

WINTER TIPS FOR YOUR SIGNS

✓ CHECK FOR...

❄ INFORMATION

If it's been a while since you got your sign, give the information a look over. Is your phone number the same? Have you changed your other advertisements and marketing? Do you display your hours? Do they need to be adjusted? Even if all of the info is the same, think about getting a fresh look by arranging the information differently to catch your customers' eyes!

❄ SIGN FASTENERS

Over the year, the nuts and bolts that attach your sign to your establishment can get loose and face some serious wear and tear. Before it becomes a major safety issue, take the time to check on the condition of the fasteners that your sign hangs by and tighten or replace as necessary, especially nearing harsher weather conditions.

❄ LIGHT REPLACEMENTS

Whether your signage is back-lit or front-lit, you want to make sure its stays lit! Make a point to check on your bulbs and keep your whole sign illuminated throughout the darker winter. As the days are shorter, you'll be relying on them even more. Light the way to your business!

❄ VISIBILITY & LOCATION

Are you visible? Potential customers will pass right by if they don't know you are there, especially during winter with darker and less visible conditions. Make certain you have big, bold signage displaying your brand to ensure visibility in all the locations necessary.

❄ SAFETY

Winter comes with safety hazards...plows moving across parking lots, lower driver visibility, slippery floors etc. Be sure you have all necessary safety signage in place on your property. Do you have cautionary signage in your parking lot? Can drivers see dock numbers and directions clearly in all weather conditions? Will customers be aware of wet floors? These are all things to keep in mind when preparing your space for the winter.

Don't hesitate to call your professional signage experts! We have the experience and technical knowhow to keep your signs looking good as new. Regardless of the time of year, keeping your signs' appearances up is key to driving business.

INTERIOR. EXTERIOR. EVERYTHING.



601 ESTES AVE. SCHAUMBURG, IL 60193
847.934.9220

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