** or **ARIAL?**)

LETTER VISIBILITY CHART

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

NOTE: The distances will vary approximately 10% with various color combinations. Maximum distance is in color with RED or BLACK on a WHITE background. 5,280' equals one (1) mile.

Prepared by the California Institute of Technology

MAXIMUM IMPACT READING TIME (Length of Time Letters are Readable when Moving)

	30 MPH	40 MPH	60 MPH	80 MPH
6" LETTERS	1.4 Seconds	1 Second	0.7 Seconds	0.5 Seconds
8" LETTERS	1.8 Seconds	1.4 Seconds	0.9 Seconds	0.7 Seconds
12" LETTERS	3 Seconds	2 Seconds	1.5 Seconds	1 Second
18" LETTERS	4 Seconds	3 Seconds	2 Seconds	1.5 Seconds
24" LETTERS	5.5 Seconds	4 Seconds	2.75 Seconds	2 Seconds
36" LETTERS	8 Seconds	6 Seconds	4 Seconds	3 Seconds

Prepared by Signs Manufacturing™

Electric Sign Authority Listed Signs

Good signs require more than sound mechanical and electrical design.

While Underwriters Laboratories and other listing companies test and approve mechanical, electrical, and installation aspects of sign manufacturing, only the Electric Sign Authority (ESA) supervises the design, marketing appeal, appearance, and longevity of signage.



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Look for the Electric Signs Authority (ESA) Listing Label (right) in the advertising of Sign Companies committed to providing their customers with a better advertising and marketing product that will look good for years.

Discover how we make signs to last; including the use of CNC manufacturing, rust-proof metal, structural-steel frames, high-end automotive paint, high-impact plastics, and most importantly, sophisticated protective coatings. We even add self-cleaning properties.

We champion brighter, energy-saving signage solutions that save customers money while protecting our environment.

The Value of "Listed" Signs

Virtually ALL cities, as well as the State of Texas, adopt the National Electric Code as law.

The National Electric Code (NEC) requires that for electrical, structural, and installation safety all electrical signs be "Listed" (tested and labelled with an appropriate Listing Mark.)

Certification (testing and labelling) organizations acceptable in the USA to test to the multitude of Standards signs are required to meet are determined by OSHA.

For you the Listing Mark is insurance. It means that the sign has been tested to insure that it is structurally and electrically safe, and will be installed properly. You benefit from the knowledge that it is not solely us telling you that our signs are safe, this is what the testing laboratories and the US Government says also.

Underwriters Laboratories ("UL" Listing Mark) and Intertek ("ETL" Listing Mark – originally Edison Testing Laboratory founded by Thomas Edison) are the premier certification organizations and 80% of all things electrical are tested by them.

If the sign you are purchasing does not have a ETL or UL Listing Mark label the sign is probably not legal to install, anywhere in Texas. There are a few local city ordinance exceptions.

Buy carefully.



Intertek is over twice the size of UL, and has a greater global presence. UL is the largest in the USA. We have both companies test and apply Listing Marks to various signs.

Whether it's channel letters, a wall cabinet sign, a monument sign, pole or pylon signs, electronic message centers, neon or other electric signs Intertek and Underwriters Laboratories pose the toughest design, structural, electrical, and installation standards on the products they approve.



We are the 9th oldest UL Listed Manufacturer in North Texas. (File #UXYT.E149959)

To see if a manufacturer is a UL Listed sign manufacturer go to <http://database.ul.com/cgi-bin/XYV/template/LISEXT/1FRAME/ccnsrch.html> and enter "UXYT" in the "UL Category Code" box, replacing "%ccn%".

To see if a manufacturer is an ETL Listed sign manufacturer go to [http://etlwhidirectory.etlsemko.com/WebClients/ITS/DLP/products.nsf/\\$\\$Search?OpenForm](http://etlwhidirectory.etlsemko.com/WebClients/ITS/DLP/products.nsf/$$Search?OpenForm) and enter "UL-48" in the search box.

We are the third oldest ETL Listed sign company in Texas. (File # 4007685) (One of the two older companies makes lighted scoreboards, the other makes lighted office door signs.)

There are many sign companies that pretend to be Listed, but are not!

Incidentally, ISO (International Organization of Standardization) Standards, such as ISO 2001, are NOT electrical Listings (similar to a UL or ETL Listing) that allow a sign to be installed in Texas. That said, components in our electronic signs also meet ISO 2001 standards.

Underwriters Laboratories and Intertek do NOT judge the appearance, appeal, or the longevity of a product. This is why our many years of experience serving international, national, regional and local customers, and our investment so that we can apply the knowledge we've gained, will give you a superior product which will impress your customers for years to come.

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Electromagnetic Interference

Radio Frequency (RF) interference from the sign can cause a sign to interfere with radios, cell phones, radar, TV signals, automatic door openers, hospital equipment, etc.

Radio frequency interference can also cause radios, cell phones, radar, automatic door openers, TV signals, hospital equipment, etc. to interfere with the sign.

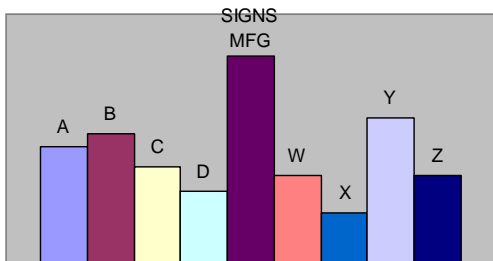
Although not required in the United States, Signs Manufacturing™ had our electronic signs tested for Electromagnetic Compatibility (EMC) and Electromagnetic Interference (EMI), even testing beyond the rigorous European standards..

This assures you of an even-more-trouble-free sign when you purchase from Signs Manufacturing™.

Quality Matters to You Because it Matters to Your Customers

"Our business was slowly fading away. We read what your web site says about old signs having a negative effect on a business. Our sign certainly was old, so we decided to call you and invest in a new sign. WOW. Your new sign doubled our business! Our grand kids thank you." Nancy Jackson, Perfect Cleaners

Even though a sign may have looked good when new, as it visibly ages it no longer helps you gain customers. It drives potential new customers, and existing customers, away. The Small Business Development Center (above) has observed that aging signage is a key reason that once-successful businesses fail.



This quotation details how Signs Manufacturing™ delays the aging process!

In a study of 10 year old local Dallas/Ft. Worth businesses, it was observed that a significantly larger number of businesses who had their signs manufactured by Signs Manufacturing™ were still in business

(compared to businesses served by other sign manufacturers identified during the study.)

While it is tempting (to BOTH the purchaser and the sign manufacturer) to save money now by not investing in the future it is a terrible mistake which the SBDC says practically assures failure sometime down the road!

Generally speaking, sign companies that do not offer the features we offer, or downplay these features, only do so because they can not provide them. They haven't invested for your future.



Manufacturing Overview

Our signs are built to last and to continue to look good. We do many things to make this happen; applying all of the latest technological advances, all of which are detailed below.

No other local sign company offers the features we design into all of the signs we manufacture. Yet these features are critically important to you because we're doing more than just building a sign; we're creating your customer's image of your business.

That is why the major national retailers incorporate the same features into their signs!

We give you the same edge!

Signs Manufacturing™ will help make you money.

And, with our **Guaranteed Lowest Price** pledge, we will spend less of your money, too.

Guaranteed Highest Quality

As detailed below, **everything** will be done to make your sign look better, and last longer, **guaranteed**.

A positive image is everything; Quality Matters.

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Why Buy Factory Direct from a State-Licensed Company?

Most "Sign Companies" don't manufacture electric signs. They may make their own banners, or letter windows, but they only sell electric signs made by other people. Many even hire other companies to install them.

Why not buy from a Sign Dealer (also called a Sign Broker or a Sign Store?) There are literally hundreds of them.

Would you give a car dealer \$10,000 and tell him to buy you the best car he can for the money, sight unseen (or from a drawing?) Don't you think you would get the car that made *him* the most?

Do you think you could meet your needs asking for the cheapest car *he* can buy?

Why would a sign dealer (sign broker or sign store) be any different? Remember, they are merely buying a sign from a manufacturer to resell to you, usually to resemble a drawing, making the most money they can.

You need to know ALL of the details on how your sign will be manufactured, and how it will be installed. It needs to meet YOUR needs, not the seller's profit goals. What is he telling the manufacturer you don't need so he can make more money?

Believing "...a sign is a sign" gets you a Yugo instead of a Cadillac. Remember the Yugo? They didn't last very long, either.

Also, most sign dealers, sign brokers and sign stores cannot legally install or service an electric sign. It is illegal in Texas to fool consumers by pretending to be an electrician, even if they then hire licensed electricians to do the work. Ask to see their license.



Ask to see a manufacturer's license also. A few are not licensed to do electrical work, either. They have to hire other companies to install the signs they make.

Now, who provides the warranty? The manufacturer, the installer, the salesman, anyone? If the sign was installed illegally do you think they'll honor their warranty? Did they REALLY obtain your City sign permit? Is the sign even safe?



As a large, UL listed manufacturer, our name is on all our signs. Just like you, we can't afford to have a bad sign destroy our business. We have to care, particularly with our LIFETIME* warranty.

Lifetime* Warranty

If ANY part of this electric sign (above) fails in the first year of service, if properly supplied with power, Signs Manufacturing™ will provide BOTH parts and service FREE OF CHARGE.

