

## **SIGNS NOW UK – THE SIGN BUSINESS OF THE YEAR**

### BACKGROUND

The sign industry in the UK comprises an estimated 10,000 sign makers and graphics companies.

Each year the sign industry meets to make a number of awards for excellent achievements.

Signs Now was short-listed as a finalist for the most prestigious award – The Sign Business of the Year.

The awards evening took place last night at the Ricoh Arena in Coventry.

John Sergeant, former Chief Political Correspondent of the BBC and Strictly Come Dancing celebrity, was there to present the awards – in front of an audience of over 500 people.

Signs Now was delighted to win the award – the Sign Business of the Year.

Bill Dunphy, joint MD, and Carlo Matarazzo, manager of the Birmingham branch were there to receive the award from the sign industry.

### **THE AWARD**

The judges made the following positive comments about Signs Now

- The owners of the business are passionate about the quality of service given to its customers.
- The staff in the company are motivated and incentivised to deliver the highest standard of service.
- Customer are regularly thanked for their business and invited to provide feedback to the company about the standard of service they have enjoyed. This demonstrates a very high level of customer satisfaction.
- Like any service company, a number of promises are given to the customer. Signs Now – as part of its mission – declares that “WE DO WHAT WE SAY WE DO”

- The company has worked hard to become as professional a supplier as possible. This includes accreditation for ISO 9001, working towards Investors in People, working with consultants to adopt the best standards of health and safety practise
- The mission of the company is

TO IMPRESS OUR CUSTOMERS  
TO TAKE CARE OF OUR STAFF  
AND DO WHAT WE SAY WE DO

- The company has consistently achieved growth in its sales and profits. The customers of the business contribute 80% of the sales as repeat business and new business comes mostly from word-of-mouth referrals