



For Immediate Release

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REGIONAL BUSINESSES TURN TO VEHICLE WRAP ADVERTISING TO STRETCH MARKETING DOLLARS

LOCAL SIGNS NOW CENTER PROVIDES DELEWARE'S ONLY MASTER CERTIFIED CREDENTIALS

WILMINGTON, Dela. (May 8, 2009)—The team at Signs Now Wilmington, located at 506 1st State Blvd., has been specializing in vehicle wraps and graphics for over nine years. But recently, Signs Now owner Mark Carlson has seen an increase in his vehicle wrap business, as local companies are beginning to look for alternative forms of marketing.

“Given the state of the economy, I believe many of our clients are finding that vehicle wrapping is a viable form of advertising and presents a solid business investment,” remarked Carlson.

Unlike many advertising opportunities, vehicle wrapping is one investment with instant return. According to the Outdoor Advertising Association of America, Inc., individual vehicle advertising generates between 30,000 to 70,000 daily vehicle impressions. This type of outreach can prove to be a cost effective way of attracting customer attention with creative graphics and installation.

Local businessman Mark Grubb, owner of pressure washing company Aqua Wash, wanted to have something eye catching while on the road with “Squirt,” the company’s aptly titled 2008 Chevy HHR panel vehicle. After working with Signs Now, Aqua Wash has a full vehicle wrap that is garnering a lot of attention.

“We have had the wrap in place for a year and we are always getting noticed while on the road,” remarked Grubb. “I believe it gives customers a sense of our professionalism and fortifies our company in their eyes, knowing we have made an investment in our business.”

As far as an investment, local businessman Scott Devenny, owner of All American Roofing, has a total of six vehicle wraps for his company vans and trucks. The company services Delaware, Southeast Pennsylvania and the eastern shore of Maryland. He decided to work with Signs Now after discovering the company through an online search.

“The wraps are, in essence, a moving billboard for our company,” explained Devenny. “I plan to continue to use vehicle wrapping and feels it’s a viable form of advertising for us.”

The means and effectiveness of mobile advertising have been proven. According to *Outdoor Advertising Magazine* TACA’s market research, 96 percent of their respondents said that mobile advertising is more effective than traditional outdoor advertising.

As an alternative to traditional billboard advertising, local chef Dan Butler decided to utilize vehicle wrap advertising when his catering van failed at an inopportune time.

“I was about to do a new billboard campaign when my van croaked,” remarked Butler. “I had to invest the money in a new van and decided to go to Signs Now to have our vehicle wrapped.”

Butler is the owner of Toscana Kitchen and Bar, Toscana To Go Catering, Deep Blue Bar and Grill and Brandywine Prime Seafood and Chops at Chadds Ford Inn.

“The vehicle wrap is a good investment for our catering vehicle because it gives us more attention with a longer life span, in comparison to billboard or print advertisement,” said Butler. “It also lets people know who we are at an event and is more novel and creative in attracting attention.”

Attracting attention was also a goal when local businessman Kerry Taylor, owner of Mr. ShowerDoor®, Inc., decided to work with Signs Now on wrapping his company vehicles.

“We get calls every week from people who have seen our vehicles,” explained Taylor. “The wrap has paid for itself many times. I really like that it was a one-time investment and it keeps on paying us. Every time we get a sale from the wrap, the initial cost per sale goes down. It’s free advertising to us just after the first month.”

Vehicle wrapping not only attracts attention, but it can also be used to educate and inform individuals about certain causes and raise social awareness. Sean Elwell, RN and injury prevention coordinator for the trauma program at the Alfred I. duPont Hospital for Children, worked with Signs Now to utilize wrapping on hospital vehicles for special events.

“Having our injury prevention message displayed on our vehicles has allowed us to take safety awareness to a whole new level as we travel to events across the Delaware Valley,” said Elwell.

Whatever the use or case, vehicle wrapping is fast becoming a viable means of promotion and advertising. Signs Now has worked with many regional organizations on their vehicle wrapping, including Mrs. Robinos Italian Restaurant, Budget Blinds, Rapid Refill, Moe’s Southwest Grill, Studio Green Apartments, Soffritto Italian Grill, Mr. Electric and Clear Channel radio.

Signs Now Wilmington is Delaware's only wrap provider with PDAA Master Certification. The PDAA was founded in 1976 by the owners of 8 independent graphic installation companies and is now comprised of America's finest graphic installation and wrap companies.

The Signs Now service base also includes multiple solutions for outdoor and indoor signage, banners, window graphics, exhibit and trade show graphics, ADA signage, dimensional letters, directional systems and other visual communications tools. The company also offers large format digital services to their customers, which provides a solution for clients needing to use photographs or complex artwork for their interior and exterior signage. The company will be celebrating its 10th Anniversary this summer.

For more information on Signs Now, please call (302) 636-9040, or visit the company Web site at www.signsnowde.com. In addition, Signs Now Wilmington vehicle wrap images are available at <http://picasaweb.google.com/signsnow389/Signsnow389WrapsArticle?feat=directlink>.

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