

# ECO- FRIENDLY SIGNAGE



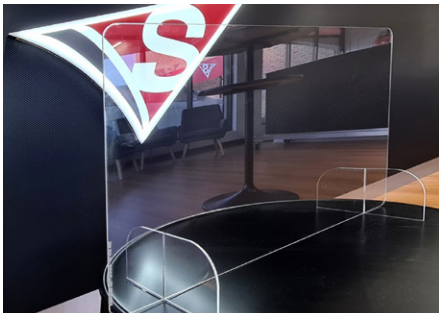
All you need to know  
about eco-friendly  
signage

**Quick  
Product  
Guide**

## SUSTAINABILITY HAS BECOME INCREASINGLY IMPORTANT IN CONSUMER BUYING HABITS.

As individuals attempt to become more eco-friendly, they begin to realise the impact that their purchasing choices have on the environment. Hence, we find businesses extending these responsible purchasing choices into various aspects of their trading.

At Signarama we understand the importance of eco-friendliness and the need businesses have to approach their business branding in this way. Our experience, and recent advancements, allows us to offer our clients a range of eco-friendly signage solutions that will successfully promote their brand.





# ECO-FRIENDLY SIGNAGE MATERIALS

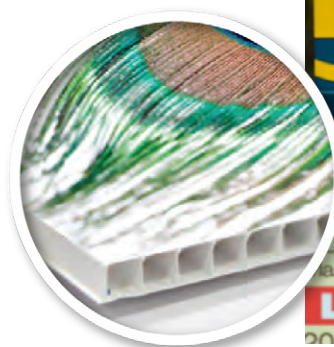
## PLASTIC SIGNS

**ABS**, also known as acrylonitrile butadiene styrene, is a widely used plastic commonly found in signage solutions. This plastic has high resistance and durability making it a sturdy solution for indoor and outdoor solutions. As ABS is a recycled plastic in itself, it can be fully recycled again once your sign has served its purpose. Its ability to provide long-lasting solutions adds to its eco-friendliness as it can be utilised for years when maintained properly.



**Plexiglas®** is a transparent plastic solution that is highly sustainable. This environmentally friendly material is highly durable and has nearly zero waste, making it a perfect solution for a variety of signage applications. It is suitable for classic recycling and does not produce air pollutants or toxic fumes when burned.

For those looking for short-term eco-friendly signage, **fluted polypropylene board** is the ideal material. This rigid substrate is waterproof and shatterproof, making it perfect for indoor and outdoor use. This cost-effective material is also fully recyclable.



# ECO-FRIENDLY SIGNAGE MATERIALS

## ALUMINIUM COMPOSITE SIGNS

**Dibond®** is an aluminium composite sheet that contains thick cover layers and a polyethylene or mineral core. This material is lightweight but extremely durable, making it ideal for indoor and outdoor applications. The manufacturing of this material is done in line with environmental management requirements to ensure an eco-friendly signage that abstains from hazardous substances and processes.



IMAGE SOURCE: MAZEYS



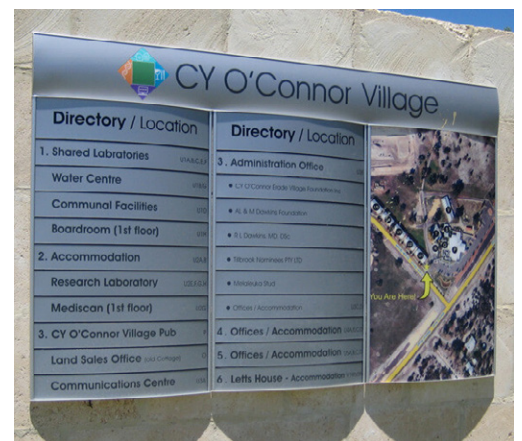
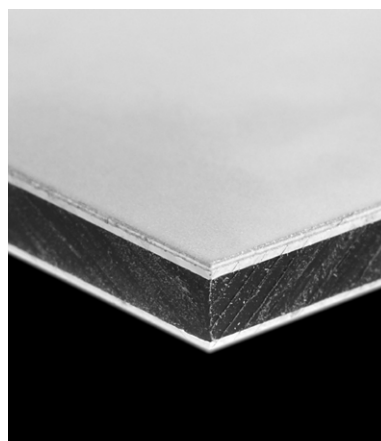
IMAGE SOURCE: DIBOND



IMAGE SOURCE: DIBOND



IMAGE SOURCE: MAZEYS





# ECO-FRIENDLY SIGNAGE MATERIALS

## POLYESTER FILMS

We make use of **polyester films** for illuminated signage applications, such as those for backlit signs. This gloss film offers high quality and vibrant image of PVC-free material. It is non-scratch for easy maintenance and can be utilised for indoor and outdoor solutions.

