



**For Immediate Release**

***Media Inquiries:***

Sarah Malpeli

PR Manager

(941) 993-5037

sarahm@signsnow.com

**Local Sign Company Moves to New Location  
Owner Invests in Green Graphics Technology**

**ATLANTA, Ga.** (Oct. 27, 2010)—The Signs Now facility that was located at 4719 Ashford Dunwoody Rd. recently moved to a new facility at 6095 Barfield Road, Suite 120. As a result of the move, Signs Now has gained 1,000 square feet of additional space and a larger, more efficient production area. The signage and graphics company has served the area for over 14 years.

“Our new, larger, ground floor location has been constructed to significantly improve quality, provide additional room for expansion and has significantly better parking for our current and future clients,” explained Signs Now Owner Richard Scarpa.

In addition to the relocation, Scarpa has also recently invested in an HP Large Format DesignJet printer utilizing Hewlett Packard’s Latex Ink technology, becoming one of the few truly “green” graphics producers in the Atlanta area.

The printer produces indoor quality prints with state-of-the-art outdoor durability. However, unlike traditional solvent based ink technologies, the HP latex printer does this without producing any harmful levels of VOC’s or any Hazardous Air Pollutants, providing Signs Now and the community that they serve with odor free printing without

the need for external ventilation equipment. And with the HP Planet Partners Program and HP Media Take Back Program, Signs Now will be able to recycle 100 percent of the waste generated by the printer from print heads to empty ink cartridges.

“We wanted to make the right choice not only for our production needs, but for the environment and all of the businesses and consumers that will make sustainability an issue when choosing where to go for their sign and graphics needs” says Scarpa.

The Signs Now service base includes business solutions for outdoor and indoor signage, banners, window and vehicle graphics, vehicle wraps, exhibit and trade show graphics, ADA signage, dimensional letters, directional systems and other visual communications tools. For more information on Signs Now, call (770) 352-0805 or visit the company’s Web site at [www.signsnowperimethernorth.com](http://www.signsnowperimethernorth.com).

###