

Make a **BIG IMPACT** with signs, banners and displays

New Customers Welcome

Just over 76% of respondents had previously visited a store or business due to attractive signage.

– Custom Neon



Signage Simply Sells

60% of businesses reported average sales increases of 10% or more by adding or updating their signs.

– Sign Research Foundation

68% of customers believe that signage reflects the quality of a business.

– Fedex



Leading the Charge

70% of customers believed that retail signage is a reliable indicator of what a company offers.

– Fedex

Turn the Page! Signage Outworks Newspapers

72.2% of respondents believe that good signage is more important for a business than social media or newspaper advertisements.

– Custom Neon



VALUE



Make Yours a Banner Year!

The study also found that signage can improve sales by 7% and a resultant 124% increase in profits.

– International Sign Association

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