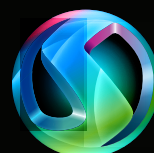


PROMOTIONAL SIGNAGE

BUYER'S GUIDE

Everything you need to make an informed decision
on your next promotional signage project.



Speedy Signs
grow your business faster

The Power of Visual Marketing

In the digital age, sign-based visual marketing is more effective than ever before.

80% of all human communication is visual, making signs a powerful, effective medium. We remember 10% of what we hear, 20% of what we read and 80% of what we see.

Signs are silent salespersons for your brand. They speak volumes to prospects, and work for you 24 hours per day, 7 days per week, 365 days per year.

The average small business can get up to 50% of their business from the work their signage does.

Those who see you first, buy from you first. Catch the eyes of your audience with powerful signs - the kind that are impossible to ignore.

Be powerful, be seen, and be your customers' first choice.

Speedy Signs can advise and guide you on what type of sign to invest in, how big it should be and where it needs to go for maximum exposure.

Whether it's a solo teardrop banner or a multi-location branding and signage rollout - Speedy Signs has you covered from Whangarei to Invercargill.

We can help you build a strong visual presence for your business, with high quality signs and graphics that stand out from the crowd - on time and on budget, every time.



Need promotional signage for your business or event?

At Speedy Signs, we understand the value of creating quality signage to promote your brand and drive sales. We have worked with many well-known national and international brands across a wide range of industries.

From pull-up banners and flags, through to media walls and complete custom-built displays, our team of experts will help you create eye-catching and effective signage solutions to suit your brand and budget.



You're in good company. See why we're the trusted promotional signage experts.

“

Thank you Speedy Signs for providing our signage quickly and efficiently, and making the process easy.

Robyn Case, Angel Property Managers

“

From start to finish it was a pleasure to deal with Speedy signs.

An involved and helpful sales process, speedy delivery and fast and friendly installation.

Emily Gallagher, Nonstop Nutrition

“

Speedy Signs were fantastic to deal with for signage for our new bar.

Extremely helpful and efficient, and the whole team went over and above the call of duty.

Sarah Carroll, Pym's of Milford

Not sure what promotional signage is right for your business? Call or visit your local Speedy Signs store to discuss options that will transform your ideas to reality!

A-Frame Signs / Boards

Popular, cost-effective advertising on the go

Also known as a Sandwich Board, A-Frames are a popular form of free-standing signage due to their durability, mobility, material and customising options, and versatility as a sales tool for indoors and outdoors.

ENDLESS APPLICATIONS

At Speedy Signs, we supply a wide range of A-Frames, including PVC, steel, corflute, wooden or snap frames, featuring high quality and affordable prices. We also have weatherproof options, handles and wheels, lamination, and even brochure holders.

Interchangeable corflute or composite panels are a great solution when you need to change your signs often. You might want to add a liquid chalkboard, blackboard or whiteboard section so you can write your own messages.

Standard sizes are 600mm x 900mm and 900mm x 1200mm. Custom sizes and shapes are also available.



Sidewalk / Pavement Sign With Handle. Great for outdoors.



Aluminium Snap Frame. Ideal for outdoors.



Compact A-Frame with Handle & Hinge, Mounted with Printed Vinyl. Popular for Real Estate.



Metal A-Frame With Wheels. Great for larger A-Frames.



Metal A-Frame with Full Colour Digital Print. Most popular!



A-Frame Blackboard with Printed Logo. Get creative with your promotions.



Footpath sign with water-weightable plastic base.



Footpath sign with rubber base. Very stable!



Corflute Insertable A-Frame. Change your messaging when necessary.



Heavy Duty Plastic A-Frame with Handle & Hinge. Lightweight, foldable, and easy to carry.

Flags / Flying Banners



Take your marketing to new heights with custom flags!

HOW IT WORKS

Feather and teardrop flags are a popular and effective signage option for both indoors and outdoors. Generally printed using dye sublimation on textile for maximum durability, they are lightweight, easy to assemble, portable, and weather resistant. They can be single or double-sided.

Double-sided flags are printed with a block out layer in the middle so the flag is not transparent. They are finished with heavy duty stitching and attached to a pole and base.

