

THE ART OF MARKETING SIGNAGE



GOOD



BETTER



BEST

Rowmark

Simply Rowmarkable since 1987

INTRODUCTION

Today's sign makers have endless product and hardware options available to them for creating signage that sells by differentiating themselves from their competition.

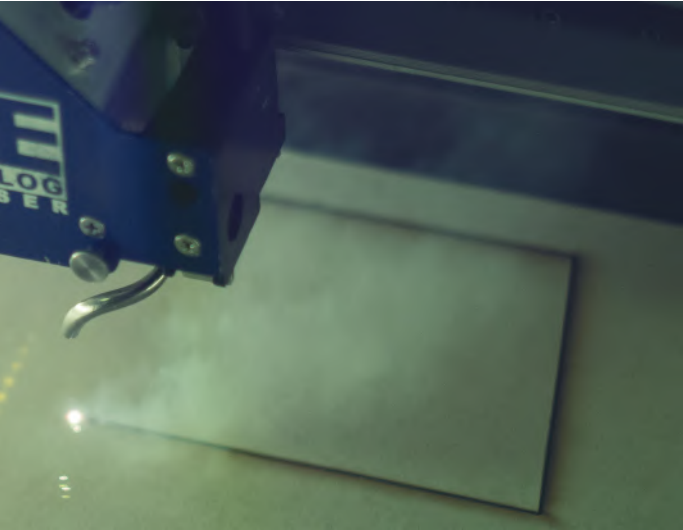
Leveraging different fabrication techniques and design styles can expand your customer base.



1. DEVELOP a range of innovative and creative sign designs at different price points.

2. EDUCATE customers to help them choose the best option for their budget.







USING GOOD, BETTER, BEST

Good, Better, Best is a well-known comparison model that provides three different sign design options at three different price points.

Given a choice of three price points, studies show that about two-thirds of consumers will choose the middle (“Better”) one. Using this business model helps customers find the right sign for their design tastes and budget.



APPLYING GOOD, BETTER, BEST TO SIGNAGE

Sign-making is all about “show and tell.” Taking the extra step to educate customers and show them what they can get at different price points is very effective.

BASIC ELEMENTS OF GOOD, BETTER, BEST

Using this business model in your shop gives you the opportunity to show customers your creativity and provide them with solutions that will fit any design style and budget.

GOOD

This sign features simple two-ply plastic substrates with basic text and a black frame.



BETTER

This sign features layered substrates and stand-offs to create dimension. Utilizing different engraving techniques creates standout single-ply applications.



BEST

This sign features brighter colors and textures with digitally printed elements. Stand-offs create dimension while digitally printed braille provides ADA compliance.





TRENDY SIGN-MAKING PRODUCTS

The traditional sign frame is a good way to create a classic finished look and a quick mounting solution for signage. There are also unique mounting options beyond frames, including:

- Stand-offs in a variety of shapes, colors, sizes and finishes.
- Panel support/suspension systems.
- “Invisible” or “floating” options that hide mounting hardware.
- Compression hardware that “clamps” or “grips” signs for easy replacement.



1. STAND-OFFS are available in many shapes, colors, sizes and finishes to accommodate small scale to oversized projects



2. UNIQUE MOUNTING fixtures and panel support/suspension systems that connect panels at varying angles for trendy Point-of-Purchase (POP) displays or dimensional structures



3. “INVISIBLE” or “FLOATING” mounting options for minimalist, contemporary projects