Plus, Signs Manufacturing™ warrants this sign with a LIFETIME* service warranty. This warranty reduces our normal labor rates 20%, even if only lamps need replacing, forever. And, it is transferable at no additional charge!

Additionally, ballasts and transformers are guaranteed by our Suppliers for at least two years, most vinyl for five years and most plastics for five to ten years.

*See our complete warranty for full details.

Signs Manufacturing™ is insured, registered, licensed and bonded per City and State regulations, and carries product liability insurance.



The Importance of a Sign that Works

"Our business had dropped, and I didn't know why. When you pointed out that my sign was partially out I thought "Oh, no, I have to spend money!" Either it is a strange coincidence or repairing my sign has brought back the \$200 per day in sales we've been missing." Fred Patel, DollarValu Store, Dallas

The reason we can afford to give a Lifetime* Warranty on our signs is that we know from our 25 years of servicing our signs and others that our signs require **at least** 25% less service.

It is possible to build and/or wire signs improperly so that they will work for a while, but burn-up their electrical components. We try to correct these problems in other manufacturer's signs when we service them, but the sign's owner is not always able to pay.

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Our internal designs, and the testing that we subject every sign we manufacture to prior to shipment, saves our customers money; and earns them money.

Why not an Unlighted Sign?

"We're not open at night!" This is a common comment from new business owners contemplating a new sign. Be aware of the following:

- Your business looks either closed or out-of-business during inclement weather. The same during morning and afternoon rush hour in the winter.
- In fact 30% of most business street's traffic occurs at night.
- Have you noticed how you notice businesses at night you never see during the day – because of their lighted sign? Most of your best group of potential customers, those that drive by your store every day, will probably never know that you are there.
- As Mr. Patel of DollarValu Store points out above, lighted signs increase your business.
- It's not going to save you as much money as you think! We manufacture and install unlighted signs also; we know.

Computerized Manufacturing for a Professional Appearance

Our state-of-the-art digital cameras and computer systems allow us to prepare drawings which actually depict your sign installed on or in-front of your building, important in being sure the signage will meet your needs BEFORE spending the money.

The computer system we use automatically generates hundreds of letter styles, as well as scans existing artwork to create exact duplicates.

Virtually all of our metal and plastic cutting and forming equipment is computer controlled, insuring that the signs we make are precise.

The computers are also used to generate precise patterns for painted lettering and graphics.

Our Art Department's Graphics Designers create all necessary original art, of course.

Your signage and logo graphics will be in permanent memory in our graphics and production computers, quickly available for precision duplication at a later date.



Durable Sign Cabinets and Pole Signs

For strength, durability, and appearance your illuminated signs will be constructed of aluminum (#3003, H14 - not the "soft" aluminum used by some) covering a welded structural-steel inner frame.

Large metal areas will be reinforced to prevent "oil-canning".

The structural-steel frame inside the sign is separately painted before the skins are installed; important to prevent rust stains later.

Our signs are properly engineered to withstand the winds of North Texas (100 m.p.h.); signs attached to poles are welded, not bolted, in place.

Certified Welding

We employ Certified Welders.

The Tremendous Importance of Sign Thickness

The thickness of a sign does more than impart a more prominent importance to a sign, it affects the graphics.

The minimum allowable thickness of a sign depends on the type of internal lighting and the type and size of the sign face.

Lighting and sign face types will be discussed later.

The larger the sign face the thicker a properly made sign cabinet must be.

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It is very important that the sign be thick enough that the lighting in the sign does not show as “hot spots” or “zebra striping” on the face of your sign. Either of these makes your sign look “cheap” no matter what its cost. In some instances these can be so bad that a sign is not readable at night. You’ve seen them.

All of this makes the use of extruded aluminum sign frames problematic in building a quality sign, to say nothing about a strong sign (no structural steel inner frame) since extrusions are only available for limited cabinet depths; however some sign companies continue to attempt to do so. Signs Manufacturing™ does not use extruded cabinets precisely for these reasons.

We calculate what is required to make a proper and impressive sign for you, then we build it.

It is more expensive to do the job right, but what is the value of a “cheap” sign that gives potential customers a negative impression of your business?

The Importance of Retainer Width

Equally important to the appearance of the sign is the width of the retainer (the ring of metal around the sign face that covers the mechanism that holds the sign face in the cabinet.)

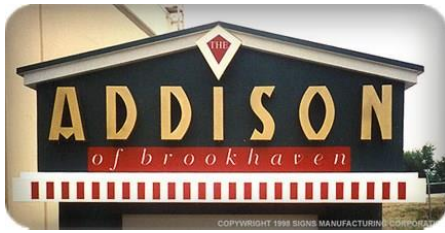
This border plays a very important role in the apparent quality of your sign, and both size and color must be considered in the overall design.

This makes the use of pre-made extruded aluminum sign frames undesirable.



Automotive+ Paint Finishes for a Durable, Quality Appearance

New paint products have been introduced which increase the apparent light output of fluorescent, HID, neon and LEDs by 100%, and even light distribution, but do not affect the lifetime nor increase the energy consumption of the lighting at all. Signs Manufacturing™ uses Solar Finishes™ "Bright Reflective White" paint inside every cabinet sign we produce.



Signs Manufacturing™ also uses the new Signlux Paint Systems™ paints and two-part primer systems.

The entire sign will be epoxy primed, then finished with Signlux™ modern acrylic urethane automotive type finish coats, to insure that it continues to look good for many years. Even though these paints and primers are five times more expensive the long-term results are well worth the price.

In fact, the same paint types are used by BMW, Ferrari, Rolls Royce, and many other luxury automobile manufacturers to paint their cars!

But, Signlux™ offers many advantages over “automotive” paint when used on signs.

Signlux™ features compatible systems of very durable, high solid yet flexible paints specifically formulated for applications on metals, plastics, wood, banners and flexible sign-face materials. These paints do not chip off the surface because of heat-freeze cycles. The paints are UV stabilized to virtually eliminate fading.

Signlux Paint Systems™ feature their own paint intermix system. The system uses the latest in paint mixing technology; more sophisticated than any paint store's.

An astonishing 32,807 colors can be mixed. Virtually all PMS (Pantone) colors can be closely matched.

Color-matching opaque and translucent paint formulas are featured. Metals are painted opaquely. Plastic and flexible sign-face materials are painted translucently so that the sign face lights in color at night. Not all sign companies do this!

Metals can be painted with either a solid color or "metallic" finish.

Signlux™ is compatible with our Ceramic Vacuum Microsphere coatings protecting the electronics in the Sunburst™ Digital LED Electronic Message Centers and Video Displays we manufacture.



Our painters are factory-trained and certified.

Our painting is virtually blemish-free.

Painting air is cleaned and dried twice before entering the paint booth, and again before painting.

Our state-of-the-art paint booth, 25' by 25' by 16' tall, with full-sized entry/exit doors on each end, filters the air coming into the booth as well as the air discharge. (The booth even has its own built-in explosion-proof lifting crane.)

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The goal of every sign is to be noticed. Paint your sign some color other than Architectural Brown. Stand out. You have 32,807 choices. Maybe even add a neon border. We can do that!

Masonry Finishes

Sometimes it is necessary or desirable to have an exterior finish on a free-standing sign that is not painted, nor metal. In cities like Fort Worth and Southlake it is required.

We often work with masons to install signs on brick or masonry columns. Often we install the sign and the mason places his stonework around the sign.

Sometimes, though, it is too costly, impossible, or dangerous to cover a sign cabinet with masonry. Particularly if it is tall.

We have the ability to manufacture the sign with a stucco, brick, stone, or aggregate exterior finish that will fool a mason.

It is strong, durable, weatherproof, and meets fire code.

BRICK PANELS



Red Brick
Gray Grout



Tan Brick
Tan Grout



Dark Red Brick
Dark Grout



Old World Brick
Gray Grout

STONE PANELS



Stone
Gray



Concrete



Granite Block



Granite Block
Light Gray



Granite Block
Tan



Granite Block
Light Tan



Garden Stone



Block Coral

Guaranteed Highest Quality...Guaranteed Lowest Price™



Hand Cut Block
Gray



Hand Cut Block
Light Gray



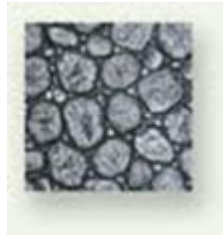
Hand Cut Block
Tan



Hand Cut Block
Light Tan



Large River Stone
Gray



Large River Stone
Natural



Large River Stone
Tan



Small River
Stone



Natural Rock
Brown



Natural Rock
Gray



Slate
Ivory



Slate
Natural



Stacked Stone
Gray



Stacked Stone
Light Gray



Stacked Stone
Light Tan



Stacked Stone
Tan



Stone Wall
Gray



Stone Wall
Light Gray



Stone Wall
Light Tan



Stone Wall
Tan

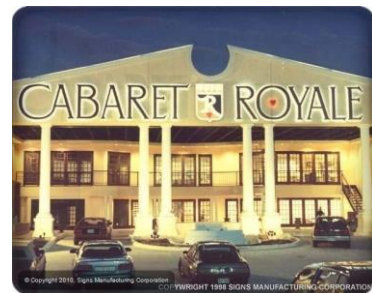
Absolutely Unique Metal Finishes

Guaranteed Highest Quality...Guaranteed Lowest Price™

For truly unique signage, Signs Manufacturing™ is the ONLY sign company in Texas that can finish signs (or anything else, even walls) in ACTUAL:

- Brass (Polished or Weathered)
- Iron (Burnished or Rusted)
- Pewter
- Bronze (Polished or Weathered)
- Copper (Polished or Patina)
- Nickel-Silver
- Stainless Steel (Polished or Satin)
- Smoked Chrome

Or other exotic metals.