WHICH FLAG IS BEST?

Our most popular flags are Feather and Teardrop. Feathers are great for their movement in the wind, while Teardrops stay taut and offer a focal point. Customised flag shapes, poles, grass spikes and other bases are all available depending on your needs.

Your Speedy Signs specialist will consult with you on the right flag for your business based on the location, size, and design.

Feather Flags



Teardrop Flags



Blade Flags



Hanging / Block Flags



Pennant Flags



Wall Flags / End Signs



GREAT FOR

- Outdoor festivals
- Concerts
- Dealerships
- Golf courses
- Grand openings
- Tradeshows and Expos
- Market stalls
- Sporting events and carnivals
- Retail promotions
- Sales
- Universities
- Product launches
- Sponsorship opportunities

THINGS TO CONSIDER

- Flags are seen from a distance, so avoid a busy design or lots of text. Use high resolution images.
- You can leave your flags outdoors, but take them in during harsh weather.
- Flags eventually wear and tear, and will need to be replaced every 6–12 months, depending on whether they are used indoors or outdoors.

Flag Poles and Bases

Our poles are made up of multiple lengths of high quality fibreglass rods which plug together to create one long pole to hold the printed flag. Depending on where you plan to display your flag, we offer a range of durable bases. All flags come with a handy carry bag for easy transport.



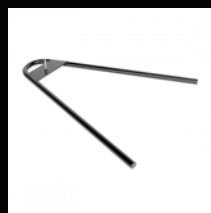
Weighted flat base. Use for indoors. Larger weighted bases are also available for outdoor use.



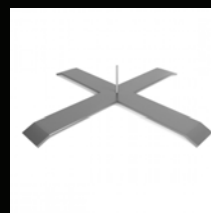
Ground spike base. Best used on soft ground, like sand or grass/turf.



Wall mount base. Great for elevating flags on the sides of buildings, or just about any structure that provides you with a height advantage.



U-base. Using the vehicle's weight as an anchor, the base neatly tucks under the tyre for stability. Great for use within car yards and real-estate market.

