

## SIGNS NOW – FAQs

### 1 How much do signs cost?

The sign you need for your organisation is almost certainly unique. Nobody will ask for that exact same sign again – and that is why signs makers carry very few signs in stock.

The cost will depend on the size of the sign, the materials we use for the sign, the amount of vinyl/ink we use to print your message on your sign, the location of your sign, etc. There are 101 variables we have to take into account before we can work out your price.

But, don't worry – we have developed a very clever system to calculate your prices quickly. So you can either call in to our Sales Desk (0845 9000 409) or you can arrange to meet one of our surveyors and we can give you an approximate price there and then.

### 2 Is it safe for me to choose the lowest cost?

As in any other business – you get what you pay for. You need to be careful when comparing the cost of a sign from one company to another.

When you describe your sign to a sign maker we make our own interpretation of what we think you need. We all make assumptions about the materials and the printing. **No two sign quotes are ever the same.**

The difference in prices can be huge – one sign maker may quote a price which is 3-4 times more than another sign maker. This is all down to assumptions.

Make sure you get the sign maker to explain, in detail, the assumptions he has made and why he recommends those assumptions.

The High Street is full of signs that were made on the cheap – and the people who bought them regret that they went for the cheapest option.

### 3 How quickly can I get my signs made and delivered?

Typically we allow 3-4 weeks for a sign to be designed, for you to approve that design, to make the sign and then to install the sign at your premises.

But it can be done much more quickly – provided that you are willing to make up your mind about the sign design as soon as possible.

If you need your sign very quickly just call our Sales Desk (0845 9000 409) and they can advise whether we could meet your deadline or not. Usually we can.

#### **4 What is the process for organising my signs?**

The first thing we need to do is to clearly understand what kind of sign you are looking for. You may have a picture in your head and we need to grasp what that looks like. We have other questions we need to answer as well – How big will the sign be? Where is it going to be located? Does it need illumination?

We can do this over the phone but in some cases – for larger external signs – it is better for one of our professional Sign Surveyors to come and see you and your site.

Once we have the information we need the process will go like this:-

- We provide you with a detailed cost quotation
- You sign the quotation and pay a deposit – to give us the order
- We design the sign and email a copy to you
- You carefully check the design and make revisions as necessary
- Once the design is approved we can make the sign
- Once the sign is made we put it through Quality Control
- We may ship the sign to you or we can arrange to come to your site to install the sign for you.

#### **5 What guarantees do you give on signs?**

In our experience our customers want their signs to stay up as long as possible. We are the rare sign maker willing to give a no-quibble 5 year guarantee on all our permanent signs.

To do this we have to ensure that we choose quality materials, reliable fixings and employ our own dependable installers for your sign.

It does mean that our prices can be a little higher than the competition – but you get what you pay for.

#### **6 How can I work out what signs I need?**

We would recommend that you organise an appointment with a Signs Now Surveyor. In this appointment we can help you as follows:

- We can show you a gallery of photos similar to the signs you are thinking of

- We can show you the prices of these signs so you can choose across our range
- We can show you material samples so that you can see how your sign would be made
- We can show you colour swatches so you can select those colours that will work best for you.

## **7 What risks do I need to be aware of?**

As with any business purchase you need to take care that you select a professional reliable sign maker for your work.

Price is not always the best guide in our industry. You do get what you pay for. If you want a sign that is going to last for the long term you need the sign maker to use the materials and fixings fit for that job. A price that is “too low” may be a sign of danger for you.

External signs are often fitted above people’s heads. This presents two kinds of risk – that the sign fitter causes a damage or injury whilst fitting the sign – or the sign, subsequently falls down causing damage or injury. In each case the sign maker is in a lot of trouble – **but so are you!**

There is a good deal of legal evidence that as the owner of the property you carry a legal responsibility and liability for ensuring that the signage is professionally made and fitted.

## **8 Do you organise the electrical work for illuminated signs?**

No, we do not have the professional qualifications or insurance to do electrical work on your behalf. We will supply you with illuminated signage which is ready to connect to an electrical supply – which is readily available in most cases.

On the odd occasion that electrical work is required our surveyor will advise and may be able to recommend a local reputable electrician to you.