Sturdy Plastics

Signs Manufacturing™ uses 3/16" Cyro Acrylite® impact-modified acrylic sheet and SABIC (formally G.E.) Lexan®; the best plastics available in the industry.



Cyro Acrylite® impact-modified acrylic sheet has a 8,900 psi tensile strength, high impact strength (0.63#/” of notch), a 90% light-transmission ratio, and only a 1.49 refractive index (Glass is 1.5.) In other words, it is stronger, brighter, and clearer than the standard acrylic (unchanged since about 1940) used by most sign companies because of its lower cost.

Our signs are guaranteed by the manufacturers of the plastic we use not to fade or "yellow" for 5 years, unlike all generic "polycarbonates" which begin yellowing almost immediately.

Lexan is further warranted not to break for three to ten years (dependent on thickness and solar protection).

Multiple plastic components (sign faces and hanging-bars as an example) are chemically welded together for structural integrity.

SolarGuard™ Plastic Protection for a Longer Lasting Sign

Sign faces that don't fade or "yellow" for 5 years is a step in the right direction, but your sign needs to look nearly as good 10 to 15 years from now as it looks the day it is installed; or you need to plan to replace it often so that your potential customers do not get the wrong impression of your business.

The longevity and appearance of plastic face materials and graphics are extended when they are coated with SolarGuard™, a special, clear, high-gloss, mar-resistant topcoat which protects plastics from ultraviolet light and ozone so that they last longer, just like your eyeglasses have UV coatings to protect the plastic lens.

You won't have dull, dingy plastic faces on your sign if we manufactured it.

Signs Manufacturing™ adds SolarGuard™ protection to every plastic-faced sign. No other local sign company does this.

Does SolarGuard™ Protection Work? *The face on the right was made of "generic" red acrylic and black trim-cap. The left half was coated with SolarGuard™ and the face was left outside for ONLY 7 years; your sign will be out there much longer!*



Lumabrite™ Optical Brighteners for a Better Looking Sign

Just as coated lenses in binoculars increase the light gathering ability of the lens, the special Lumabrite™ coatings we use increase the brightness of our plastic-faced signs.

Also, Lumabrite™ reduces maintenance because of built-in self-cleaning properties.

As an added bonus Lumabrite™ also makes the sign's faces more reflective when the sign is not lighted!

You won't have dull, dingy plastic faces on your sign if we manufactured it.

Signs Manufacturing™ adds Lumabrite™ coatings to every plastic-faced sign. No other local sign company does this.

Strong Flexible Sign Face Materials

Guaranteed Highest Quality... Guaranteed Lowest Price™

The advantage of flexible sign faces is that large faces can be manufactured without the potential of the face cracking and/or breaking. They can even be repaired, in the instance of a bullet hole, as an example.

The flexible sign face materials (3M and Cooley) used by Signs Manufacturing™ are warranted by their manufacturers not to fade, rot, split, or even mildew for 7 years.

Very importantly, we manufacture flexible-faced signs so that the faces can be replaced without having to take the entire sign down. This saves our customers thousands of dollars sometime in their future.

Most locally manufactured competitive signs are not manufactured in this manner.



OptiGard™ Flexible Sign Face Protection and a Better Appearance, too

Sign faces that don't fade, rot, split, or mildew for 7 years is a step in the right direction, but your sign needs to look nearly as good 10 to 15 years from now as it looks the day it is installed; or you need to plan to replace it often so that your potential customers do not get the wrong impression of your business.

The lifetime of flexible sign faces and graphics, as well as their appearance, is extended when protected with a clear, high-gloss, mar-resistant OptiGard™ topcoat which protects plastics from ultraviolet light so that they last longer, and reduces maintenance because of built-in self-cleaning properties.

You won't have dull, dingy, dirty faces like the sign on the right if we manufactured it.

Signs Manufacturing™ adds OptiGard™ protection to every flexible-faced sign. No other local sign company does this.

The "generic" flexible sign face on the right was protected with OptiGard™ on the right half only. It was left outside 7 years.



Weather-Tight Routed Metal Faces

If the sign face is routed metal, or has metal mounted on the plastic face, the plastic and metal will be stud-mounted and silicone-sealed to each other for long-term weather-tight security. There will be no delaminating as is common when stud welding is not used.

Routed metal faces, and push-through and/or plastic lettering, are cut using a computer controlled router, insuring precise lettering and logos, and a perfect fit between metal and plastic components.



Vacuum-Formed Plastic Sign Faces



Vacuum-formed faces are an old art.

Before the advent of flexible sign face material it was necessary to form plastic to place reinforcement "ribs" in large faces to help prevent the wind from breaking them. The best-looking way to do this was to raise the lettering, and to also raise the face close to its edges.

This was critically important in Lexan® or polycarbonate faces because the basic material is so soft that even light winds bow flat faces. They blow out of the sign in one piece, but they blow out.

The vacuum-forming process is not used often in large modern signs because large modern signs do not have plastic or polycarbonate faces, they have flexible sign faces.

Except for cheap signs, where the face is "blistered" forward 2" or so to get the plastic away from the interior lamps without spending money making the metal sign frame of a sufficient thickness; to reduce cost.

Most people think that this has a "cheap" look, and therefore it is used mostly in secondary "program" signs; not business identification signs.



Guaranteed Highest Quality... Guaranteed Lowest Price™

That said, the process can be used to create attention-getting visual effects, such as the airplane in the picture which would look cheap if it were flat!



Or, channel letter faces that separate the sign from the crowd even when it is not illuminated.

Long-lasting Translucent Vinyl Lettering and Graphics

Vinyl letters manufactured by Signs Manufacturing™ are precision cut by a computer-controlled programmable cutter from a 3M product which is guaranteed by 3M not to fade, chip, or peel for five years.

We use 3M's translucent vinyl whenever possible. Even though it is more expensive, the better appearance and added advertising value of having the lettering and graphics light in color is well worth the price.



Over a hundred "factory" vinyl colors are available, plus Signs Manufacturing™ has the ability to custom color vinyl and plastics translucently in 32,807 colors using Wyandotte Grip-flex paints and our intermix system.

There is no finer quality vinyl available. There are many lower-cost, lesser quality vinyl, and opaque vinyl, but Signs Manufacturing™ will not use them.

Nothing looks worse than a sign with its lettering peeling off. To prevent this we overcoat your graphics with clear

SolarGuard™ or OptiGard™ solar protection, depending on the material they are adhered to, so that they will last.

SolarGuard™ and OptiGard™ Protection at Work! The face on the right was lettered with identical red vinyl lettering. The top "A" was coated with SolarGuard™, the top "BC" with OptiGard™. The face was left outside for 7 years. What is the image you want potential customers to have of your business as your sign ages?



Protection Against Vandalism

The unique clear coats Signs Manufacturing™ applies over vinyl lettering and graphics are also formulated to remove one remaining objection knowledgeable consumers have to the use of vinyl on sign faces.

We have all seen signs where vandals have peeled-off lettering to make the sign imply something else, or simply to deface them.

When your sign is vandalized it must be replaced so that it effectively represents your business; even if the sign is simply a listing of "Pool Rules."

While it is probably "technically" possible to remove lettering and deface a sign we manufactured with SolarGuard™, OptiGard™ and/or Lumabrite™ protection we are not aware of anyone, ever, having done so.

Solarbrite™ PinLights™ LED Lighted High-tech Cabinet Signs

Signs Manufacturing™ incorporates a patent pending high-tech design into our unique new-look concept.



PinLights™ LED first-surface lighting systems feature Solarbrite™ LED's that are optically enhanced to appear larger.

Cabinet signs with color graphics and PinLights™ LED first-surface lighting is a hands-down winner. When compared to incandescent lighting or fluorescent back-lighted cabinet signs it is better-looking, cheaper, lasts longer, and uses less energy.

Guaranteed Highest Quality... Guaranteed Lowest Price™

The US Small Business Administration (SBA) says that an electronic message center will increase a store's volume 15 to 150%.

The attribute that makes LED Electronic Message Centers so effective is that they use light to attract attention during the day.



This is the only other sign face that can do so. With LED first-surface lighting, again like electronic message centers, you determine the daytime brightness of your sign by the density, colors, and patterns of lighting you choose. PinLights™ gives you choices, unlike all other forms of lighting.

It also complies with many cities bans on flashing lights, which causes electronic message centers to be banned or severely restricted.

Many companies manufacture LED's. There are over 5,000 varied LED's available, and they vary greatly as to brightness, lux, light-dispersal (viewing) angle, useful lifetime, and lifetime.

Some are very cheap, some are quite expensive, but all cost more than neon for equal illumination.

Signs Manufacturing™ only uses Solarbrite™ LED's that are rated to retain 80% of their brightness for 60,000+ hours. These are the most expensive, but highest value, LED's. Our selection of LED's is what makes our signs brighter, and last longer.

As an example, a White Solarbrite™ LED is 280 lux, compared to our BrighterSigns™ neon's 235 lux, or standard neon's 140 lux.

A Solarbrite™ LED incorporates a new kind of chip, different from all other LED's. Signs Manufacturing™ is an industry leader in the implementation of new technology in advertising.

