

The SIGN Guide 2014: Improve Sales with the Help of Our Catalog

Our catalog, The SIGN Guide 2014, is going to mail out soon, and we're really excited about its release! We've incorporated aspects of design from our new app and our new website so we have one cohesive design. There are many examples of different types of signs, color selections and specifications that you might not find anywhere else! This month, we've decided to dedicate our Tip of the Month to how to most effectively use this catalog.

On the first page, you'll find our contact information as well as our standards of service. There's some amazing information in the "What's New in 2014?" section, such as our new app and what to expect from it and our new website. So make sure you check it out! On the same page, we advertise our Sales Kit. This is a wonderful addition to your sales presentation and it includes a full-size illuminated channel letter, various trim and acrylic samples, and color books to show your customer or keep as a reference for yourself. If you have any questions or would like to order a Sales Kit, call us today at (800) 544-6381 or e-mail us at sales@signfab.com.



After the introduction pages, are the product pages. These pages feature the specifications, color options and examples of signs. Below is an image of pages 3 and 4 in our soon-to-debut catalog.

Channel Letters - Non-Illuminated

Specifications - Non-Illuminated Channel Letters

Faces: 3/16" acrylic CNC.
Trim: 3/4" or 1".
Backs: .050 or .063 aluminum; mounting holes are CNC cut into the letter back.
Returns: Standard 5" prefinished construction. Welded construction is also available in depths of 2" to 6".
Assembly/ Mounting Options: Remote-Preassembled, Raceway Mounted, Cabinet Mounted, Square Tube Grid, and Aluminum Panel. Custom mounting options are available at request.
Hardware: Remote-nuts with aluminum studs (1/4").
Options: All remote projects include a full-size mounting pattern.
Optional Lighting: Non-illuminated signs can be upgraded to an illuminated sign at any time. UL codes do not apply to non-illuminated signs, and we will not be able to UL signs with lighting added after manufacture without an on-site UL inspection.

Channel Letters - Open Channel (Neon)

Specifications - Illuminated Channel Letters

Faces: Clear or transparent tinted 3/16" acrylic CNC.
Trim: 3/4" or 1".
Backs: .050 or .063 aluminum; mounting and electrical holes are CNC cut into the letter back.
Returns: Standard 5" prefinished construction. Welded construction is also available in depths of 3" to 6".
Lighting: Neon is designed and fabricated with precision to provide an even or outlined appearance. Standard 12mm-13mm glass pumped with cold weather gas. UL or non-UL listed.
Assembly/ Mounting Options: Remote-Preassembled, Raceway Mounted, Cabinet Mounted, Square Tube Grid, and Aluminum Panel. Custom mounting options are available at request.
Hardware: Remote-nuts with aluminum studs (1/4").
Options: All remote projects include a full-size mounting pattern.

Preformed Channel Letters - Raceway Mounted
Face: 7238 White with 2500-15 Yellow & 2500-22 Black vinyl
Trim: Black
Return: Black

Welded Channel Letters - Raceway Mounted
No Faces
Return: Interior, exterior PMS 205C Light Blue
Neon: Blue
Raceway: PMS 732C Brown

Welded Channel Letters - Raceway Mounted
Faces: Clear
Return: Interior, exterior True Red
Neon: Clear Red
Raceway: Beige

Preformed Channel Letters - Raceway Mounted
Face: 2447 White with digital print
Trim: Black
Return: Black
Raceway: PMS Cool Grey 7C

Welded Channel Letters - Raceway Mounted
No Faces
Return: Interior PMS 321C Aqua, exterior PMS 233C Hot Pink
Neon: Hot Pink
Logo: Purple vinyl
Raceway: PMS 466C

White	Red
Ivory	Burgundy
Yellow	Bronze 313
Orange	Scuffed Chrome
Black	Metallic Silver
Blue	Purple
Intense Blue	Brown
Teal	Metallic Maroon
Solid Green	Chrome Mirror
Hunter Green	Gold Mirror

White*	Brightest Gold
Black*	Teal
Red*	Solid Green
Blue*	Autumn Green*
Brushed Aluminum	555 Metallic
Yellow*	Purple
Green*	Bronze*
Brown*	Orange*
Burgundy*	Charcoal Black*

7238 White	2281 Red	2128 Orange
2793 Red	2124 Blue	Clear
2108 Green		
2147 White	2148 Ivory	2037 Yellow

White	PMS 730C
Black	SW 0022 Charcoal Grey
Bronze 313	SW 0027 Copper Red
PMS 150C	SW 0121 Super Red
PMS Warm Grey	PMS 151 Blue
PMS Cool Grey	PMS 152 Yellow
PMS 466C	PMS 153C Antique White
PMS 732C	SW 0010 Pure White
	SW 0012 Acrylic Blue

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These pages are great for referencing when customers ask you questions. They include everything from standard sizes of acrylic and trim to the suggested aluminum thickness and return sizes. Hardware and mounting options are also listed. Color options at the bottom of the pages refer to the signs on that page or page spread. You won't find the reverse channel colors on a standard channel letter page. This makes it easier to show some of the most common color options directly to your customers without having to flip through several pages to get to the larger color charts. You can reference that color on the same page with the same type of sign.

After the main product pages, we have a section dedicated to mounting and electrical options. This is a wonderful tool for seeing just exactly what mounting options we offer, and of course, if you ever have any custom questions that you can't find an answer to in our catalog, feel free to contact us for more information.



Next in the catalog are the color pages. These are similar to the color selectors on the product pages, but these only focus on the colors of each type of product – from the acrylic to the raceway. Colors we stock, plus additional colors are on these eight pages. You can now show your customer a close representation of a color they have in mind by simply flipping through these pages. Printing processes may cause misrepresentations of color swatches so keep that in mind. These are almost exact representations of the color swatches; however, for actual color references, simply call or e-mail us for a sample. We have a wide variety of colors that are great on most signs.

The next 12 pages are dedicated to our sign examples and descriptions. These are just a handful of what we are capable of manufacturing and can be used as inspiration for your signs!

The sign on the right was pulled straight out of the catalog to show what information is provided on each example. We list everything from what type of sign it is, down to the color of the raceways. This is another great way to see how certain colors may look together or figure out what type of sign would best match the project at hand.



Welded Contour Channel Logo - Self-Contained
 Face: 7238 White with 2500-22 Black, 2500-127 Intense Blue & 2500-106 Brilliant Green vinyl
 Trim: Black
 Return: Black
 LEDs: White

Next we have our sales information which includes more in-depth contact information, our Terms of Sale, artwork specifications, order procedure, and warranty terms. Our warranties page was updated so be sure to take a look so you don't miss anything. These are excellent to keep around and reference when necessary. After the additional information pages, we have our sign glossary, which defines some of the most popular terms in the sign industry.

We put a lot of time into our catalogs so we can provide you with as much information as we can. We want to support each and every sign company because you are our supporters and we are here to help you. If you can't find the answer you're looking for in our catalog, don't hesitate to contact us! We're always a phone call or e-mail away. Thank you for your business, keep an eye out for The SIGN Guide 2014 that's mailing out soon, and we'll see you back here for April's Tip of the Month!