4. COMPRESSION MOUNTING hardware that “clamps” or “grips” substrates to allow easy updates or relocation

DESIGN TIPS



LAYER different colored or shaped substrates at varying angles

CREATE dimension by separating layers with stand-offs or mounting fixtures

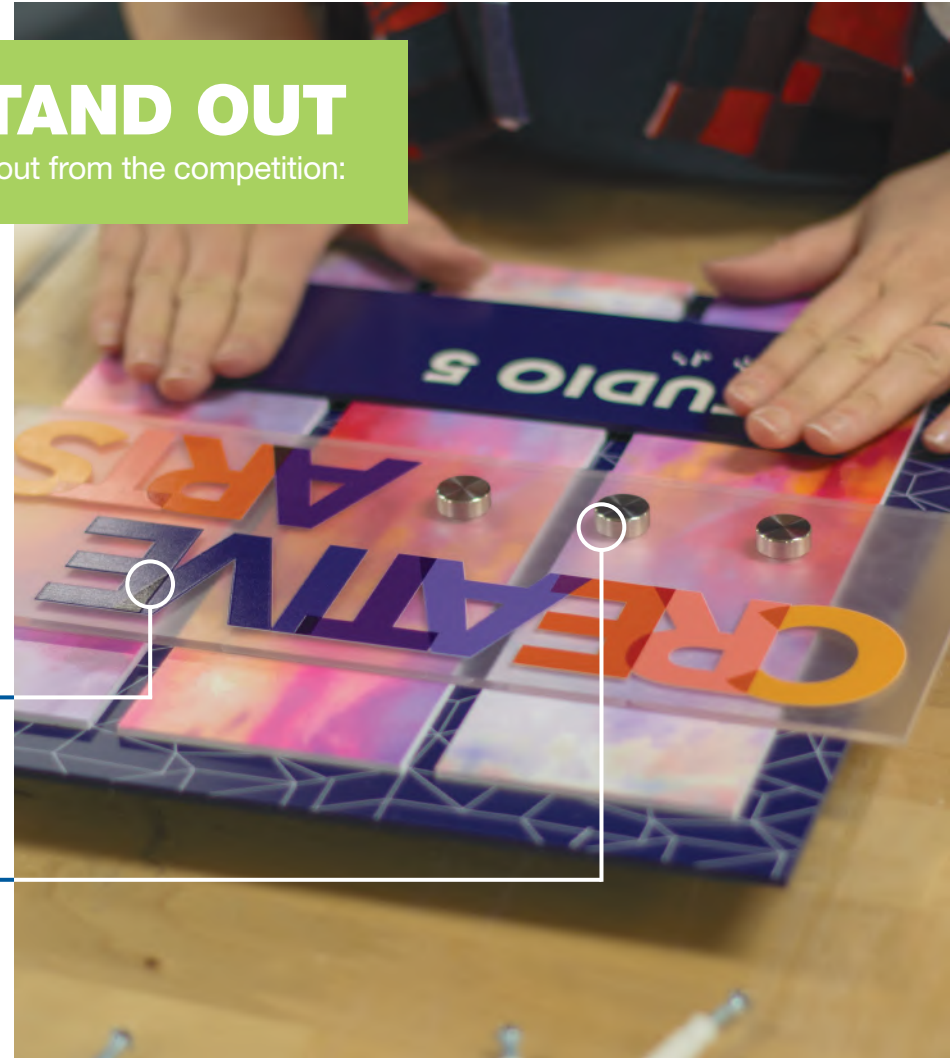
CREATE contrast by using plastics and wood

TO MAKE PROJECTS STAND OUT

There are many design options to make your signage stand out from the competition:

UV-LED PRINT full-color logos and wordmarks with dimension and texture

COMBINE UV-LED digital printing with traditional fabrication methods



GOOD



STREAMLINE SIGN FRAME

Nighthawk Black

LASERMAX®

Vector Cut and Front Engraved
Light Blue/White

LM922-562

LASERMAX®

Vector Cut and Front Engraved
Smokey Grey/White

LM922-312

BETTER

× COLORHUES™

Vector Cut
Poppy
CH341-601

× REFLEXIONS

Vector Cut
Ice Silver Mirror
RM942-341

× ELITE STAND-OFFS

Rowmark Elite Stainless Steel Stand-offs
DPF-201 (.79" barrel length)

× COLORHUES™

Vector Cut and Front Engraved
Clear Matte
CH351-101

× HARDWOOD COLLECTION

Vector Cut and Front Engraved
Cherry
RW1224250CHE

Vector Cut and Front Engraved
Mahogany
RW1224250MAH



BEST



ADA ALTERNATIVE®

Vector Cut and UV-LED Printed
Air Force Blue
341-504 (1/8")

COLORHUES™

Vector Cut and UV-LED Printed
Clear Matte
CH351-101

ELITE STAND-OFFS

Rowmark Elite Stainless Steel Stand-offs
SPF-201 (.39" barrel length)

ADA ALTERNATIVE®

Vector Cut and UV-LED Printed
ADA Compliant Braille
Air Force Blue
341-504 (1/8")

ADA ALTERNATIVE®

Vector Cut and UV-LED Printed
Bright White
341-204 (1/8")



FREE INSPIRATION AND TECHNICAL HELP

Looking for more inspiration on how to add Good, Better, Best to your business? Visit the download section of www.rowmark.com for free design files and technical support documents.



CORPORATE HEADQUARTERS

PO Box 1605
5409 Hamlet Drive
Findlay, Ohio 45840-1605 USA
inquiries@rowmark.com

AUSTRALIA & TECHNICAL SUPPORT

Unit 10/167 Prospect Hwy,
Seven Hills NSW 2147
1300 023 370
sales@rowmark.com.au

EUROPE OFFICE/WAREHOUSE

Schaarbeekstraat 44
9120 Beveren-Waas
Belgium
+32 (0)3 870 41 10
emea@rowmark.com

TECHNICAL SUPPORT

877.769.6275 /// 419.425.8974
techhelp@rowmark.com

LATIN AMERICA & TECHNICAL SUPPORT

+55 11 97530-6575 /// latinamerica@rowmark.com

CUSTOM REQUESTS

800.243.3339 /// 419.425.2407
customerservice@rowmark.com



Engage. Interact. Share.



ROWMARK PRODUCT INFORMATION

All Rowmark products are available exclusively through Authorized Rowmark Distributors. Rowmark is a supplier to the signage industry and does not create finished signs or compete against our customers. Rowmark views sign making professionals as both customers and partners and does not bid signage jobs directly. Working together, we can satisfy your customers' ADA needs.

Information herein is intended as a summary of the American with Disabilities Act (ADA) law as it pertains to signage and is solely intended as a reference tool to Rowmark customers. Rowmark LLC and its Authorized Distributors assume no liability for errors resulting from the interpretation and use of this reference material. Some state and local building code requirements may be more stringent than the federal law.