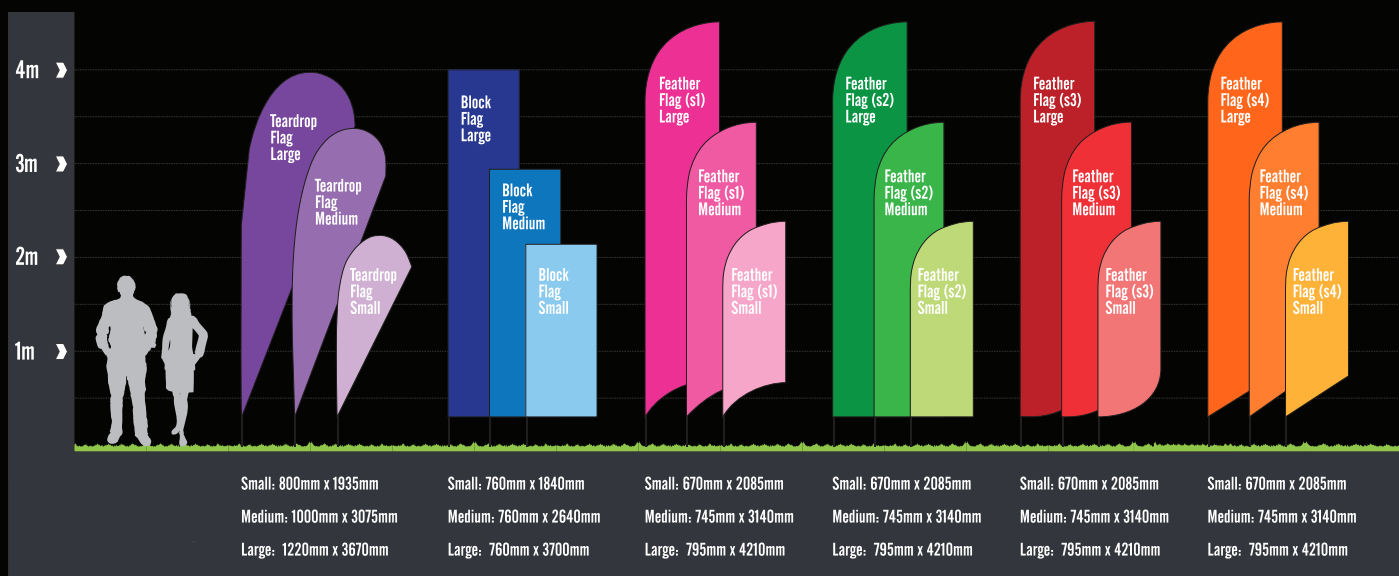


Cross base. One of the most versatile options as it can be folded down for storage and transport.



Water Base. Can be stacked in 30kg increments.

Flag Size Comparison Chart



What is dye sublimation?

'Dye sub' is a superlative digital printing method for banners, flags and exhibits.

The process creates a continuous flow of colour instead of individual pixels like a typical inkjet printer, producing colourful and impressive results.

HOW IT WORKS

An image is printed onto transfer paper using special 'dye sublimation' inks.

Through heat and pressure the paper applies the image onto synthetic polyester fabric (or other specially coated materials).

Heat converts the ink to gas which then penetrates the fibres. The polymers in the fibres encourage the inks to bond with it. The transferred image thus becomes a permanent part of the surface.

BENEFITS

- The bonding of the ink with the fabric means the sign is incredibly durable and smooth. Colours are extremely vibrant and photo-realistic.
- Variety of materials to print on – fabrics are lightweight, flexible and easier to hang, making them more versatile than heavier, traditional materials, like vinyl.

Pull Up Banners



Spread a single design across several pull-up banners for maximum brand awareness.

The perfect advertising solution for high foot traffic settings

HOW IT WORKS

Portable, lightweight and adaptable, pull up banners (retractable, roller, or pop up banners) can be used indoors or outdoors, occupying minimal floor space. They are quick to assemble and dismantle, and can be packed away into convenient and protective carry bags.

Easily communicate new brand messages, marketing and promotions by updating your graphics without changing the existing banner unit. We can achieve high quality prints with vibrant colours on materials that are built to last.

CUSTOM OPTIONS

At Speedy Signs, we have a pull-up banner to cater for any situation. Choose from budget to premium, vinyl or fabric, standard size or extra wide, single or double-sided prints. We can also customise height or reskin your existing banners. If you need something sturdier, you can opt for our regular range of roll-up models, designed for regular use.

The most popular size for a pull up banner is 850mm x 2000mm, but we offer smaller and larger sizes.

Each pull up banner comes with:

- aluminium base
- cartridge & tongue for media installation
- top rail
- vertical pole
- carry bag for quick & easy transportation



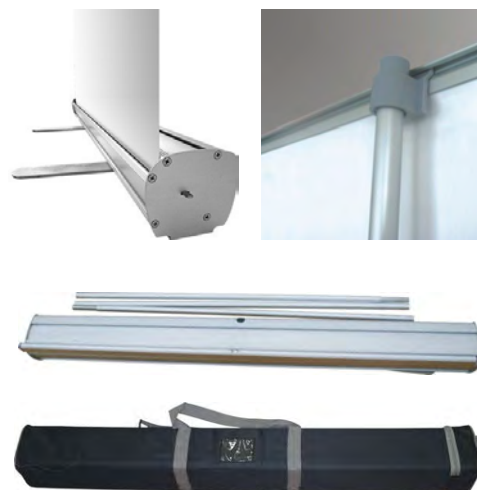
Combine multiple designs to create a compelling backdrop.

Economy Banners

Our economy range of roller banners are the perfect solution for shopping centre stands and trade shows when you don't need all the fancy bells and whistles.

The economy banner comes with an aluminium base with adjustable protruding feet, and fabric carry bag.

Your local Speedy Signs consultant will advise on the best options for banner displays and designs to suit your budget, brand, and location.



Regular Banners

A robust and professional looking free standing retractable display.

Our regular banner unit comes in an attractive metal finish and is 50% heavier than our RollUp Lite (Economy). Easily transportable the Roll-Up Regular comes in a fabric carry bag.