Solarbrite™ LEDs utilize military specification coatings on the circuit boards the LED's are attached to, preventing corrosion and electrical problems.

Like neon, LED's are also affected by voltage. For instance, an LED will also burn nearly 100% brighter if you double the power feeding it. The LED will last about 1/6 as long, however, making this alternative quite expensive in total cost.

We power our Solarbrite™ LED's properly, and offer a 5 year warranty on the LED's in our lighted signs.



Patent Pending

Reliable Electrical Manufacturing



Our illuminated signs are manufactured and installed to Underwriters Laboratories, National Electrical Code (National Fire Protection Association), and City Code standards using UL components and either "High Output" 800MA fluorescent or H.I.D. lighting; depending on the size and shape of the signage, component cost, and the resulting electrical consumption.

"High Output" fluorescent burn brighter than standard fluorescent, and most importantly burn evenly in cold weather. H.I.D. lighting does not dim as much as fluorescent in cold weather. Both will light a sign equally when properly installed.

H.I.D. lamps in our signs are screened by proprietary lamp diffuser panels so that the sign faces light evenly.

Electronic fluorescent ballasts use less than half the energy of standard ballasts, and have proven their reliability. This is why we now use them!

The fluorescent and H.I.D. ballast's used by Signs Manufacturing™ feature a TWO-YEAR warranty.

Every ballast is individually fused to prevent one failed component from costing more in repairs than is necessary.

Guaranteed Highest Quality... Guaranteed Lowest Price™

Each fluorescent ballast also has a high-heat switch that automatically turns the ballast off until it cools to a safe operating temperature, important in preventing fires.

We test each ballast on every secondary wire to insure proper cathode heating voltage on the Rapid-Start Circuit. If this test is not performed, even though the lamps may light, they may not last 3 months. (We also perform this test when we install new lamps in a customers used sign.)

To insure the electrical integrity of our signage, each lamp socket is individually tested to insure that it has been properly wired, since it is possible to wire a sign improperly and still have the lamps light (for a short time). We also test every competitors sign when we perform maintenance for the first time.

Electrical sockets for vertical fluorescent tubes are protected from water damage with "H" washers on each tube.

A Signs Manufacturing™ sign's total wiring system is tested by a "Hi-Pot" test which insures that there are no wires which MAY short-out at a later date by testing them now with ten times their operating voltage.

If neon is incorporated into the sign, glass neon electrode housings are employed wherever possible to increase reliability and improve the appearance of the sign.

Brighter Signs™

We always space fluorescent lighting tubes, and HID lighting, 25% closer than virtually all other sign manufacturers, much closer than the "cheap" manufacturers, to insure a bright sign.

Our goal is to get a potential customer to notice your sign first; rather than look at someone else's sign and never notice yours. When you use electricity it should attract customers.

Signs Manufacturing™ has introduced new innovations which increase the apparent light output of pylon sign cabinets by up to 70%, but do not affect the lifetime of the sign at all.

New VHO fluorescent lamps are now available that increases the light output even more.

These new products, incorporated into your new sign, will make your sign significantly brighter than all other signs in the area when lighted. Potential customers will see your sign first so it is the one that will make the strongest impression!

Even though these technologies are new and not inexpensive, virtually ALL signs will be made incorporating these products into their design within a few years. Make sure that you do not unintentionally cause your sign to be a "Duller Sign" when compared to signs in the near future.

Make sure you have witnessed our demonstration of sign brightness before making your decision. The difference is dramatic.

The greatest testimonial to the effectiveness of Brighter Signs™ on our customer's bottom line is that EVERY customer who has ordered Brighter Signs™ technology for a sign has reordered it for every sign from then on!



The Critical Importance of Lamp Selection

If you are aware of the recent developments in automobile headlights, how some headlights are brighter and more visible than traditional headlights, you can understand how simply selecting the proper light spectrum and intensity can dramatically affect the visibility aspects of your sign.

There are two important indexes for judging the importance of various lamps in illuminating your sign: Color Rendering Index (CRI) and the light's color, expressed as degrees Kelvin (K).

In degrees Kelvin a lower number is a more "yellow/red" light, a higher number is a more "blue" light.

Interestingly, the color of "daylight" varies from the equator to the poles. But it is generally accepted as about 6000K with a CRI of 100.

A CRI of 100 is perfectly matching the sun's effect on colors.

In white neon the standard has long been established that 6500K neon is best for lighting a sign face. This is the closest you can get to the color of "daylight" with neon. It has a CRI of 65, which is the highest number obtainable with neon as a light source.

The "multi-vapor" HID lighting we use is 6000K with a CRI of almost 100. These are the highest ratings obtainable with HID lighting. Other forms of HID lighting have lower values.

Fluorescent lamps, the most common way to light a sign cabinet, offer choices.

Guaranteed Highest Quality... Guaranteed Lowest Price™

Because of a general lack of knowledge most sign companies, and therefore the non-major-retailer signs, have gravitated to cool white, high output (CW HO) lamps. They were the original color available, and they are cheaper. Not a lot cheaper, but cheaper.

Unless you work for a very major corporation and have been paid to study this issue this information has not been readily available until now.

With the advent of digital photography, full-color printers and/or email to computers with full color capabilities, we are now able to show you what we are talking about without asking each potential customer to visit our lighting laboratory.

The left side of the picture is a sign lighted by Daylight HO lamps, the right side with CW HO lamps. A thin black line has been placed where the two pictures are spliced together.



CW HO lamps are 4500K with a CRI of 50.

The best fluorescent lamp now available for a signage application is a "Daylight HO" lamp. It is 6000K and has a CRI of 65, the highest value we can obtain with a fluorescent lamp. (This color and CRI are also available in VHO lamps.)

These lamps are slightly more expensive, but they are what we use in the fluorescent lighted signs we manufacture. If you have existing outdoor fluorescent signs you would be wise to have us install Daylight HO lamps in them. Your signs will certainly be more noticeable.

Our simple goal is to get a potential customer to notice your sign first; rather than look at someone else's sign and never notice yours.

Energy Consumption Alternatives

A lighted 4' x 8' sign cabinet will consume the following energy in an hour when lighted by the methods shown:

- | | |
|--|------------|
| • Standard "High Output" 800ma fluorescent | 600 watts |
| • Electronic "High Output" 800ma fluorescent | 292 watts* |
| • HID | 290 watts |
| • PinLights™ LED | 200 watts |

*As an added bonus electronic ballasts extend fluorescent lamp life 30%.

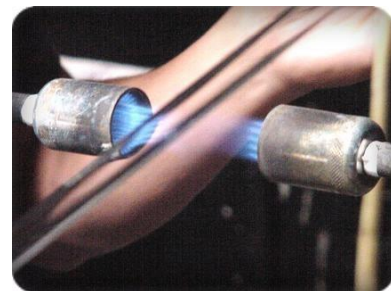
Trouble-Free Neon

Neon is a hand-made "light bulb", and all neon is not created equal!

Unlike most sign companies, Signs Manufacturing™ also manufactures neon (and Cold-Cathode lamps.) This gives us advantages in manufacturing well-illuminated and safe letters.



Our artisans individually manufacture the neon for each sign after the sign is manufactured to insure a proper fit that will also not "short" against the metal. Sign companies that buy their neon pre-made from neon manufacturers cannot do this.



We use the highest quality glass and nickel-flex electrodes with Dumet alloy inner leads, heavy-gauge solid-nickel corrosion-proof 7-strand exterior leads and ceramic collars, the best we can buy, because except for heat-cracking, most neon

failures are electrode failures.

Our artisans carefully charge each neon tube for optimum brilliance using the most sophisticated of neon pumping systems because the third most frequent cause of neon failure is improper pumping.

Even though all neon dims in cold weather, neon manufactured by Signs Manufacturing™ will dim less because we use gases specially formulated for cold weather, which are unaffected by hot weather.

The most common cause of neon failure is heat cracking. This is caused by improper installation (too much or too little neon footage for the size [secondary voltage] transformer used), or by the effects of high voltage on the shorter neon pieces.

It is critically important to the long-life of both the neon and the power transformers that each transformer has the proper resistance in neon (loading) for its secondary voltage.

Guaranteed Highest Quality... Guaranteed Lowest Price™

Signs Manufacturing™ "burns in" each neon tube for twenty-four hours to stabilize the neon, then meters the neon to be connected to each transformer for both voltage and amperage draw to insure a proper load, because even identical neon letters will have different resistance. Most competitors neither meter nor "burn in" their neon.

Most cities and the National Electrical Code require that a sign have a disconnect (switch). If your sign is being built with an enclosed cabinet we will install a switch on the cabinet. If not, your electrical service to the sign will probably have to have a LOCKABLE disconnect to pass your cities electrical inspection. We are not providing your electrical service to the sign. Well-made and properly installed neon should average a twenty-year lifetime (40,000 hours of use).



Is all of this "stuff" about neon important? Improperly manufactured neon makes the sign above look the way it does (The "Cleaners" sign is brand new.) What is your image of this business?

Safety-Oriented Neon Electrical Components

To help prevent fires, the National Electric Code and Underwriters Laboratory require that all large signs containing neon use ground-fault protected neon transformers.



To function their best, these transformers need their electrical circuit to have a grounding conductor. All modern buildings have them. These transformers also require a dedicated common wire so that other devices, like a refrigerator turning "on", on the same wire circuit does not turn your GFI transformers "off." If your building is not wired properly you will want to have this corrected, so that your sign will work reliably.