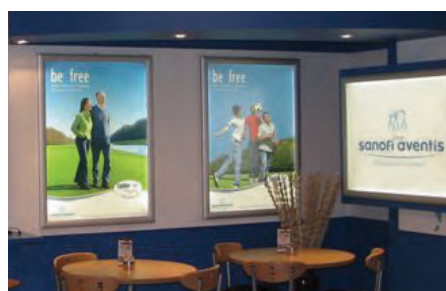


IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS

Furthermore, we also offer **Grafityp ecological films** that are an environmentally friendly alternative to monomeric and polymeric materials. This film is PVC-free and is suitable for indoor and outdoor signage applications. This material encompasses the look of its PVC counterpart, without making use of harmful synthetic materials.



IMAGE SOURCE: GRAFITYP.COM



IMAGE SOURCE: MAIZEYS

# ECO-FRIENDLY SIGNAGE MATERIALS

## ILLUMINATED SIGNS

OK LED offers small LED lights suited for illuminated signage applications. These units have very low energy consumption, making for less resource wastage and a lengthened lifespan. Their low energy consumption contributes to their eco-friendly qualities. These lights are also highly durable.



PHOTO CREDIT: PIERRE BASSANI

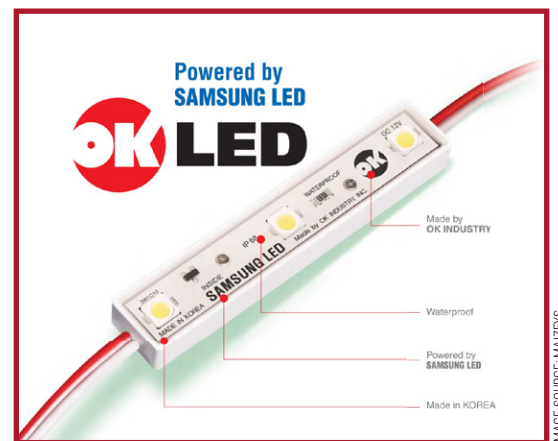


IMAGE SOURCE: MATZEYS





# ECO-FRIENDLY SIGNAGE MATERIALS

## TENSIONING SYSTEMS

For large format printing, we offer **Mediatex®**. This material was specifically developed to suit the requirements of the digital print industry. This is a PVC-free material that has low ink consumption and is suitable for eco-solvent inks. Its various other benefits ensure its durability and lengthened life span.



IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS

There is a variety of tensioning systems for printed and textured media that offer eco-friendly solutions. We offer lightweight aluminium frames that are compatible with a variety of different materials. These systems are more compact and can be reused and recycled.



IMAGE SOURCE: MAIZEYS

# ECO-FRIENDLY SIGNAGE MATERIALS

## WALL SIGNAGE

Amongst our signage solutions are excellent branding solutions for wall décor. We make use of non-self-adhesive media that offers brilliant durability, that is designed to be suited for eco-solvent ink. Our PVC-free material omits the use of lead, cadmium and mercury.

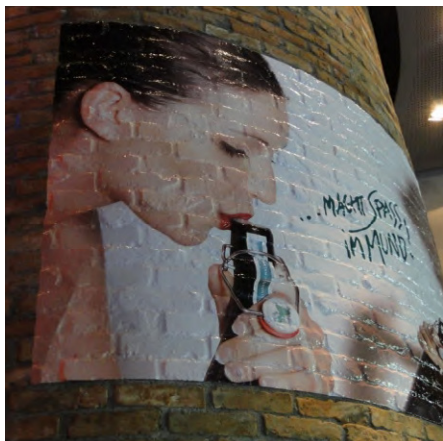


IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: SIGNARAMA AUSTRALIA



IMAGE SOURCE: SIGNARAMA AUSTRALIA



## MAKING YOUR SIGNAGE SOLUTIONS *eco-friendly*

*Should you require expert eco-friendly signage for your business, Signarama can assist.*

Our expertise lies across the spectrum, meaning we can help with solutions for business branding to safety signage. Our team will carefully consider all the factors that form part of your final decision, such as your design, intended location and how long the signage should last before recommending durable and eco-friendly signage that will tick all your boxes and give you environmental peace of mind.

## WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?



*Years of expertise and knowledge in the signage and branding industry*



*An authoritative voice in the signage industry*



*Highly skilled workforce*



*Client-focused work ethic designed to help your business grow*



*Creative and efficient production and design practices*



*Network located across Southern Africa*



*Professional installation and application*



*Signarama is a credible member of The Franchise Association of Southern Africa*

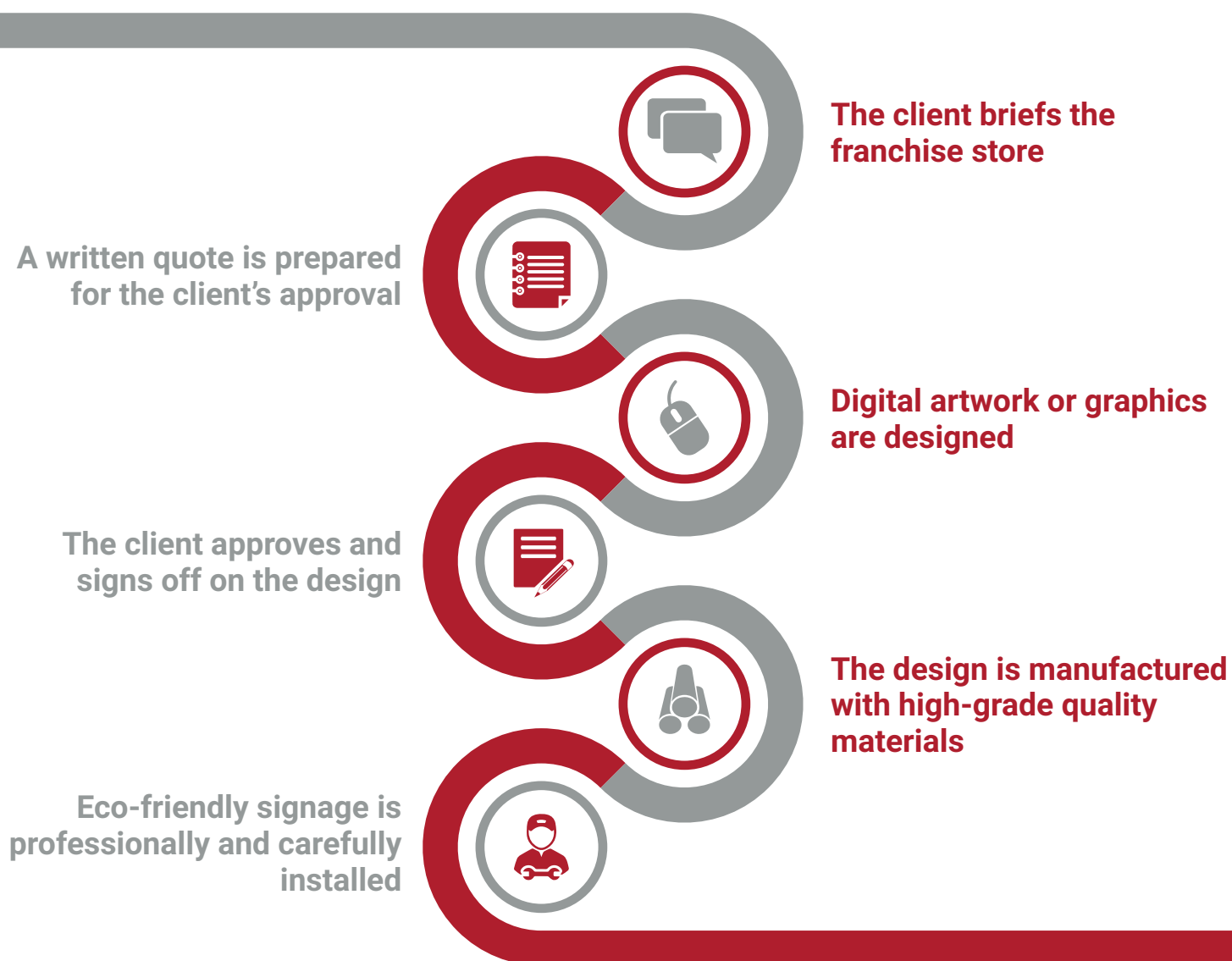


*High-quality materials used in all signage applications*





## HOW DOES IT WORK?



## DESIGN CONSIDERATIONS

Once you have chosen your eco-friendly signage solution, the next step will be to consider how you want to convey your brand message, which brand elements matter and how the design can add to your bottom line.

As your partner in signage and branding, Signarama has compiled the following list of considerations to assist in your creative decision-making process:

-  *Designs and graphics should be clear, concise and attractive*
-  *Over-complicated designs will detract from your message*
-  *Ensure the graphics represent your message appropriately*
-  *Short, sweet and eye-catching designs are best*
-  *Design for your target audience*
-  *Your brand name and logo should be highly visible*
-  *Adjust your design to meet your budget (don't skimp on design for cheaper prices)*





# THE SIGNARAMA DIFFERENCE IS IN THE *detail*

Due to our collective years of experience both locally and internationally, Signarama takes the utmost care when dealing with clients and strives for a smooth signage process from conception to installation. Each client is treated with due diligence and care, ensuring their individual needs are specifically considered and addressed, resulting in bespoke signage – the Signarama way!

We take great pride in our eco-friendly signage, ensuring our designs look professional, striking, unique and flawless. We only work with the best technology and materials in the signage industry, yielding uncompromised quality and workmanship in both design and application of our eco-friendly signs.

*This is the Signarama difference!*



# Thank you

for choosing Signarama for your signage needs.

Signarama is Southern Africa's biggest and most trusted signage franchise. From concept to installation, we can assist with all your signage and branding needs. Our range of eco-friendly signage is guaranteed to suit any industry and budget with the aim of growing your business at the heart of ours. Whether you want a single eco-friendly sign or a range of signs, you can rest assured your branding needs are in good hands with us!

With over 20 years' experience in the industry, Signarama prides itself on professional signage and branding solutions that are delivered timeously.

*Trust us to help grow your business*







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