

THE NEED FOR SIGNS

A Growing Industry



Now is a better time than ever to get involved in the booming sign industry by opening a sign-making franchise with Signarama. Here are a few fast facts about the industry and how Signarama fits right in.

Digital Signs Are Growing in Popularity



We all love the vibrancy of digital signs, and they are in demand among a range of businesses and institutions.

Frost and Sullivan estimate that the digital sign industry will grow **15%** by 2020, positioning it as a multi-million-dollar business.

Signarama offers a range of sign options, including digital displays, positioning our franchisees as valuable providers of these popular products.

Specialized Design Services Are in Demand

Specialized design services that help companies promote themselves are also on the rise.

IbisWorld reports that the specialized design industry is growing, and is currently a **R 5 Billion business!**



Signarama franchisees are able to use their specialized design skills to create a range of signs for the businesses in their communities.

A “B2B” Model



The “B2B model” (business-to-business model) we employ is valuable to our franchisees – businesses are in constant need of signage in order to promote themselves.

Businesses rely on signs in order to promote new products, announce special events, and advertise sales.

Other institutions such as colleges, church groups, and local sports teams also rely on signs in order to fundraise and drum up attendance.

As you can see, the sign industry is booming and Signarama’s B2B model helps our franchisees make the most of industry trends.

Contact us today to learn more about the products our franchisees produce at Signarama!



Signarama
The way to grow your business.

www.signfranchise.co.za