In instances, rain, snow, even birds and bugs can cause ground-fault transformers to occasionally trip "off."

Signs Manufacturing™ uses "France" neon transformers because unlike ALL other transformers these U.S. manufactured transformers contain a "Smart" microprocessor that automatically tries to reset the ground-fault before shutting down the transformer. If the fault was only momentary, the transformer will remain "on," illuminating your sign. These transformers also automatically reset when their power is turned off and then back on. They offer our customers the greatest opportunity to avoid service calls.

Each neon transformer is warranted for two years from its manufacturing date.

Translux high-voltage silicone-insulated wire will be used during neon installation, even though it is four times more expensive than some neon wire, to insure against transformer "nuisance tripping", arcing, fires, and potential service calls caused by neon transformer outputs as high as 15,000 volts.

Glass tube/wire supports and porcelain insulators will be used because they do not degrade over time, unlike the plastic and clay components used by some.

Neon Energy Consumption Alternatives

The cost to illuminate a standard channel letter sign consisting of twelve 18" letters with:

- | | |
|--|----------------|
| • Our standard "France" brand transformers lighting standard or Brighter Signs™ neon | \$ 217.80/year |
| • Our energy-saving in-series transformers lighting standard or Brighter Signs™ neon | \$167.01/year |
| • Solarbrite™LEDs | \$ 18.01/year |

LED High-Intensity Light Borders

How can you enhance your sign so that it attracts more attention during the day?

Lighted borders surrounding the sign face.

Whether neon or LED a lighted border will catch the eye of passers-by.

It can be illuminated while the center face is dark, saving energy during the day.

When we design your sign with you we can include this relatively low-cost option.



Digital LED Electronic Message Centers and Video Displays

Electronic message centers help your business three ways:

- They allow real-time communication with potential customers.

Guaranteed Highest Quality... Guaranteed Lowest Price™

- They attract attention through animation.
- They increase awareness of your business location and your products.

Research shows that you have 3 seconds to attract a passer-by's attention and communicate your message to him. An electronic message center will make your message stand out from the crowd of signs around you. Even displaying the time and temperature can give a viewer valuable information which they will associate with your business. Combining that capability with animated messages, possibly in color, can *really* drive your sales up.



Read what the U. S. Small Business Administration (SBA) has to say about the effectiveness of electronic message centers at <http://www.sba.gov/starting/signage/text/emc.html>.

Modern electronic message centers are illuminated using LED's. This lowers their operating cost by 80+% over older, incandescent systems. If the system is properly designed the bulbs are part of a modular display board that is easily removable and changeable, thus helping to control service costs. The "pitch" or spacing of the LED's greatly effects the appearance of the display, and the cost of the unit.

The system should have easy to use control software with built in features such as scrolling and blinking messages and a time and temperature display. It should also allow you to preview both individual messages and your whole display queue without forcing you to show the world your half-finished ads by running them on the display. The message should be able to be changed from inside your business, or the system should be configured so that "headquarters" can change the message at each store.



Most important in an investment of this size is product support. The electronic message center manufacturer must be large and dedicated enough that they will continue to support their products with parts. Technical support must be easily available and there must be no limit to your access to it. Even after you have become an expert, and years later, you might have difficulty programming a new-look message. Make certain your electronic message center manufacturer will be there to help you.

Over the years Signs Manufacturing™ has serviced virtually every electronic message center manufacturer's product. Using what we learned, we began manufacturing Listed Sunburst™ LED Displays in 2 styles with 8 models, all with the best warranty in the business. If you are interested in LED Signs, please ask us for details.

"Our electronic-message-centers were nightmares. Even though they were only 2 years old the manufacturer refused to service them. Your service has been exceptional." Major

Vincent, Salvation Army

Factory-Direct Installation and Sign Service

What can be better than having the people who built your sign both install and service it?

The State of Texas requires by law that all companies and individuals installing or maintaining electric signs and/or neon have a license. It is a State criminal offense to install or service an electric sign without an appropriate license.

To obtain a State license all individuals must meet experience, testing, standards of professional conduct, and continuing education guidelines. General electricians cannot install or service signs.

To obtain a State Sign Contractor's License the company must be represented by a Master Sign Electrician (12,000 hours training minimum), all electrical workers must be licensed, lead-men journeymen must have 8,000 hours minimum training, the company must carry insurance to protect their customers, and they must comply with Texas' Workers' Compensation Insurance laws. All work performed must meet minimum guidelines. The business must be operated in an honest and professional manner.



Guaranteed Highest Quality... Guaranteed Lowest Price™

Many companies, who cannot meet the State's licensing requirements, work under the lesser requirements of individual cities and communities. Some only require the payment of a fee; no training or experience, or insurance!

Our State License #'s are: TSCL18015, TSCL18016, TECL17503.

All of our components will be new.

All fasteners will be galvanized or non-corrosive.

To additionally insure safety and quality, manufacturing and installations are supervised by a Master Sign Electrician, Master Electrician, and Licensed Sign Erector. Licensed Company Sign Installers and Licensed Electricians are also utilized.

All excess dirt and rock will be hauled away and disposed of properly.



At the end of installation or service the work area is always left in a broom-clean condition.

We are virtually the only sign company in any of the 97 "Metroplex" cities multi-licensed to manufacture and install signage as well as provide electrical service.

Signs Manufacturing™ can be totally responsible for installing, wiring, and maintaining your signage (and lighting), if you choose.

If there is a problem, our radio-dispatched service vehicles, cranes, and ladder trucks keep signs and lighting working and advertising for you.

If installations or service work take place during your business hours, our uniformed employees will not detract from your business environment.

Electrical

The National Electrical Code (NEC) requires that signs be served by dedicated electrical circuits with no other load on either the line, common, or ground wires. Your sign will require much less service if this new rule is followed; neon transformers are very sensitive to other equipment operating on the same power feed, and can "nuisance trip" frequently and/or fail prematurely. Your sign MUST be supplied in this manner for our warranty to be active.

Circuits serving only neon can be 30 amp, all others can be 20 amp maximum.

If your sign will be controlled by a time clock or other controller your city will probably require that your electrical service be modified to include a disconnect switch(s) which is lockable in the "off" position and is in sight of the controller; another requirement in the NEC.

We will work with your electrician to aid you if your current electrical system is not appropriate, or we can bring your system up to code if you currently have no electrician.

We can modify an Intermatic T101 or T103 time clock to comply with the new regulations so long as each circuit is 20 amps or less.

Zap Protection™ Optional Electrical Surge and Lightning Protection

Electrical surges on a sign's incoming power supply, and lightning strikes, are not covered by any manufacturer's warranty, and they are common in Texas.

As technology has moved us from the use of electrical components such as core-and-coil ballasts to electronic components, primarily to reduce power consumption, the susceptibility of a sign to damage from electrical power surges or lightning strikes has increased dramatically. Old-style electrical components are simply no longer available in most cases.

Signs Manufacturing™ offers surge and lightning Zap Protection™, at a reasonable additional cost, adding components to signs to lower the potential for damage from an occurrence. These components are over 90% effective when an occurrence occurs. 150 VRMS clamping volts for ground, 310 VRMS for line. Maximum surge current 100,000 amps, 0-400 Hz, UL Listed.

Zap Insurance™ Electrical Surge/Lightning Insurance

Unfortunately no surge/lightning protection system is 100% effective.

Guaranteed Highest Quality... Guaranteed Lowest Price™

Your property insurance should cover this eventuality. But if it doesn't, we will cover this continuing risk with optional electrical surge/lightning Zap Insurance™, available for signs which have our electrical surge/lightning Zap Protection™ (above) installed.

If a Zap Insured™ sign is damaged by either electrical surge or lightning strike we cover all costs of repair, up to and including replacing the entire sign if it is destroyed by an occurrence.

No other sign company offers electrical surge/lightning protection, or this assurance; in fact many are using these events to make more money.

"Surge damage is not covered under our warranty and when we suspect surge we charge for the replacement parts...We found the internal fuse...had blown."

Laura Rein**n, Customer Service Supervisor, Wat***ire Signs (Rather than return warranted parts to service with new fuses, or let us replace fuses, they charge the customer for new parts.)

State Licensed Electrical Service

We are virtually the only sign company in any of the 97 "Metroplex" cities multi-licensed to manufacture and install signage as well as provide electrical service. Signs Manufacturing™ can be totally responsible for installing, wiring, and maintaining your signage (and lighting), if you choose.

The State of Texas requires by law that all companies and individuals performing electrical work have a license, and it is a State criminal offense to do so without an appropriate license. Sign electricians cannot perform general electrical work.

To obtain a State license all individuals must meet experience, testing, standards of professional conduct, and continuing education guidelines.

To obtain a State Electrical Contractor's License the company must be represented by a Master Electrician (12,000 hours of training minimum), all electrical workers must be licensed, lead-men Journeymen must have a minimum of 8,000 hours training, the company must carry insurance to protect their customers, and they must comply with Texas' Workers' Compensation Insurance laws.

All work performed must meet minimum guidelines. The business must be operated in an honest and professional manner.

Our State Electrical License # is: TECL17503.

