



## Celebrating 20 Years!



Speedpro Canada is pleased to announce our 20th anniversary in helping businesses succeed.

From a single location in British Columbia, Speedpro Canada has grown to include 48 locations from coast to coast. Our national network promotes local ownership to provide the latest visual solutions and concepts to benefit businesses, organizations and municipalities across Canada. Speedpro is proud to be 100% Canadian.

Speedpro will be acknowledging the achievements and service of our owners across Canada at our upcoming annual convention. We bring in industry experts to discuss trends, the latest product options and how to help businesses improve the return on their advertising investment. The more knowledge we have, the better we can help our customers achieve their goals.

When we started, 20 years seemed like a long time in the future. In the past two decades, our franchisees have produced many of the most incredible custom graphics, bold messaging and visual promotion in Canada. Speedpro remains the #1 Visual Solutions provider in Canada, and we look forward to many more years of mutual prosperity.

On behalf of all of our franchisees, we thank you for your business.

## Making It Last

### Laminating your sign can extend the life of your investment

There are a many options available with your Speedpro store, and one option that works for nearly every sign is laminating.

Laminate offers a protective covering of your sign which can help protect them from handling and wear (such as scratches), protect your image from UV sun damage if located in exposed areas and it can enhance the vivid colours of your image, making the colours “pop.” The option of laminating is helpful if you want your sign to last a long time, or if your sign is located against a busy background where you need to stand out, or in full sun, where added protection will result in increased longevity to your investment.

All images do not require laminating so we encourage you to discuss your specific needs with a Speedpro Specialist.

Once you determine the benefit of laminating, the choice of the proper laminate finish will further add to your look. The main signage laminating finishes are similar to photo finishing: matte, glossy, and lustre. There are many other options available including an anti-graffiti laminate which allows for easier removal of any spray paint/surface vandalism; anti-skid laminate for floor graphics to ensure no slippage by passing foot traffic, and special finishes such as a laminate that makes your image appear to printed onto canvas material.

Whatever your need, Speedpro Specialists will help you determine both the benefit of laminating, and the proper finish solution to enhance your awesome graphics.



**Colours pop when the right laminate is used to bring out the lustre in the image, especially when shades of colour are subtle.**

## Facts & Figures

### Tradeshow Facts

91% of attendees rank trade shows as “extremely useful” for product purchasing information.

*(Simmons Market Research Bureau)*

79% of attendees say that attending shows helps them decide what products to buy.

*(Exhibit Surveys, Inc.)*

91% of attendees say trade shows impact buying decisions because competitors are in one place, allowing for comparison shopping in real time.

*(Exhibitor magazine)*

91% of attendees get the most useful buying info from trade shows and events.

*(Skyline Exhibits)*

Trade shows are the #1 sales or marketing medium to quickly overcome objections and accelerate the buying process.

*(Skyline Exhibits)*

77% of qualified attendees represent a new prospect and potential customer for exhibiting companies. These results been consistent for the past 20 years.

*(Center for Exhibition Industry Research)*

63%-70% of trade show attendees place a high level of importance on face-to-face interaction during the pre-purchasing stages. *(Center for Exhibition Industry Research)*

76% of attendees rate face-to-face meetings with potential new vendors very or extremely important. *(Center for Exhibition Industry Research)*

Trade show visitors will tell 6+ people about their experience. *(Center for Exhibition Industry Research)*

Face-to-face interaction is of high importance to over 60% of attendees. *(Center for Exhibition Industry Research)*

# Getting The Message

## Does your sign work as effectively as it should? Read on to find out.

We see hundreds of visual messages every day, so how do you make your visual message stand out? It all happens in the design.

Effectively designed visual messages balance colour, text and graphics in a way that makes people notice your message. Without this balance, your message will be lost in the clutter of other messages that compete for a person’s attention.

One of the key elements for your visual message is visibility: can you read the message on the sign from the typical viewing distance? Visibility is measured by three critical features: legibility, view-ability, and correct text sizing.

#### Legibility

Legibility is about making sure your sign is easy to read. This is done by your choice of font (style of text), and how the text is spaced on the sign. Ornate lettering is often very difficult to decipher from a distance, so more effective signs use basic fonts to make it easier for the eye to see.

#### View-ability

View-ability refers to the placement of the sign. Can traffic see your sign? Is it partially obstructed by a tree? Is the sign

large enough for the storefront? Distance to the audience is a key component for effective signage. For example, storefront signage may need view-ability of 20 feet, but billboard signage may need view-ability of 200 feet. Colour also plays a role in view-ability as some colours display better on certain backgrounds than others.

#### Text Size

The temptation is always to try to do too much in too little space with signage. The area seems large, but you have to remember that people are not reading close-up, or for a long period of time. When you have an eye catching sign but you can't read the message, you have a sign that is not effective. Your text size is imperative if your sign is going to do its job and make your presence known. A brief, impactful message that can be read easily is far more effective a bunch of great points that can't be deciphered.

Once the probable viewing distance of your sign is known, your Speedpro Solution Specialist can advise you of the optimal font height for your message, and provide options to make your message cut through the clutter and get noticed.



Sign designs for vehicular and pedestrian traffic at Sidney Pharmacy.

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