



Discover the difference!

A Division of Wayne Advertising Agency, inc.

**178 U.S. Highway 206, Hillsborough, NJ 08844
908-575-4000 • FAX 908-575-4010**

Ten Important Questions to Ask Before Selecting a Sign Company.

“From permits to plans, fabrication to installation, we make it easy for you.”

Ten important questions to ask before selecting a sign company

Your sign is often the very first image that your new customer encounters. And you never get a second chance to make a first impression. To ensure that you get the best return on your sign investment, it pays to use an experienced sign company that can assist you with your project.

We believe the best way to pick the right sign company, is to ask the right questions and avoid making a costly mistake. The following questions should prove to be a helpful guide in your search.

1. Does the sign company offer the products and services needed to meet all the requirements to complete my sign project?

Seems obvious, right? But not all sign companies offer the same products and services. At Loumarc, we offer the widest selection of products and services. From the initial concept, through professional installation, we are with you every step of the way.

2. Can the sign company explain options for fulfilling my signage needs?

In many cases there are options in design, style, material, and more that will satisfy your requirements. Loumarc's experienced staff will gladly educate you about choices available for your project.

3. My schedule is pretty full. Do I have to go to the sign company's store or office?

You probably don't want to spend more time than is absolutely necessary overseeing your sign project. At Loumarc, we understand the value of your time and are always happy to come to your place of business to discuss your project.

4. Does the sign company require me to provide a design?

Most sign-buyers are neither designers nor artists. If a sign company requires a design from you, you'll need to hire someone to create it. At Loumarc, we offer complete design services provided by our own talented staff. Of course, we're happy to work from a design that you provide, as well.

A Division of Wayne Advertising Agency, inc.

178 U.S. Highway 206, Hillsborough, NJ 08844 • 908-575-4000 • FAX 908-575-4010



5. Does the sign company take into account and advise me on all the factors that may influence the effectiveness of my sign?

Regardless of what else they do – project an image, enhance a landscape – virtually all signs are meant to communicate a message and there are a myriad of factors that can affect that function. At Loumarc, we take into account factors such as visibility (color, contrast, size), speed of passing traffic, setback from the road, and more when we design your sign. And if you are providing the design, we'll advise you of how such factors may affect the functionality of your sign.

6. Will the sign company ensure my sign conforms to local regulations?

Every municipality maintains regulations that apply to signage within its borders. These regulations differ in each community, but they all address matters such as size, style, lighting, and location with respect to roadways, sidewalks, and public spaces. Failure to comply with any of these regulations can result in fines, and in some cases, removal of the offending sign. At Loumarc, we thoroughly research your municipality's regulations to ensure your project meets all applicable requirements.

7. Will I need to provide the sign company with permits for my sign?

A permit issued by local authorities is required for virtually all permanent signs and many temporary signs, as well. In some cases, the permit process involves submitting site surveys and sealed engineer's drawings. Certificates of inspection may also be required for certain signs. Obtaining the required permits and certifications can be confusing, time-consuming and frustrating. At Loumarc, we know that's a hassle you can do without, so we do all the permit-related work for you -- from arranging for site surveys to ensuring certifications are issued and every step in between. So instead of being tied up in red tape, you're free to do something better with your time. And that's just about anything else!

8. Will the sign company provide me a solution based on using the proper materials for my project, or do they "cut corners" to lower costs?

Low-quality materials and/or poor workmanship are almost never a bargain. Solutions from Loumarc are based on materials that will meet or exceed your requirements for such factors as appearance, strength, durability, color-retention, and more. They also include the services of our skilled design, fabrication and installation teams as required.

9. Does the sign company offer any Guarantee?

Many sign companies will tell you your sign will last many years. Very few will back that up in writing. At Loumarc Signs we stand behind the signs we design, build and install. We are the only sign company in New Jersey to offer our exclusive written 3 year guarantee on every carved or internally lighted sign. Ask us for more details.

10. Does the sign company guarantee my satisfaction?

You are investing a lot of money in a new sign and you want to be sure that the sign you are purchasing is going to be the highest quality in materials and professional installation. At Loumarc Signs we are certain that you will be completely satisfied with the sign purchased and installed by us.

A Division of Wayne Advertising Agency, inc.

178 U.S. Highway 206, Hillsborough, NJ 08844 • 908-575-4000 • FAX 908-575-4010