Prestige Banners

Our classic range of roller banners are an absolute must for anyone who regularly has display stands or provides signage and display solutions to their customers.

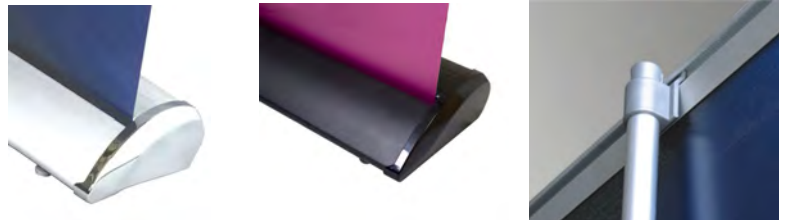
The perfect advertising solution for a variety of high foot traffic settings, such as:

- Trade shows
- Exhibitions
- Presentations
- Conferences
- Retail displays



Single Sided Banners

Lightweight and easy to assemble, our single-sided prestige banner units come in black or grey with chrome end caps. Easily transportable the Roll-Up Prestige comes in a fabric carry bag.



Double Sided Banners

A double version of the Prestige Roll Up allows graphics to be displayed front and back. The unit comes in black with chrome end caps. Easily transportable the Roll-Up Prestige Double comes in a fabric carry bag.

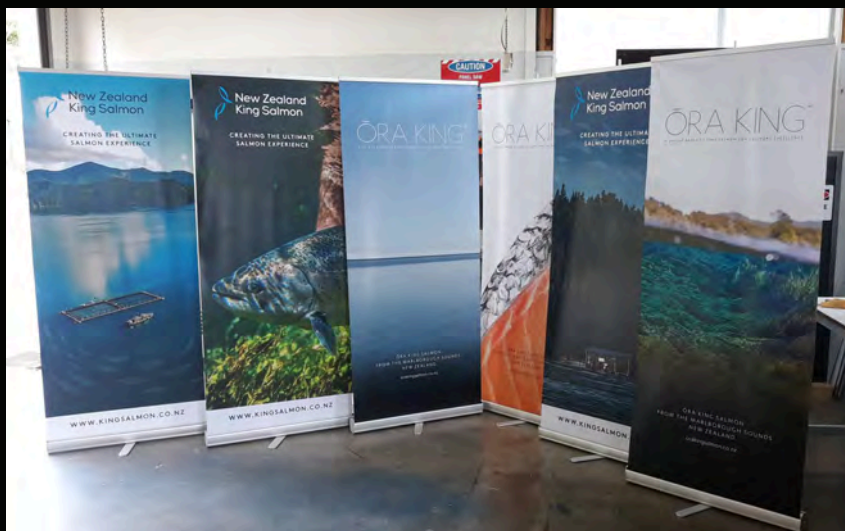
Perfect for tradeshow and exhibitions or even office spaces where both sides will be on display.



Outdoor Banners

Our double sided outdoor banner is a robust retractable double sided display for outdoor applications. A heavy water tank provides stability and a hand grip and wheels provide for easy movement. The telescopic poles are attached to flexible flanges which allow for some movement in a breeze.





Banners

Promote your brand and message anytime, anywhere.

Banners are a versatile and cost-effective signage option for both the indoors or outdoors. Display your banner horizontally or vertically at all sizes, you'll find the perfect one for your message and space.

At Speedy Signs, our installers are highly qualified and experienced, ensuring a smooth installation process.



PVC BANNERS

Banners can be produced with computer cut adhesive graphics applied, or digitally printed in full colour onto PVC vinyl using our cutting edge printers. Our latex printers are more eco-friendly and odourless, with increased durability and weather resistance.

Full sewing options are offered, including hemmed edges, ropes & eyelets, keder track and Velcro.

THINGS TO CONSIDER

- We recommend creating wind vents on banners longer than 3m. These are small flaps cut in the banner that allow airflow to prevent them from ripping.

MESH BANNERS

Great as outdoor signage on construction sites, sports grounds, festivals and event sites. Cover extensive areas with long rolls of mesh.

Banners are printed using digital or dye sublimation processes. We use shade cloth or PVC mesh. The small holes in the mesh material allow for airflow to reduce wind load on the fence or scaffold. The holes have minimal effect on the clarity of the print when viewed from a distance.

