



Signs By Benchmark Newsletter

Signage & Architectural Accents Monthly Newsletter

June 2011

Dear Customer,

We recently had the pleasure of collaborating with Unique Signs Inc. of Rapid City S.D. in the creation of two church signs. To read about the Emmanuel Episcopal Church sign and how it matches the historic building, read the "Signs By Benchmark Creates Monument Sign to Match Existing Building Elements" article.

The second collaboration with Unique Signs produced a slightly customized version of our [Standard Model #13](#). The result was a modern sign possessing the same classic lines as the Evangelical Free Bible Church building in Wall, S.D.

Give us a call to discuss how we can successfully work with you to create the perfect elements that will completely satisfy your customer's needs. Tell us about your project details. The flexibility of our medium and our customizing abilities can help you create architecturally pleasing, durable and affordable signage that will not only satisfy current customers, but attract new clients.

Call us at 800-658-3444 or 605-886-8084 for a quote on your next project. For more information and to browse our photo gallery, visit our website at www.SignsByBenchmark.com.

We look forward to hearing from you,

Matt Frey
Signs By Benchmark

Signs By Benchmark Creates Monument Sign to Match Existing Historical Building Elements

When the Emmanuel Episcopal Church of Rapid City, S.D. desired new signage that would not only match, but compliment the classic lines of their historic building, they contacted [Unique Signs Inc.](#) of Rapid City, S.D. Taking into consideration existing building elements such as arched windows and roof peaks, Unique Signs designed the perfect display. Then, knowing that Signs By Benchmark specializes in made-to-match signage, they wasted no time setting up a collaboration.

Because the flexibility of its cellular plastic medium allows [Signs By Benchmark](#) artists to craft custom products, the project was made to order. The 3' 10" wide x 7' 1 1/2" high sign features fine stucco finish with lettering and logo coated directly into the sign face to achieve a solid, durable unit.



Prior to mounting the sign on a stone base constructed to match the building, Unique Signs installed removable panels with vinyl lettering that will be used to announce church functions.

"The installation was textbook," said Dan Hop of Unique Signs. "The sign compliments the building elements very well."

Call the Signs By Benchmark team at 800-658-3444 about your upcoming sign projects. They can create the exact signage your designs call for or provide design assistance if needed.

[Click here](#) to read more about this project and view additional photos of the Emmanuel Episcopal Church sign.

[Click here](#) to view photos of some Signs By Benchmark exterior or interior signs and sign accent components.

Our Literature

Provide your customers with a visual representation of our work. Call or email us with your brochure requests. We'll promptly send your order via mail.

Our literature, including presentations featuring photos and description is also available on our website. [To view, download or print, click here.](#)

We'll be glad to answer any questions regarding our products or processes. Give us a call - your business is important to us.

Until next month,

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Sign Demo Kit

Give your staff the tool they need to educate customers and secure sales. Use our mini sign kit to demonstrate durability, functionality and the design versatility we offer.



Because the mini sign demonstrates comparative properties of a full-size monument-style sign, your customers can:

- View the solid, substantial appearance.
- Lift the sign to experience its light weight.
- Feel the quality of our stucco finish.
- Realize the aesthetically pleasing features of our signs.

Durability samples are included in the kit. Hit them with your hammer to show customers just how durable our products are.

Order your Signs By Benchmark Sign Demo Kit today for just \$99.

- Order signage within 60 days and the kit is yours to keep, free of charge.
- If you choose to return the sign demo within 60 days, you will receive a full refund.

For details, [click here](#).

Stunningly Classic Signage for Church

Collaborating with [Unique Signs Inc.](#) of Rapid City, S.D., [Signs By Benchmark](#) created a sign that gracefully compliments the existing Evangelical Free Bible Church building in Wall, S.D.



The 7' 11 1/2" wide x 7' 3 1/2" high one-sided sign is a slightly customized version of Signs By Benchmark's [Standard Model #13](#) in that the sign was prepped to receive removable panels that will display meeting times and other events.

For strength, durability and a molded appearance, the logo and lettering were coated directly into the one-color acrylic stucco finish of the sign.

"The sign works beautifully," said Dan Hop of Unique Signs. "We worked cooperatively with the customer on the install. Everyone was satisfied."

Give the Signs By Benchmark creative team a call at 800-658-3444 or 605-886-8084 to learn how their standard models may be customized to provide affordable, yet stunning signage for your customers.

[Click here to view photos](#) of some Signs By Benchmark signage products.

Sign Creation & Installation Videos

From creative idea through shipment, we work closely with you to achieve the signage your customer requires. Because we do not outsource, we are able to manage each project through every creative phase. Watch our creation, installation & durability videos to see how we do it.

Click on the image below to view our videos.



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