

Signs By Benchmark Newsletter

Signage & Architectural Accents Monthly Newsletter

January 2012

Dear Kathy,

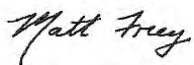
We recently had the pleasure of working once again with Elite Signs & Graphix of Watertown, S.D. to create an exterior custom monument sign. Read about this project in the "Custom Exterior Monument Sign to Match Existing Interior Signage" article. To view larger (and additional installation) photos, click on the link near the end of the story.

Our cellular plastic medium is perfect for creating custom architectural accents. The "Barrel Vaulting Architectural Accent Makes a Striking Entrance" article tells of a recent project we're proud of. Again, to view a larger photo, click on the link near the end of the story.

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

Custom Exterior Monument to Match Existing Interior Signage

Not long ago, we created an interior wall-mount sign that was installed in a Clear Lake, S.D. business. To complete signage plans and create a uniform look for the business, we recently collaborated with [Elite Signs & Graphix](#) of Watertown, S.D. to create a custom exterior monument designed to match the interior sign.



The lightweight, 14' wide x 13' 6" high x 29" deep double-sided monument was created from cellular plastic then sealed with Signs By Benchmark's signature hardcoat for long-lasting durability that resists extreme weather conditions while eliminating rust and rot.

Featuring two-color acrylic stucco finish, copy coated directly into the sign face, and space for stud-mounted tenant panels, the stately monument has no problem standing out on the gently curving prairie.



For ease of installation, pick points were installed on the sign, allowing it to be easily craned into place over the poles. The operation was simple and quick: Installation took only one hour.

Remarking on the project, Travis Cantwell of Elite Signs & Graphics said, "This was another great looking sign in which we were able to take the customer's logo and instead of getting caught up in fitting the shape of the sign to the logo, Signs By Benchmark took the architecture of the building and tied it into the sign to come up with a package that tied everything together - right down to the matching brick the building has. I am very pleased with the results we got with an outstanding product."

This project reminds us that often, a customer requires not just a sign, but a sign package complete with interior and exterior signage. Budgetary considerations may not always allow installation of the complete package, but all signage can be designed, then created and installed over time to meet customer requirements.

Start offering your customers a complete signage package. Give the team at Signs By Benchmark a call at 800-658-3444 to discuss their needs. Provide existing designs or ask the Signs By Benchmark designers for help creating the perfect high quality lightweight, durable signage for your customers.

[Click here](#) to view larger installation photos of this project.

[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

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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](#).

Barrel Vaulting Architectural Accent Makes a Striking Entrance

Because Signs By Benchmark's cellular plastic medium easily allows for the manufacture of architectural accents, we are often asked to create custom pieces that will add pizzazz or elegance - for both exterior and interior applications.



For this project, we created barrel vaulting and decorative molding for interior installation over an otherwise unremarkable building entrance. Our craftsmen worked from precise measurements to ensure an exact fit, then sealed this accent with our signature hardcoat for long-lasting durability. Once installed, the piece was artistically painted and lighted. The result is a distinctive, unique accent that attractively reflects the owner's character and style.

Think "more than just signage" when you're working up your next project. View it in the "larger picture" mode by determining what you could offer in the way of a complete package consisting of external and internal elements. Offer signage when it's called for, but then, knowing you can partner with us for the extras, don't hesitate to offer much more.

Give our team at Signs By Benchmark a call at 800-658-3444 to tell us about your complete package needs. Then enjoy a profitable collaboration that will leave your customers with no needs unmet.

[Click here](#) to view a larger photo of this architectural accent.

[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

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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Click on the image below to view our videos.



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