Banners are edge finished/reinforced with eyelets fitted, ready for attachment to the fence with cable ties or ropes.

BILLBOARDS

This is a great option for large format signage that is usually temporary and changeable.

Digitally printed onto exterior grade PVC banner vinyl, banner 'skins' are often stapled to a timber frame or can be edge finished for installation into an aluminium frame tensioning system that provides a superior finish.

For longer term use, a UV coating can be applied to the printed banner.

Our banners are all fully customisable. Talk to your local Speedy Signs specialist about your ideas and options.

Table Throws & Pop Up Counters



Transform an ordinary table into an advertising space!

Commonly used in market stalls, trade shows, demos, exhibitions and other promotional events, table covers are an economical way to present your business to customers in style.

They are printed with dye sublimation on lightweight, durable polyester fabric and are machine washable, allowing you to use them repeatedly for years. Our tablecloths are designed for the standard 6ft (180cm) or 8ft (240cm) trestle tables, but custom sizes are available. Available as a fitted table cover, stretch cover or draping throw.

POP UP COUNTERS

Our pop up counters are a cost-effective portable counter solution. The sturdy frame is assembled with magnetic bars that clip into place, then the graphic is applied. The counter top finally slots into place to complete the display. The frame is reusable, so designs can easily be changed. A range of dye sublimated textile options are also available to provide a point of difference.

Marquees and Tents

Maximise your brand exposure in rain or shine

Marquees are a portable, durable signage solution for when you're out in the elements. They are popular at markets, trade shows, product launches, and other outdoor events.

Our marquees are manufactured with top quality materials and engineered for ease of use and setup. Using either dye sublimation or digital printing onto durable textile materials, your design is reproduced in remarkable high resolution. It is then installed on reinforced aluminium frames that are lightweight but strong. The canopies are water repellent and durable, so your display is resilient for a long time to come.

There are a number of different sizes: 3m x 3m, 3m x 4.5m, and 3m x 6m being the most popular. There are also a number of options in terms of full/half height walls, accessories and different methods for weighing down your tent.



Posters

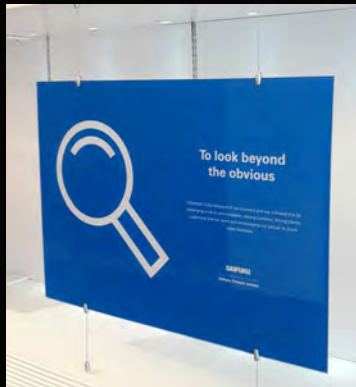
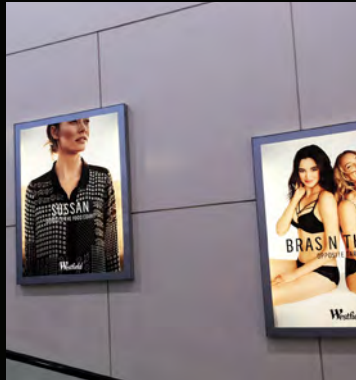
High quality posters for all occasions

At Speedy Signs, we offer a wide choice of poster materials and finishes to print on, depending on your requirements and budget. We utilise the latest printing technologies to deliver impressive results at affordable prices with fast turnarounds.

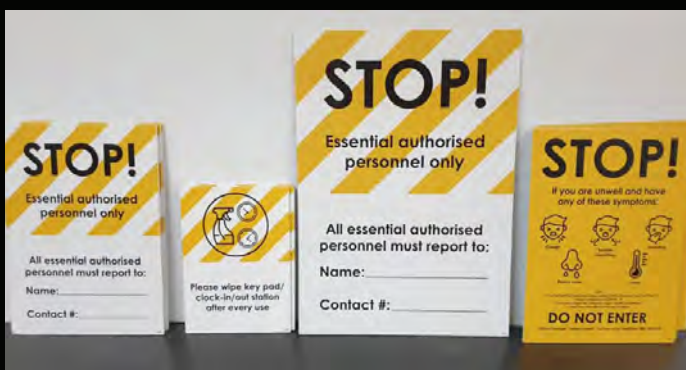
Our posters are commonly printed on polypropylene synthetic paper. They are durable, waterproof and tear-resistant, providing excellent printability for a high-quality look and feel. Its smooth white matte surface makes it suitable for backlit displays, store windows and point of sale, outdoor signs and other signage applications.

