



Daryl Kirt

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Specializing in Custom Signs

"Exceeding Expectations"

Value of Signage

- Signs are the most effective yet least expensive form of advertising
- Signs are always on the Job
- They are your customers First Impression
- Customer Mobililty – 18% of households relocate every year. Signs offer them a glimps of their new location.



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Branding

- Customer's First Impression
 - Visual look is the most important first impression.
- Logo/Brand
 - Choosing a logo/brand that works for both paper/print and lit signage is extremely important.



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Branding

- Customer's First Impression
- Logo/Brand
- Future Upgrade Benefits



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Transaction Statistics



- Additional Signage Increases Revenue
 - 1 additional sign – Increases 3.93%
 - Wall Sign – 36 sq. ft - \$.06 increase per average sale
 - Pole Sign – 144 sq. ft - \$.78 increase per average sale.
 - Case Study – Hanson Flooring (PDF File) – 12 more visits per week – Large increase in foot traffic.

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Increased Weekly Sales

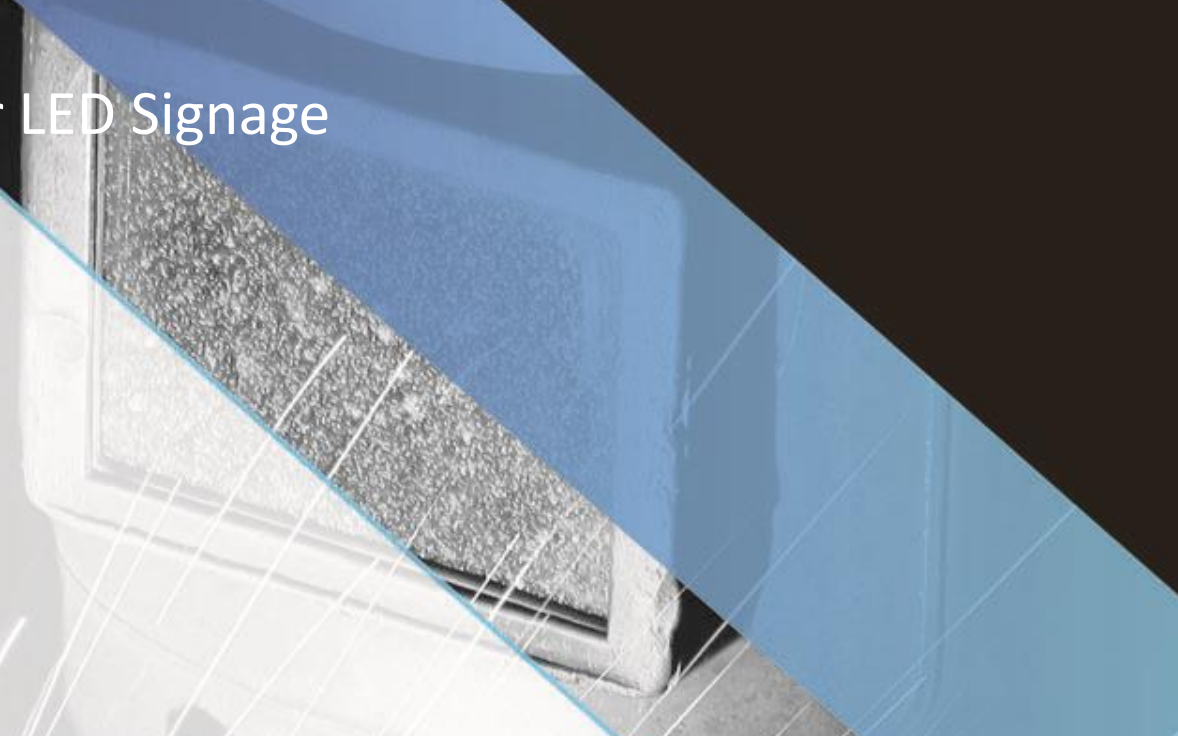


- Weekly Sales

- Updates to existing signage – Increases sales by 5% avg.
- Range of increase – 1% to 23.7% from 21 site study
- High Volume Chain – 1% increase
- Small – Non Chain – 23.7% increase
- New Pole sign – 4-12% increase in sales
- SBA Statement – 15 to 150% sales increase for LED Signage

