

The TRUE COST of a SIGN

KEEP SAFETY FIRST



The old saying is true: "You get what you pay for".

There are many factors that go into selecting the right sign for your needs:

- Where will it be located?
- What size should it be?
- What should the sign say?
- What will it cost?

This last question is one that is often overlooked. It's not surprising that some customers opt for the lowest priced item available and place their order because, "It's only a sign".

Here's why considering the true cost of a sign, and making the investment up front, will save you money in the long run.

Usual Material Name	Average Initial Cost	15-Year Replacement Frequency	Total Cost
Adhesive Vinyl	\$11.50	8	\$92.00
Plastic	\$12.00	8	\$96.00
Aluminum	\$25.00	3	\$75.00

Above cost is based on 10"H x 14"W safety sign from a low-cost supplier incurring industry standard wear and tear. Product would not include features like Sign Muscle®, provided at no cost on OUR signs.



Sign Muscle® preserves the life of your signs!

You may pay a dollar more, but over the life of the sign it becomes a better option in terms of cost, especially in demanding applications. Best of all, our signs are protected by Sign Muscle®, a protective coating applied for free to all our signs. Keep employees safe at a cost that keeps your bottom line top of mind without sacrifice to safety.

The Right Material for the Right Location

Not all signs are placed in harsh environments; but when they are, our performance line of materials provides the best value.

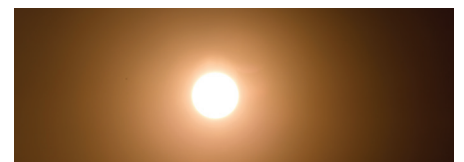
Be Sure to Consider:



Tough, Rugged Conditions



Extreme Weather



UV Exposure



Chemical Exposure