Standard posters are available up to 1500mm wide. They can be mounted to walls or on a hanging rail.

Talk to your local Speedy Signs consultant about customisation options.



Corflute Signs



Versatile signs that promote your business in any location

Corflute can be thought of as plastic corrugated cardboard. Suitable for both indoor and outdoor use, corflute signage is a cost-effective solution for advertising or informational signage. Popular with real estate agents, construction sites, and event organisers, it is easy to handle and set up.

Commonly used as inserts for A-Frames (600mm x 900mm), or folded like an A-Frame, and Fence/Barrier Signs, it can be cut to any size to suit your requirements. You may also choose to have eyelets to easily attach the signs to a fence or structure with zip ties or rope.

Corflute can be printed in full colour, single sided or double sided. UV laminate can be applied to extend the life of the print if required.

Floor Graphics / Decals



Transform your floors into an advertising space

Floor graphics are popular in shopping centres, conventions, airports and high traffic areas for brand awareness, wayfinding, safety signs and promotions.

Our graphics are printed in full digital colour onto a removable self-adhesive vinyl with compliant anti-slip ratings.

We can die-cut to any custom size or shape. The floor should be a smooth sealed surface, like painted concrete, tiles or laminated floors.

Specialist products are available for application to suitable footpath and outdoor areas.

Cafe and Event Barriers

Maximise your partitions and high traffic areas using your brand

Our barriers are sturdy, lightweight, and easy to set up. Designed to be weather resistant, they complement other outdoor promotional signs, providing branding consistency and a neat boundary around your space.

They can be a complete signage solution, or removable insert. All barriers can be sail tracked or roped to frames with a choice of single/double interlocking feet or in-ground socket. Frames are steel powder coated 50mm round tubing.

THINGS TO CONSIDER

- We strongly recommend that barriers are secured to prevent injury or damage – bolt them to the ground, or purchase weight bags
- Consider storing the barriers safely when winds are strong



Media Walls and Backdrops

Are you looking for the perfect way to stand out at events and tradeshow?

Media walls are the ultimate freestanding display, designed for displaying sponsor logos and promotional backgrounds for tradeshow, PR, and red carpet events. Backdrops are durable, waterproof, fire-resistant, and wrinkle-free. They are easy to set up, and come with a roller carry bag.

Your design is printed on stretch fabric skin and secured using velcro around a lightweight, high tensile aluminium frame, much like a marquee frame, or directly to a Velcro-receptive trade show booth partition.

THINGS TO CONSIDER

- You may like to consider Pull Up Banners as another solution to create a backdrop effect.
- Printed graphics of a media wall are interchangeable, so you can continue using the same frame. This is a cost-effective measure in the long term.
- The standard size of our media wall is 3 x 3 / 3 x 4m booth, but we can customise your backdrops to any size or shape.



Tradeshow & Custom Display Systems



Get more out of your participation in trade shows

Our trade show products, services and systems are globally proven, and with our national coverage, we can deliver a quality result wherever you need to be noticed.

Digital Printing has revolutionised trade show presentations. The economical production of one-off signs, posters and banners means that displays no longer need to be produced for multiple use to justify the costs involved. Sturdier options that provide durability are of course also available.

Stands can also be dressed with different printed skins. This allows you to maximise your investment and get the most out of your tradeshow display. By re-using the internal structure, different external skins can be produced for different events that will fit straight over the top of the framework.



HOW TO CREATE EFFECTIVE TRADESHOW DISPLAYS

Your Speedy Signs consultant knows all the tricks of the trade show. We'll help you:

- Choose the right colour scheme to complement your brand and help your booth stand out.
- Create unique, attractive designs that communicates your brand and messaging.
- Select lightweight, durable booth and graphic material for easy transportation and storage that also meets your budget.
- Distil your product information into simple, memorable copy.
- Strategically position graphics to drive traffic into your booth.