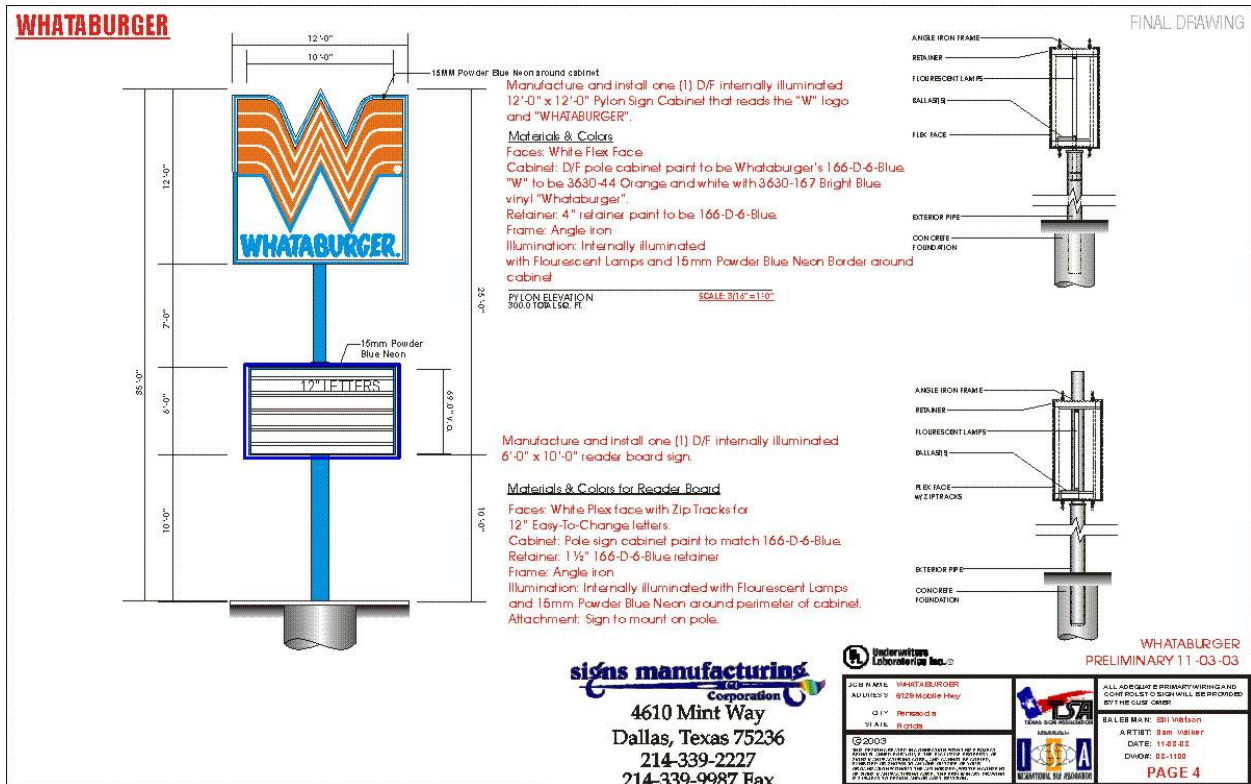
City Sign Permits and Landlord Approvals

We deal with the City so that you do not have to! We also help you provide the necessary materials to get approval from your Landlord.

On the left is our bookcase containing Dallas/Fort Worth Metroplex city sign ordinances.

We prepare drawings of your new signage for your City Sign Permit application, and also your Landlord if required. This means that we will send our people to measure your property and produce detailed drawings of the sign, how it is built, and the property where it will be installed. An example follows:

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Approval of your signage by your Landlord remains your responsibility. If your landlord has a Sign Criteria, please give us a copy. Be sure to read our Terms and Conditions of Sale, which spells out respective responsibilities.

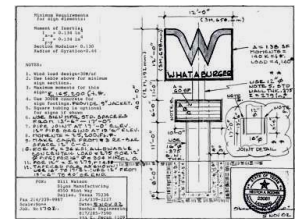
Cities that require businesses to have Certificates of Occupancy (CO's) usually will not issue a sign permit until a company that does not have a CO has applied for one (even if you are just changing the name of the business). Please apply as soon as possible.

There may be additional charges if: your City does not approve your sign and you wish to appeal their decision, you would like us to file for a Variance, or if the City or your Landlord requires additional information before approving your sign.

Certified Engineering

Almost all cities require that Certified Engineering be presented prior to Permit Approval to prove that the design of a pylon sign will withstand a 100 m.p.h. wind.

When hurricane Ivan hit the Florida panhandle in 2004 with 140 m.p.h. winds no cabinet sign we manufactured was damaged, except by flying objects; no free-standing pylon sign even lost a sign face (2 small changeable-letter readerboards with plastic faces lost their faces.) One of our customers had 2 previous sign suppliers; none of their signs survived.



Inspections

The State of Texas requires that we mark the location where a hole is to be drilled and notify the State of our intentions.

The State notifies all regulated utilities (electric, gas, telephone, cable, and pipeline companies, etc.) of our intentions, and we must give them three work days to verify that we will not hit any of their underground components. If there is a potential conflict they must visit the site and mark the location of their components.

Although not required by law, we also notify water, sewer, and private communications entities (school districts, fire, police, city, etc.) before drilling. We have developed proprietary contact lists for use in every city in the metroplex over the years.

The City itself usually inspects sign locations to insure that they comply with the permit before drilling.

After a hole is drilled, the City inspects the hole.

If your City requires a pre-installation inspection of your sign we will comply.

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After the sign is installed, the City will inspect the sign installation and your electrical connection to the sign as appropriate.

Maintenance Manual

Every sign manufactured by Signs Manufacturing™ comes with a **MAINTENANCE MANUAL** describing the proper care and maintenance of every part of the sign, to help give your business a competitive edge in attracting customers.

Good looking, bright, well maintained signs attract customers. Dingy, dim, poorly maintained signs drive customers away.

Our **LIFETIME* Warranty** helps keep your sign working for you also.

History of Quality Craftsmanship



Signs Manufacturing™, a Watson Family owned and managed corporation, has been building quality signs and shipping them worldwide since 1979.

Most Family members are licensed electricians, each with over 18 years experience in every phase of the business.

Every member of the Family has a University business degree. Our education and experience causes us to look at the sign

business differently.

The principal owner of Signs Manufacturing™ formed several successful businesses for large and small corporations and was heavily involved in the marketing and advertising necessary to make a business successful prior to starting Signs Manufacturing™ with the Family.

He saw an opportunity to build a sign company that understood marketing issues, a huge void even today, and help customers become successful.

We know what it takes to make a business successful, so we develop “looks” and processes that benefit our customers by giving them continuously better, more productive signs at continuously lower prices.

Signs Manufacturing™ has always been a leader in the development of new technologies for the sign industry.

The people at Signs Manufacturing™ are proud that we were the first (and remain the most) automated channel letter production facility IN THE WORLD. In fact, Signs Manufacturing™ helped design the equipment that every very large sign company now uses to produce channel letters.

We have manufactured illuminated channel letters from 7 inches to 25 feet tall (the largest channel letter ever made, we are told!)

We have an extremely loyal workforce. All of our key artisans have been with us for at least 10 years; some 26 years!

Signage we have created has been featured in several national magazines, as well as newspapers, movies and commercials.

We are also proud that we have repeatedly been chosen to conduct training seminars for City's Sign Inspectors.



Full Service Facility



Several generations of the Watson family are directly involved in the everyday management of the Company. Our “Senior” Watson has over 35 years experience in sign and electrical design, lighting, and the running of manufacturing companies.

Our 1 acre production facilities, with multiple high and low dock doors, is located on a 3 acre concrete pad; the additional area being used for parking and "clean" outside storage. (You are always welcome to visit your signage while it's under construction.) One-half acre is planted greenbelt.

We even manufacture our own neon and Cold-Cathode lighting.

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We are virtually the only sign company in any of the 97 "Metroplex" cities multi-licensed to manufacture and install signage as well as provide electrical service.

Signs Manufacturing™ can be totally responsible for installing, wiring, and maintaining your signage and lighting if you choose.

If there is a problem, our modern, radio-dispatched service vehicles, cranes, and ladder trucks keep signs and lighting working and advertising for you.

Signs Manufacturing™ is one of the few sign companies in the Metroplex regularly inspected by Underwriters Laboratories and approved for the manufacturing of UL listed signage - meeting the highest design, structural manufacturing, electrical, and installation standards in the world.

Signs Manufacturing™ has sign installations in 41 States and 3 countries.



Our Environment

Signs Manufacturing™ does all we can to be responsible members of society. In addition to our environmentally friendly painting and paint and solvent disposal practices we recycle our metal, aluminum, plastic, tire, battery, oil, and wood scraps, including all the old signs we remove for customers.



We champion energy-saving signage solutions that save our customers money while protecting our environment.

We are inspected by the Texas Commission on Environmental Quality VOLUNTARILY on a regular basis.

In fact, Signs Manufacturing™ has been awarded the Compliance Commitment Partnership (C2) Award by the State of Texas, signifying 100% compliance with all Texas and E.P.A. environmental rules and regulations for many years now.



Of all of the businesses in Texas we were one of 105 recipients this year, one of 87 multi-year recipients ever. We are the only **sign company** to ever receive this commendation from the State.

We are proud that we can operate our business in an environmentally friendly manner.

Five (5) Different Ways to Purchase

Choose from Five (5) different ways to pay for your message center.

- **Cash Accepted**

We offer a discount for purchases by cash or check.

- **Credit Cards Accepted**



- **Conserve Your Nest Egg™**

Save your cash to operate your business.