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Consumer Benefits

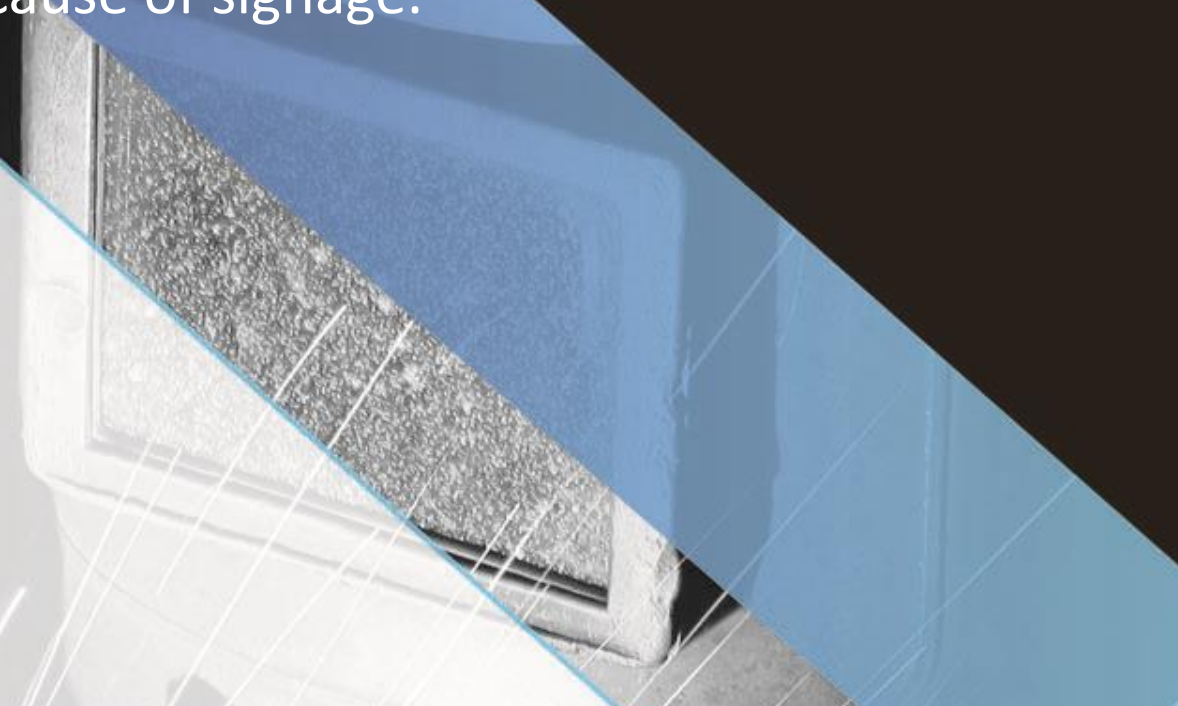


- Value to Consumers

- Highway Signs for hotels – 42% of customers look for signs
- Auto Shopping – 68% of customers said that signage influenced them
- Gas Stations – 43% pick their gas station because of signage
- Restaurants – 53% pick their restaurant because of signage.

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Benefits to Society



- Value to Society

- Standard of Living
- Convenience
- Safety
- Geographical Context

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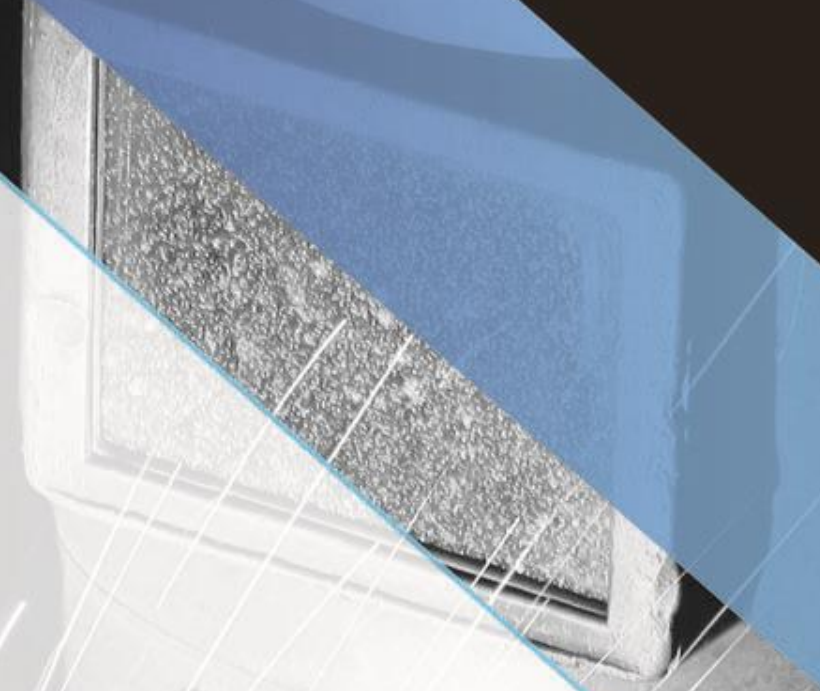
Electronic Displays



- Types of EMC's
 - Time/Temp Displays
 - One Color
 - Full Color
 - Motion
 - Still
- What can a EMC do for you?

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Taco Johns – Litchfield



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The logo for Taco John's, consisting of the words "TACO" and "JOHN'S" stacked vertically in a bold, red, sans-serif font. A small registered trademark symbol (®) is located at the bottom right of the word "JOHN'S".

**TACO
JOHN'S®**

The logo for Taco John's, consisting of the words "TACO" and "JOHN'S" stacked vertically in a bold, white, sans-serif font. A white arch is positioned above the text, and a small registered trademark symbol (®) is located at the bottom right of the word "JOHN'S".

**TACO
JOHN'S®**

Maynards – Rogers, MN



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Maynards

Knaus Sausage – Kimball, MN



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Auto Dealerships



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Liquor Stores



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Questions?