How do I design the perfect promotional sign?

While everyone has their own idea of what makes for a creative masterpiece, there are a few key ingredients to a great, effective sign.

The Right Information

Ask yourself: Does my sign include every detail people need? Is it all necessary? Can I leave it out?

When it comes to text, keep it simple.

Good Legibility

When you're designing on a screen, consider the scale of the design. What looks great at a small scale may not translate at a much larger size. Our photographic proof gives a good idea of how your sign will look when installed.

Signs should take into account how they will be viewed and read from different modes of travel including people on foot, in a car, or on a bus. These people will only have a few seconds to look in that direction, so ensure everything is big and simple for maximum impact.

Complement the architecture of the building in terms of style, scale and proportion.

Location, Location, Location

Just as important as the scale of a sign is where it will be located. While you may not always have a specific answer or physical address, think about it in

terms of primary placement.

Will the design be featured in the sky, such as a billboard; on the ground, such as a flag or pull up banner sign; will it be indoors?

Location also plays a role in determining other factors about signage. There may be restrictions imposed by your local council. Always make sure to check regulations in your area before getting too far along in the process.

Designing for location can be tricky if a single design is going to be used in a variety of different environments. Plan your signage for the most visible and highest traffic areas first, and consider multiple versions of a similar design.

Brand Connection

It's important that your signage connects to your brand. You can achieve this through colour, materials, typography and integration.

If your business name doesn't say what you do, consider including a one-line summary of what your business does or a slogan that describes what sets you apart from your competition. Don't forget to include your contact details!

Great signage incorporating your identity can enhance your space and creates an extension of the brand.

Sign Buyer's Checklist

Here's how to identify your signage needs and guide your Speedy Signs consultant to making the best recommendations for you.

- What is the primary message you want to convey?
- Is the sign going to be permanent or temporary?
- Will it be indoors or outdoors?
- Will it be applied to an existing surface or a product supplied by Speedy Signs?
- Where will the sign be viewed from?
- Do you have specific colours that need to be matched?
- Does artwork exist or do you want Speedy Signs to create it?
- Are you going to install it or will you get Speedy Signs to do this for you?

By answering these questions, Speedy Signs will be able to make specific recommendations to meet your requirements.

Preparing your artwork

We can help you with your existing art file, so you get the result you want.

Artwork for signage and exhibitions often requires high resolution files, so graphics that work on business cards and websites are not suitable for other signage applications.

HOW TO GET YOUR FILES TO US

Smaller files can be emailed directly to us but photographic or design files are often too big to email. These can be sent on flash drives, or electronically to us via the 'send us a file' link on our website. We work with most common file formats, but prefer Vector files, such as EPS, or Adobe illustrator, or PDFs originating from vector graphics.

TIPS

Fonts & Text – if you want us to use your design without any changes, it is best to convert all text to outlines. This avoids the problem of us not having the exact same fonts as you on our system (we have thousands of fonts, but there are sometimes one that we don't have). If you don't know how to convert text to outlines, just ask your local Speedy Signs consultant, and they will tell you how to do it on your design program.

Colour – colour is an important part of good signage and exhibition graphics. However, the colour you see on your monitor, or produce on your printer will not necessarily be the colour you will see on your new Speedy Signs digitally printed graphics. This is not due to any fault on your part, or ours, rather it is because colour is device dependent.

We can maintain the colours in your digitally printed graphics. Talk to us to find out about how to incorporate industry standard colour in your design, and other ways of maintaining colour fidelity. Be sure to provide the Pantone (PMS) colours if you have them.



If you have no artwork, no problem!

Our national network of Speedy Signs centres have thousands of high-resolution photos, images, illustrations, fonts and backgrounds.

Whether or not you have an in-house designer, Speedy Signs can work with you to build the best brand image possible.

Contact your local Speedy Signs centre today to learn more about our professional creative design services.

The Speedy Signs Difference

Why use Speedy Signs for your Promotional Signage?

Your local Speedy Signs owner has come from the business world. We understand that you are busy, and want to achieve excellent results for your business with minimum time investment.



SPECIALIST GRAPHIC DESIGNERS

Our design team will work closely with you so we can deliver a final product that will meet and exceed your expectations.

