

Selecting Signs Express for your vehicle graphics.

We believe your vehicle carries much more than your products.

With an average driver spending over a month a year behind the wheel, research has shown that over 3000 people see your vehicle every hour of the day*. This exposure would outmatch most other forms of advertising, so is an opportunity you cannot afford to miss. It is also a means of communicating your brand, product or contact details. To achieve this demands expertise in its creation.

Signs Express offer such expertise. From a single van to an entire fleet, from a Jaguar to a juggernaut, from buses to bikes, Signs Express has a breadth of knowledge and experience that is the envy of other companies, and a level of investment in graphic application unparalleled in the UK. It also means we know better than most how to exploit this inexpensive, powerful tool to promote your business.

1 How do graphics make the most of my vehicle?

Applying vehicle graphics can have a number of different effects. It can accentuate the professionalism and authority of your business. It can make your vehicle a reference point for the local community. It can promote a point of difference over your competitors or highlight a special skill or selling message. It can feature an important reference point like a telephone number or website, or simply make an old vehicle look smart, clean and as new. Signs Express will help you determine the best graphic to suit your needs.

2 How creative can the graphics be?

More and more companies are using vibrant colours and strong imagery. We can now also apply large areas of vinyl across the contours of a vehicle in a 'wrap'. This means a more striking visual effect, makes more use of the entire space of the vehicle, and allows a much more innovative way of communicating your message. Signs Express are able to supply designs for you to assess how your vehicle will be styled.

3 Will graphics suit every vehicle?

Almost any vehicle - cars, vans, lorries, buses, bikes, boats, trains and even planes can have graphics applied. The important point is that every vehicle needs to be assessed individually to ensure installation of the right quality and make of graphic, accounting for the vehicle type and uses. This is where Signs Express excels, we view every vehicle as unique to ensure we understand how it will be used. In all weathers? Road or off-road? Long journeys or short? Issues with doors? Different temperatures such as a freezobox or heated area? We recommend the graphics which are the most practical, durable and relevant.

4 Is the fitting of vehicle graphics complicated?

Not if you go to Signs Express. Any problems with vehicle graphics can be traced back to three issues - the wrong material, the wrong application or the wrong tools. It is also a real benefit if you have a dedicated area to install the graphics rather than having to do it outside exposed to the elements. All Signs Express centres have the training, expertise and facilities to design and apply graphics that will look good today - and in years from now.

*research from the 3M study on the power of vehicle advertising

FACTSHEET



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