We will help you apply for financing that allows you to make NO down payment with 0% APR for the first 12 to 15 months, depending on the plan you select, so long as you make timely payments.

The companies we associate with allow you to pay-off your loan any time you wish.

- **Signs on Time™ Lease**

If you want to lease or lease/purchase, rather than purchase your signs outright, and need help in arranging a lease, please let us know.

Our leasing companies can combine our signs with other equipment you need in one lease or lease/purchase package. Equipment such as point-of-sale computerized cash-register systems, telephone systems, security systems, manufacturing machinery, etc. can all be leased.



Guaranteed Highest Quality... Guaranteed Lowest Price™

- **Zero Down**

To help you open your business we have worked with one of our lenders to create an exclusive NO DOWN PAYMENT lease. **Now you can pay for your sign totally out of your businesses' future cash flow.**

All signs maintenance costs can be included in the lease package.

Leasing gives you the option to upgrade your signs package, to change your look, at no additional cost at the end of the lease period.

- **Pay as You Grow Lease/Purchase™ Options**

In addition to conventional leases we offer accelerated leases and lease/purchase options that save you money overall, while still providing the opportunity to pay for the majority of your signs out of monthly profits.

Delayed-Deposit Billing™

Delayed-Deposit Billing™ reduced initial deposit amounts significantly and allows you to better plan your cash-flow.

Potential Sales/Use Tax Savings – Separated Contract

If we are manufacturing and/or installing a *newly constructed sign* on a *newly constructed building*, or a *new free-standing sign*, then the State of Texas only requires Sales/Use Tax to be paid on our cost of the materials, NOT the full price of the sign, because of this "Separated Contract."

Our invoices are the controlling part of this "Separated Contract." In the instances above we will provide you with an invoice which will be written to reflect Sales/Use Taxes for the materials only.

This is an average **savings of 80%** of the usual Sales/Use Taxes!

Securing Your Investment



"After being ripped-off by one sign company, who took my several-thousand-dollar deposit but never delivered my sign, I was nervous. I'm sure glad I met you guys!" Paul Lewis, Jubilee Mortgage

All too often we hear about sign companies who took deposits from customers but never delivered their signs. In every instance, because the sign company had few assets, there was no recourse.



We are also told of companies that don't pay for the materials used in a sign, and/or never pay their laborers, in which case(s) THE CUSTOMER is legally liable for these bills EVEN THOUGH they paid the sign company!

Signs Manufacturing™ protects our customers, as the law allows, by providing them with both "Partial" and "Final" Lien Releases to legally protect them should ANYONE question whether we paid for materials and/or labor.



superguarantee™

Also, size DOES matter. Our size and our investment in the community, and our State Licensing, insures our customers that we will be here to deliver and install our signs (and to back our *Lifetime Warranty* if our signs need service.)

We also offer all our customers to be listed as "Additional Insured" for free on our \$2,000,000 insurance policy, providing coverage if we default.

Signs Manufacturing™ is insured, registered, licensed and bonded per City and State regulations, and carries product liability insurance. We are regulated by the Texas Department of Licensing and Regulation, P. O. Box 12157, Austin, Texas 78711, 1-800-803-9202, 512-463-6599; website:

www.license.state.tx.us/complaints.

Justification

What does a sign cost?

Of course you have to invest money in a lighted business sign so that it can create you income.

But, a sign can't cost you money, it has to make you money. It is an investment to make your business grow.

So, when does a sign start making you money?

Guaranteed Highest Quality... Guaranteed Lowest Price™

For an example let's decide if we can afford to add \$10,000 additional dollars to the cost of our sign to enhance its look and improve our image. You may want to spend more, maybe less.

If you borrow 100% of the money to purchase this sign, and pay it back over 6 years with a 10% interest rate, your additional monthly payment will be about \$185 per month. Add to this the monthly additional operating costs for electricity, insurance, and property taxes because of the more-valuable sign – the sign's ONLY other costs. For our example we will use a \$190 per month total cost (\$6.25 per day.)

How much business will the sign need to generate to pay for itself?

You probably operate with a 25% to 50% cost of goods, depending on the type of business, so the sign theoretically has to generate \$8.33 to \$12.50 per day in increased business to pay for itself in 6 years.

You will depreciate the sign, and the interest paid is an expense, saving you income taxes on your investment. If you are in a 28% tax bracket this will return to you \$3,730 in Federal Income Taxes you would otherwise have been obligated to pay during the depreciation period. This reduces the break-even point by about \$1.70 per day.

Would a beautiful sign in front of your business, rather than a "box" like everyone else has, get you \$6.63 - \$10.80 in additional business per day?

"Free" Professional Market Research Services

What Questions Do You Need Answered to Make an Informed Sign Purchasing Decision?

- What will the sign look like once it is installed?
- How will the sign compare to surrounding signs?
- What kind of image will this environment create for you?
- Would a more expensive sign be better for your business?
- Would a less expensive sign be better for your business?
- Does the city allow the type of sign you want?
- Are there any size or placement restrictions?
- Does your landlord allow the type of sign you want?
- Do they have size or placement restrictions?
- Can the sign be physically installed, or are there obvious problems; engineering, safety, vision, installation cost, overhead obstructions, under hangs, setbacks, visibility triangles, electrical, other?
- What will total costs for each sign choice be?
- Can these costs for the sign choices be justified by increasing business?
- How long will it take to begin creating an additional profit?
- What are the traffic counts for the location you are considering?
- Should you be installing this sign at this location?
- What are your purchasing options?
- What are your leasing options?
- Will you qualify for a free LED free-standing sign?
- What other advertising options and opportunities do you have?

Obtaining answers to these complex questions is easy (for you!)

We can prepare a complete report answering ALL the pertinent questions above, and give it to you.

We've installed over 75,000 signs in the Metroplex. We have two university-trained marketing professionals, and a university-trained finance professional on staff. **We can get you the answers you need to make a decision. We've done it thousands of times.**

We know that if you are an informed buyer there is a very good chance you will become a successful, lifelong, customer. Therefore it is important to us that you are extremely successful.

Guaranteed Highest Quality...Guaranteed Lowest Price™

The "Average" Cost of Advertising

<u>Advertising Medium</u>	<u>Cost Per 1000 Exposures</u>
Mailer (in Envelope)	\$ 790.00*
Mailer (Post Card)	\$ 380.00*
Newspaper	\$ 7.39*
Television	\$ 6.26*
Radio	\$ 5.47*
Average Channel Letter Sign*	\$.14
Average Free-Standing Sign*	\$.27
Average Free-Standing w/ Electronic Message Center*	\$ 1.17

* US Small Business Administration figures. Assumes 10,000 cars per day – a very conservative figure for ANY business street, only 1 person in each car, and only a 10 year useful life for the sign. ALL very conservative!

Most of the Newspaper, Television and Radio consumers reached are not in most businesses marketing area, a 5 mile radius of their store according to the US Small Business Administration. The actual cost of reaching a POTENTIAL consumer by these means is unknown, but much higher.

Mailing list costs are not included.

The "Known" Costs of Advertising with Signs Manufacturing™ Built Signs

<u>Advertising Medium</u>	<u>Cost Per 1000 Exposures</u>
Average (\$5,000) Channel Letter Sign*	\$.06
Average (\$10,000) Free-Standing Sign*	\$.09
Average (\$60,000) Free-Standing w/ Electronic Message Center*	\$.34

* Also assumes 10,000 cars per day – still a very conservative figure, the known National average of 1.59 people in each car, and a known 30+ year (so far) useful life for our signs. Includes our known costs of owning and operating the signs (historical electricity, insurance, property taxes where applicable, in North Texas.)

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Guaranteed Lowest Price

Signs Manufacturing™ guarantees that our price will be the lowest price you can obtain on the product(s) described in this brochure; now or anytime during the next 90 days.

If you are offered a lower price by someone else we will match that lower price **PLUS** give you 10% of the difference.

The Benefits of Buying All Signs Factory-Direct

You need answers to these questions before you buy (anything from anyone.) Don't be a naïve consumer.

	Competition	Signs Manufacturing™
Can you view all sign types before you buy?	No	YES
Can you view your sign as it is being made?	No	YES
Will the people who built the sign install it?	No	YES
Are the people who will install the sign factory-trained?	No	YES
Is the sign seller (broker) responsible if the sign is not installed properly?	*	YES
Is the sign installer responsible if the sign is not installed properly?	*	YES
Does the sign seller (broker) provide free Warranty service?	?	YES
Does the sign installer provide free Warranty service?	?	YES
Does the sign manufacturer provide free Warranty service?	?	YES
Does the sign seller (broker) control the manufacturing and installation time table?	No	YES
Are there 2 nd and 3 rd party profit markups?	YES	No

Is the sign installer working for you, or the factory, or only the sign seller (broker?) Who is legally responsible? Who has the financial ability to remedy accidents and omissions? Single-source responsibility is best. Product liability insurance is good, too.