They will discuss your requirements, gather together all of the required elements such as logos, colours, photos, etc, then design some concepts for you to approve.



HIGH QUALITY MATERIALS

At Speedy Signs, we always recommend the highest quality materials. Your business signage is a reflection of your company and what you stand for – and this should only be the best.



PURCHASING POWER

Being NZ's largest sign and graphics group means we have the largest purchasing power, which means our strength in numbers provides savings for you.



YOUR SAFETY CHOICE

We have 100% commitment to Health and Safety! With our Site Safe registration, we are able to guarantee we will work within, and above, the legal requirements with all the necessary compliance and training in place to deliver "Safety Excellence".



RESEARCH & DEVELOPMENT

For over 20 years Speedy Signs has continued to research and develop new signage solutions for our customers.

Our size and our exposure to national and international world-leading technologies, means that we can bring you some of the most creative solutions available for your business.



NEW ZEALAND'S LARGEST NETWORK OF SIGN CENTRES

We have more than 25 Sign Centres New Zealand wide.

Through our network of stores, we can manage your signage nationwide through one single point of contact.

Our Process

At Speedy Signs we pride ourselves on helping demystify the signage process for our customers.

By following these simple steps, we help make your branding process easy by taking the hassle away from your desk and letting you get on with running your business.

STEP 1. CONTACT

Contact your local Speedy Signs in person or over the phone, email, or via website enquiry. We are easy to find on the internet, just search 'Speedy Signs' and select your local sign centre.

STEP 2. CONSULT

Our signage consultants can meet you on-site or in our showroom to gain a full understanding of your requirements and objectives. We will then provide recommendations tailored to your business.

STEP 3. ESTIMATE

We always endeavour to provide you with an itemised written estimate within two business days. Once you are ready to approve your estimate, just pay a 50% deposit or submit a purchase order for account clients.

STEP 4. DESIGN

Our Graphic Designer will generate your unique, customised proof, complete with photographic overlay (where applicable) which will be presented to you for approval or changes.

STEP 5. APPROVE

Once you are happy with the design, you provide final approval of your proof. This enables us to put your project into our production system. We allow for between 7-10 days from the date of receiving your proof approval to completion for most projects.

STEP 6. FULFILL

We will contact you to either arrange for collection of your goods, or to schedule the date and time for the installation of your signage. Each Speedy Signs centre is individually owned and operated with terms of trade as per our website, speedysigns.co.nz.



The Speedy Signs Promise

Speedy Signs is NZ's premier provider of a wide range of full service sign and advertising products.

We help businesses build a strong visual presence with high quality signs. We do everything from creative, eye catching signs for local businesses to national signage roll-outs for multi-location businesses.

Whether one sign or hundreds, temporary banners or corporate signs, one car or an entire fleet - we're committed to providing an exceptional experience for every customer each and every time.

We are a network with more than 25 branches across New Zealand, from Whangarei to Invercargill, giving us unmatched national coverage. We're fervently committed to going the extra mile to give you a great signage experience.

With the latest technologies and a wide range of available materials, there really is no end of choice for quality, creative signs and graphics.

For signage with impact, clarity and instant recall, Speedy Signs delivers - on time, on budget, every time.

Consultation, design, production, management and installation, we're your one-stop-shop with one point of contact - even for the national projects.

From concept to completion, let our dedicated professionals show you the way to grow your business faster.

“

A pleasure to deal with and fantastic customer service!

–Martin Steel-Brown, Director
- City Botanics

“

Their service, communication and above-and-beyond attitude makes them a perfect choice for your signage requirements.

–Bryan Willis, Project Manager
- Everbridge

“

It is a huge relief to find a supplier that you can trust and confidently work with on a day-to-day basis.

–Francis Scordino,
Retail Network Manager
- Stihl Shop





Wherever you are, so are we.

Speedy Signs is New Zealand's
largest network of sign companies,
with more than 25 locations across the
country. We are also affiliated with
an international signage group
which allows us to handle most global
signage requirements.



Speedy Signs
grow your business faster

speedysigns.co.nz | Call 0800 SPEEDY (77 33 39)

independently owned and operated