

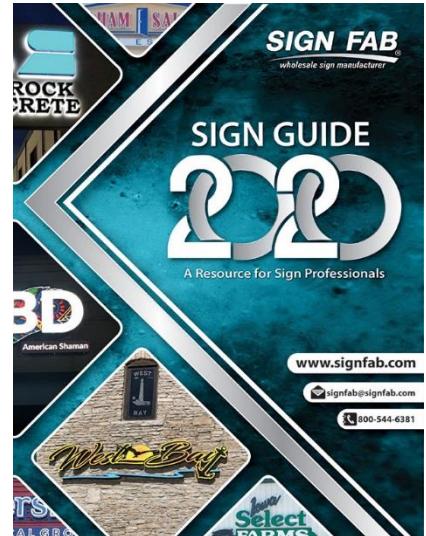
## Improve Sales with the Sign Guide 2020

Our catalog, [The SIGN Guide 2020](#) is out now! The Sign Guide has every type of sign we manufacture, color selections and specifications. It is a great tool to take with you when meeting potential customers or just to have on hand.



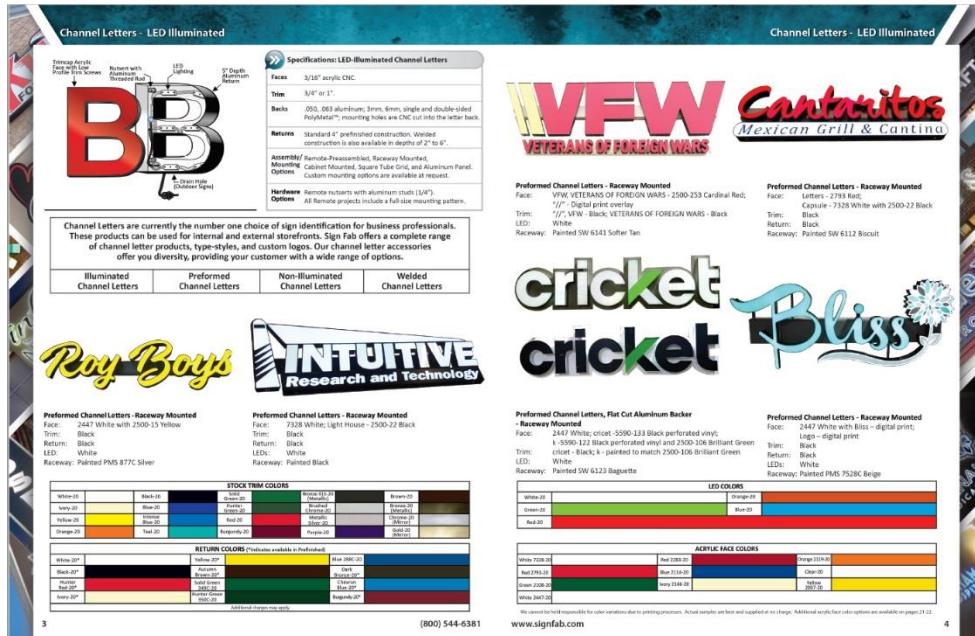
On the first page, you'll find our contact information as well as our standards of service.

There's some amazing information in the "Service & Benefits" section, such as what you can expect when ordering from us, our website, frequently asked questions. So, make sure you check it out!



On the same page, we advertise our [Sales Kit](#). This is a wonderful addition to your sales presentation and it includes a full-size illuminated channel letter that you can order in two colors (Red & White), various trim and acrylic samples, and color books to show your customer or keep as a reference for yourself. If you have any questions or would like to order a Sales Kit, call us today at (800) 544-6381 or e-mail us at [signfab@signfab.com](mailto:signfab@signfab.com).

After the introduction pages, are the product pages. These pages feature the specifications, color options and examples of signs. Below is an image of pages 3 and 4 in the catalog.



These pages are great for referencing when customers ask you questions. They include everything from standard sizes of acrylic and trim to the suggested aluminum thickness and return sizes. Hardware and mounting options are also listed. Color options at the bottom of the pages refer to the signs on that page or page spread. You won't find the reverse channel colors on a standard channel letter page. This makes it easier to show some of the most common color options directly to your customers without having to flip through several pages to get to the larger color charts. You can reference that color on the same page with the same type of sign.

After the main product pages, we have a section dedicated to mounting and electrical options. This is a wonderful tool for seeing just exactly what mounting options we offer, and of course, if you ever have any custom questions that you can't find an answer to in our catalog, feel free to contact us for more information. We will try our best to match or get the products you want/need.



Next in the catalog are the color pages. These are similar to the color selectors on the product pages, but they only focus on the colors of each type of product – from the acrylic to the raceway. Colors we stock, plus additional colors are on these eight pages. You can show your customer a close representation of a color they have in mind by simply flipping through these pages.

Printing processes may cause misrepresentations of color swatches so keep that in mind. These are almost exact representations of the color swatches; however, for actual color references, simply call or e-mail us for a sample. We have a wide variety of colors that are great on most signs.

The next 16 pages are dedicated to our sign examples and descriptions. These are just a handful of what we are capable of manufacturing and can be used as inspiration for your signs!

The sign on the right was pulled straight out of the catalog to show what information is provided on each example. We list everything from what type of sign it is, down to the color of the raceways. This is another great way to see how certain colors may look together or figure out what type of sign would best match the project at hand.



**Preformed Channel Letters - Raceway Mounted**

Face: Letters, capsule - 7328 White; Capsule - 2500-22 Black;  
Logo - 2447 White with digital print to match PMS 214 C  
Trim: Letters - Black; Logo - White  
Return: Letters - Black; Logo - White; Capsule - Black  
LED: White  
Raceway: Painted PMS 7600 C