Guaranteed Highest Quality...Guaranteed Lowest Price™

Pricing

<u>Sign Design and Drawing Services:</u>	included
<u>Digitization of Artwork/Logos:</u>	included
<u>Sign Placement/Sizing Drawing:</u>	included
<u>Marketing Services:</u>	included
<u>Co-op Advertising:</u>	free
<u>Field Survey:</u>	included
<u>Permit Filing:</u>	included
<u>Permit Drawings:</u>	included
<u>Landlord Drawings:</u>	included
<u>Engineering:</u>	included
<u>Engineering Drawings:</u>	included
<u>All Aluminum Exterior:</u>	included
<u>Painted with Signlux Paint Systems™:</u>	included
<u>3M Translucent Vinyl Lettering/Graphics:</u>	included
<u>SolarGuard™ Clear Solar Protection on Plastics:</u>	included
and/or <u>OptiGard™ Flex-Face Protection System:</u>	included
<u>Lumabrite™ Optical Brighteners on Plastics:</u>	included
<u>Self-cleaning Sign Faces:</u>	included
<u>Vandal Protection System:</u>	included
<u>"Daylight" Lighting:</u>	included
<u>Maintenance Manual:</u>	included
<u>Delivery cost:</u>	included
<u>Pre-Installation City Inspection:</u>	included if required
<u>State-licensed Installation:</u>	included
<u>U.L. Approved Design, Structural, Electrical, Installation:</u>	included
<u>Certified Welding:</u>	included
<u>Dirt "Haul-Off":</u>	included
<u>Special equipment costs:</u>	none
<u>Sign Electrical Hook-up:</u>	included (to wiring within 6 feet of sign)
<u>Electrical Wiring and Permits:</u>	additional if required
<u>Pier-hole "Rock" charge:</u>	additional if encountered
<u>Post-Installation City Inspection:</u>	included if required
<u>Lifetime* Warranty:</u>	included
<u>Zap Protection™:</u>	optional
<u>Zap Insurance™:</u>	optional
<u>Sales/Use tax:</u>	plus tax or State of Texas Exemption Certificate
<u>Permit cost(s):</u>	additional at cost
<u>Grand Opening Package:</u>	Free*



Guaranteed Highest Quality... Guaranteed Lowest Price™

This is a tool for your use to insure that quotations you receive are for the same sign! Insist that your bidders check-mark each line, then sign the document when they give you their quote.

	YES
Lifetime* Warranty	
"Partial" and "Final" Lien Releases to insure that My Deposit and Final Payment Money is used to pay for Materials and Labor used in My Sign, so that I am not legally personally liable for these debts	
\$2,000,000 General Liability Insurance	
Product Liability Insurance	
State of Texas License to Manufacture Signs	
Signs Manufactured In-House (NOT subcontracted)	
.063, #3003 H-14 or heavier Aluminum Sign Panels (NOT steel or "Paint-grip")	
Welded Structural Steel inner frames	
Certified Welding	
Structural Frame Painted PRIOR to Exterior Skins being Attached (Prevents Rust)	
All Seams Caulked	
Drain Holes	
Interior and Exterior of Sign EPOXY Primed Prior to Painting	
Painted with Signlux Paint Systems™ Automotive+ Paints	
Inside of Sign Cabinet Painted Solar Finishes™ Reflective White	
Only Cyro Impact-Modified-Acrylic, GE Lexan, 3M or Cooley Flexible Sign Face Material used for Sign Faces	
Sign Faces must be removable without taking the sign to the ground	
SolarGuard™ Clear Solar Protection on Plastics, and/or	
OptiGard™ Flexible Sign Face Protection System	
Lumabrite™ Optical Brighteners on Plastics	
Self-cleaning Sign Faces	
UV Stabilized Translucent Wyandotte Grip-Flex, paint (or equal) used for Graphics	
"Daylight" Illumination	

Guaranteed Highest Quality...Guaranteed Lowest Price™

	YES
Brighter Signs™ Technology	
High-output fluorescent or HID internal signage lighting	
Energy-saving Electrical Components	
Hi-pot tested Electrical Circuits	
Every Ballast Fused	
Pre-heat circuits individually tested at EVERY socket	
Neon made In-House (NOT subcontracted)	
Computer Generated (exact) Neon Patterns	
Nickel-Flex Electrodes with Dumet alloy inner leads, heavy-gauge solid-nickel corrosion-proof 7- strand exterior leads and ceramic collars used on all neon	
All Neon “burned-in” prior to installation (24 hours minimum)	
Transformer loading checked by both voltage and amperage tests	
Only Ground Fault Indicating transformers used in this sign	
Only Translux high-voltage silicone-insulated wire used during neon installation	
Neon Electrode Boots as required by Underwriters Laboratories	
Only Glass tube/wire supports with stainless steel bases used (NOT plastic)	
Sign meets Underwriters Laboratories, National Electrical Code, State and City Code standards	
In-House Installation & Service (NOT subcontracted)	
All components will be new.	
All fasteners will be galvanized or non-corrosive.	
Signs attached to poles are Welded in Place	
The work area will be left in a broom-clean condition	
Permit acquisition labor is included in this quotation	
Installations are supervised by a State Licensed Master Sign Electrician, Master Electrician, and State Licensed Sign Installers and State Licensed Electricians will be used	
Maintenance Manual	
Zap Protection™	
Zap Insurance™	
Free Co-op Advertising Program	
Free Grand Opening Package*	

Sign Company: _____

Signature: _____

Guaranteed Highest Quality...Guaranteed Lowest Price™



In a Nutshell:

The Special Features and Benefits of Signs Manufacturing's Cabinet Signs

- **Structural Steel Frames with Aluminum Exterior Skins** – No rust and lasts forever. Virtually Hail-proof.
- **Computer-generated Graphics** – Perfect look, not handmade, much more impressive.
- **Signlux Paint Systems™ Automotive+ paints and 2 part primer system** - The same exterior paint type they paint a Ferrari with. It looks new virtually forever, helping your business.
- **Cabinet Insides Painted Solar Finishes™ “Bright Reflective White”** – The sign always lights brighter, attracting more attention, with no additional electrical cost.
- **Impact-modified Plastics** - Won't break and look bad.
- **SolarGuard™ Protected Plastics** – Won't fade and look bad to customers.
- **Lumabrite™ Coated Plastics** – The sign always looks brighter because of this coating with no additional energy cost.
- **Optigard™ Coated Flexible Sign Faces** – This coating eliminates yellowing, which makes a sign look old and dingy, chasing potential customers away.
- **Vandal Resistant Coatings** – Your sign won't be intentionally damaged.
- **Self-cleaning Sign Faces** – Your sign never looks dirty and dingy, chasing potential customers away.
- **Brighter Signs™ Technology** – Brighter signs always draw more attention.
- **PinLights™ First-Surface LED Lighting** – A modern, brighter sign to attract more attention. Do more business. The lights are visible!
- **EnergyStar Signs™ Electrical** – Saves 35% or more of electricity costs, some can even be Solar Powered.
- **UL Listed Sign** – This sign can be installed anywhere, and moved anywhere at a later time.



Special Features and Benefits of doing business with Signs Manufacturing

- **Guaranteed Highest Quality...Guaranteed Lowest Price™** - We manufacture the best signs, for the lowest price.
- **Lifetime* Warranty** – Saves you money forever.
- **Product Liability Insurance** – Protects you and your customers forever.
- **Deposit Insurance** – Your money is protected even if we were to default.
- **Established 1979 and the Largest Custom Sign Company in North Texas** – We back our claims.
- **Better Business Bureau Accredited Business** – Others back our claims, too.
- **Eleven Person On-Location Sales Team** – At your location to help you anytime we are needed.
- **Sign Showroom** – Don't buy a sign from a drawing when you can see the real thing.
- **State Licensed Electrical Sign Contractor** – We know our business and do our job.
- **State Licensed Electrical Contractor** – We know electricity.
- **Trained QualityCertifiedSigns™ Technicians** – We understand quality.
- **We Actually Manufacture the Signs** – Single-source responsibility.
- **Full-Service Sign Company** – We manufacture, install, and service all signs; ours and others. Seven cranes/bucket trucks to 80' reach. Seven installation/service crews.
- **Electronic LED Sign Experts** – Because we manufacture them, we also know how to fix them all.
- **Five Different Payment Options** – Cash, Credit Card, Conserve Your Nest Egg™, Signs on Time™ Lease (with Zero Down option) and Pay as You Grow Lease/Purchase™
- **Delayed-Deposit Billing™** - Significantly reduced initial billing to help you control your cash-flow.
- **Free Grand Opening Package*** - We want you to be successful; here's another way we're helping. A free "Coming Soon" and "Grand Opening" banner with your name on it, and free "store" hours lettered on your door. Minimum order required.

Guaranteed Highest Quality...Guaranteed Lowest Price™

Read what our customers think about our signs:

"The sign you designed for us is dynamite! When we soft-opened our first store, before ANY advertising, your sign immediately began bringing us \$1,500 per day in customers!"

Susan Osborne, Philly Connection (Her first sandwich shop opened at a \$550,000 pace BEFORE she began advertising)

"We had to have our pylon (free-standing) sign removed for a name change. When it was removed our business dropped over \$9,000.00 per week-end. The business immediately came back when the sign was reinstalled. That sign is worth \$500,000.00 in yearly business for us."

Joe Spillman, Pizza Inn/Oregano's

"You made a pole sign for my business about the same time another business across the highway had one made. Mine looks new, his looks like "hell" and he's no longer in business. Thought you'd like to know."

John Kaye, Kaye's Jewellers (Canada)

"Over many years we have observed that the businesses which survive are the ones which have the nicer, larger, more expensive signs."

Bob Robbins, CentreCorp Management (A shopping center development and management corporation)

FCC Statement: Signs Manufacturing™ does not provide any compensation for testimonials.



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www.signsmanufacturing.com



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