



## Colour Impact



Does colour play an important role in your branding? Is it important to you that your colour choices be consistent with all forms of your visual communication? Speedpro's equipment and ink capability provide both colour matching and custom creations to compliment your image. With a complete selection of Pantone colours, and in-house software programs that can match or create the most unique tones and finishes, Speedpro is your colour expert. We would be pleased to do a test print showing you how fresh and vibrant your look can be. Just give us a call.

## Etched Windows



If privacy is important, but you don't necessarily want traditional graphics on your windows, consider semi-privacy with customized window graphics. Available for interior or exterior windows, this etched or frosted look can be a classy addition to your building, while serving double-duty as a privacy option.

## Signs of the Season

### Different signage options for events



Summer means a variety of activities and community events. It also means there are many opportunities to reach your clients in the great outdoors.

Getting your message to your venue in style is important, and made easier

with help from Speedpro. Here are some popular choices to help propel your message to hundreds or thousands of people at key events:

#### Banners

Banners are versatile for indoor and outdoor use, and available with custom graphics and colours to align with your branding. Banners are able to be produced in any size, and can be double-sided for appropriate placements at events. Often re-usable, banners can be transferred to many events, allowing your company to benefit over and over again from the same investment.

#### Temporary Signs

Temporary signs are used for short term events such as golf tournaments, sporting

events, company picnics and similar events. Temporary signs are secured into a lawn and can work to provide promotion for sponsors, or provide directions to attendees. These multi-purpose signs can be single or double-sided and can be made from a variety of materials.

#### Flags and Fabric

Flags and fabric signage allow your business or organization to take promotion to the next level. Vibrant, wind-catching graphics are popping up at many events and festivals as well as businesses to draw the eye a little easier. Traditional flags or 'tear drop' shapes help you stand out from the crowd. These fabrics are portable, weather durable, and light weight. As with all signage, there are opportunities to re-use fabric signage for other events, making the investment stretch out over a longer period of time.

Whether your event is a day, weekend, or longer, Speedpro offers many options to make your message cut through the visual clutter and let you be seen. Visit with the Speedpro experts in your area for help with seasonal signage needs.



## Facts & Figures

### Importance of Quality in Signage

29% of consumers drawn to a store with which they were not familiar based on the quality of that store's signage.

34.5% of consumers have made assumptions about the quality of a business based on that business's "clear and attractive" signage.

49.7% of consumers have driven by a business, or failed to find a business they wanted to visit, because the signs for that business were "too small or unclear."

29% of respondents drawn to store previously not visited by the quality of that store's sign, and 55% of respondents ages 18-24 made this decision based on quality of store signs.

34.5% of youth said clear and attractive signage at a store influenced their perception of quality at that store.

Respondents in the 18-24 age groups were three times more likely to use signage to draw quality inferences.

Younger shoppers use signs to inform themselves about store quality. Quality signs grow increased sales.

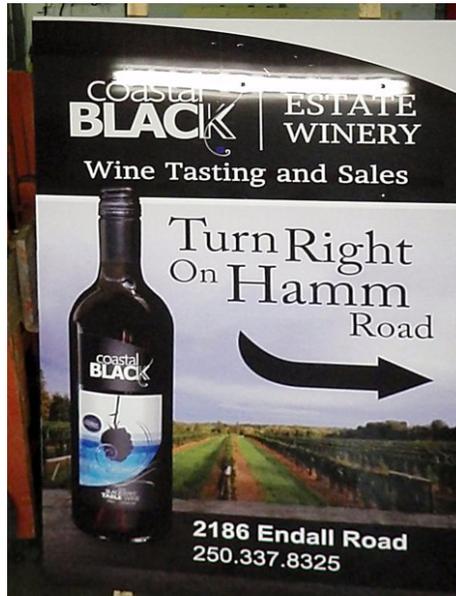
49.7% of consumers have driven by a business or failed to find it, due to signs that were too small or unclear.

64% of females aged 18-24 reported a failure to find a store due to inadequate signage.

Source: National Signage Research and Education Conference. The above conclusions were made from a survey of more than 100,000 North American households and 63,000 US consumers (Sign & Digital Graphics, January 2012)

## 2013 Franchise of the Year

### Speedpro earns national recognition



The Canadian Franchise Association (CFA) announced the recipients of the 2013 Franchisees' Choice Designation on April 8, 2013 at a gala awards presentation during the CFA National Convention in Montréal, Quebec. This was Speedpro's first year of entry into the competition, and we walked away as a winner!

The Franchisees' Choice winners are CFA member franchise systems who took part in an independently-administered survey of their system. Franchisees of CFA member businesses were asked to rate the franchisor in key areas of the franchise business model, including the franchisee selection process; franchisee Information package; leadership; business planning and marketing; training and support; ongoing operations; and the relationship between the franchisor and franchisee.

"The true strength of a franchise system lies in the mutually-rewarding relationship between a franchisor and its franchisees," said Lorraine McLachlan, CFA President and Chief Executive Officer. "Being a Franchisees' Choice Award Winner is a high honour because the high rankings in



franchisee satisfaction come directly from the franchisees themselves."

Stuart Burns CEO for Speedpro Canada accepted the award on behalf of the franchise.

"I am elated with the progress Speedpro Canada franchises are making in their drive to become an elite brand in Canada, he said."

In the due diligence process of investigating a franchise opportunity, speaking with existing franchisees about the opportunity being explored is essential. For prospective franchisees, the Franchisees' Choice designation identifies that a franchise brand has received solid endorsement and ratings from its franchisees.

For more information about the Franchisees' Choice designation or the 550 members of the CFA, visit [www.awardsprogram.ca](http://www.awardsprogram.ca). The Canadian Franchise Association has more than 550 corporate members representing many of Canada's best known brands. The CFA promotes excellence in franchising and is the national voice for franchising in the country.

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