



The SIGN Guide 2015: Improve Sales with the Help of Our Catalog

Our catalog, The SIGN Guide 2015, is going to mail out soon, and we're really excited about its release! We've incorporated a couple new pages to help with installation of common mounting problems and also added more signs. There are many examples of different types of signs, color selections and specifications that you might not find anywhere else! This month, we've decided to dedicate our Tip of the Month to how to most effectively use this catalog.



On the first page, you'll find our contact information as well as our standards of service. There's some amazing information in the "What's New in 2015?" section, such as news about the Instant Quoter and our new operating system we implemented. Make sure you check it out!

On the same page, we advertise our Sales Kits. This is a wonderful addition to your sales presentation and it includes a full-size illuminated channel letter (Red or White), trim samples, vinyl color charts from a variety of brands, return color charts, and color books to show

your customer or keep as a reference for yourself. If you have any questions or would like to order a Sales Kit, call us today at (800) 544-6381 or e-mail us at sales@signfab.com.

After the introduction pages, are the product pages. These pages feature the specifications, color options and examples of signs. Below is an image of pages 3 and 4 in our soon-to-debut catalog.

Channel Letters - Non-Illuminated

Specifications - Non-Illuminated Channel Letters

Faces: 3/16" acrylic CNC.

Trim: 3/4" or 1".

Backs: .030 or .063 aluminum; mounting holes are CNC cut into the letter back.

Returns: Standard 3" prefabricated construction. Welded construction is also available in depths of 2" to 6".

Assembly: Remote-Preassembled, Raceway Mounted, Cabinet Mounted, Square Tube Grid, and Aluminum Panel.

Options: Custom mounting options are available at request.

Hardware: Remote-Nutserts with aluminum studs (1/4").

Lighting: All Remote projects include a full-size mounting pattern.

Options: Non-Illuminated signs can be upgraded to an illuminated sign at any time. UL codes do not apply to non-illuminated signs, and we will not be able to UL sign with lighting added after manufacture without an on-site UL inspection.

Channel Letters - Open Channel (Neon)

Specifications - Illuminated Channel Letters

Faces: Clear or transparent tinted 3/16" acrylic CNC.

Trim: 3/4" or 1".

Backs: .030 or .063 aluminum; mounting and electrical holes are CNC cut into the letter back.

Returns: Standard 3" prefabricated construction. Welded construction is also available in depths of 2" to 6".

Lighting: Neon is designed and fabricated with precision to provide an even or outlined appearance. Standard 12mm-18mm glass pumped with cold weather gas. UL or non-UL listed.

Assembly: Remote-Preassembled, Raceway Mounted, Cabinet Mounted, Square Tube Grid, and Aluminum Panel.

Options: Custom mounting options are available at request.

Hardware: Remote-Nutserts with aluminum studs (1/4").

Options: All Remote projects include a full-size mounting pattern.

Time Value

Preformed Channel Letters - Raceway Mounted

Face: 7328 White

Returns: Black

Trim: Black

Raceway: Painted PMS 186C Red

Spring Rolls

Preformed Channel Letters - Raceway Mounted

Face: 2447 White with digital print

Returns: Black

Trim: Brown

Raceway: PMS 7514 Taupe

yummo

Welded Channel Letters - Raceway Mounted

No Faces

Returns: Interior, exterior PMS 205C Light Blue

Neon: Blue

Raceway: PMS 732C Brown

COLTON'S

Welded Channel Letters and Visible Neon - Raceway Mounted

Face: Clear Plex

Returns: Painted Red

Trim: Red

Neon: Clear Red Neon

Raceway: Painted to match 7508-C

HUGHES

Preformed Channel Letters - Raceway Mounted

Face: 2447 White with digital print

Returns: Black

Trim: Black

Raceway: PMS Cool Grey 7C

Silver Gypsy

Welded Channel Letters - Raceway Mounted

No Faces

Returns: Interior PMS 321C Aqua, exterior PMS 238C Hot Pink

Neon: Hot Pink

Logos: Purple Vinyl

Raceway: PMS 465C

White-15	Red-15
Neon-15	Burgundy-15
Yellow-15	Maroon-15
Orange-15	Black-15
White-15	Black-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15

White-15	Black-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15

White-15	Black-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15

White-15	Red-15	Orange-15
Red-15	Red-15	Red-15
Green-15	Green-15	Green-15
White-15	White-15	White-15

White-15	Black-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15
Blue-15	Blue-15
Green-15	Green-15
Yellow-15	Yellow-15
Red-15	Red-15
White-15	White-15
Black-15	Black-15

3

4



These pages are great for referencing when customers ask you questions. They include everything from standard sizes of acrylic and trim to the suggested aluminum thickness and return sizes. Hardware and mounting options are also listed. Color options at the bottom of the pages refer to the signs on that page or page spread. You won't find the reverse channel colors on a standard channel letter page. This makes it easier to show some of the most common color options directly to your customers without having to flip through several pages to get to the larger color charts. You can reference that color on the same page with the same type of sign.

After the main product pages, we have a section dedicated to mounting and electrical options. This is a wonderful tool for seeing just exactly what mounting options we offer, and of course, if you ever have any custom questions that you can't find an answer to in our catalog, feel free to contact us for more information.



Next in the catalog are the color pages. These are similar to the color selectors on the product pages, but these only focus on the colors of each type of product – from the acrylic to the raceway. Colors we stock, plus additional colors are on these eight pages. You can now show your customer a close representation of a color they have in mind by simply flipping through these pages. Printing processes may cause misrepresentations of color swatches so keep that in mind.

These are almost exact representations of the color swatches; however, for actual color references, simply call or e-mail us for a sample. We have a wide variety of colors that are great on most signs.

The next 14 pages are dedicated to our sign examples and descriptions. These are just a handful of what we are capable of manufacturing and can be used as inspiration for your signs!

The sign on the right was pulled straight out of the catalog to show what information is provided on each example. We list everything from what type of sign it is, down to the color of the raceways. This is another great way to see how certain colors may look together or figure out what type of sign would best match the project at hand.



Channel Letters & Welded Logo - Raceway Mounted
 Face: 7328 White - LETTERS - 2500-127 Intense Blue, LOGO - 2500-157 Sultan Blue, 2500-127 Intense Blue & 2500-253 Cardinal Red
 Trim: LETTERS - Black, LOGO - Black
 LED: LETTERS - Blue, LOGO - White
 Raceway: Painted PMS 475C Light Beige



Next we have our new pages of information. These pages explain the steps to install raceway mounted signs and remote mounted signs, designing with seams and lining up mounting patterns and what size letter strokes and fonts to use. After the install pages, we have our shipping information and our sign glossary, which defines some of the most popular terms in the sign industry. We also have our sales information which includes more in-depth contact information, our Terms of Sale, artwork specifications, order procedure, and warranty terms. These are excellent to keep around and reference when necessary.

We put a lot of time into our catalogs so we can provide you with as much information as we can. We want to support each and every sign company because you are our supporters and we are here to help you. If you can't find the answer you're looking for in our catalog, don't hesitate to contact us! We're always a phone call or e-mail away. Thank you for your business, keep an eye out for The SIGN Guide 2015 that's mailing out soon, and we'll see you back here for April's Tip of the Month!

