

Why Your Small Business Needs Super Signage

Submitted by: Stocksigns Group

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In a recent report by the House of Commons it was found that there were 5.5 million small businesses, making up 99% of all UK businesses.* The statistics also showed that in London there are an estimated 1,519 businesses per 10,000 adults. As the number of businesses continues to grow, the high street has never been more competitive and standing out from the crowd is more important than ever.

Danny Adamson, Stocksigns Group Managing Director said, "Good signage is crucial for a small business. A creative and attractive sign can bring new customers and make you stand apart from competition. Signs are part of the marketing mix and have a huge number of uses from advertising to providing directions.

"We understand the needs of small businesses and our team has created a useful guide which shows companies how to make the most of their signage."

Stocksigns Small Business Signage Guide

Stand Out from the Crowd

According to analytics and marketing platform Kissmetrics**, 93% of consumers value visual appearances over texture, sound and smell before they make a purchase. Brand identity is also an important factor for a small business to consider and conveying a strong message through appropriate signage is key. Make sure you have an impactful sign that reflects your brand. Signs can be any size and shape and made from a variety of materials. You have invested in creating a logo, so make sure you show it off.

Brighten Up the High Street

Why not make a difference and be seen all hours of the day? LED and moving signs are a reliable and easy to install form of signage and can be used in a wide variety of situations. The use of digital advertising allows information to be displayed in a dynamic format that captures the attention of passers-by, indoors or outdoors. New LED technology implemented signs can give amazing viewing angles of up to 160 degrees, allowing a wider scope of audience for the advertisement.

Signs Help You Sell

Signs act as a silent salesperson and, if used effectively, can enhance the key messages of a business for their passing audience. Small businesses face a hard task of getting recognition in an ever-changing market. While external signs draw attention to your location, interior signs help customers locate merchandise and could lead to impulse purchases.

If all of your signs follow the same pattern, layout and colour scheme it will help build brand recognition and creates a sense of familiarity. Consider signage for name boards, on-site entrances, hoardings and perimeter fencing. This will minimise time and effort when setting up for a small business.

Signs are Cost-Effective

Purchasing high-quality signs is a worthwhile investment. Exterior signs are visible for 24 hours a day throughout the year. They have multiple uses and change the physical look and feel of your business. Additionally, you can take lightweight signs along to events and have something which can be easily featured on social media – plus, they can be used again and again.

Have the Right Signs in Place

Due to the huge variety and types of signs available, it can be difficult working out where everything should go. Signs can be mounted on buildings or in the ground. Ground-mounted signs should be near a road to attract the attention of passing motorists, especially if your business is located away from a main road. If signs are clearly visible, then it could make a huge difference to traffic online and through the door.

Signs Improve Safety

In 1992 the safety signs directive was adopted by all European Union member states. In 1996 the changes were implemented through the Health and Safety (Safety Signs and Signals Regulations) act. This required employers to provide specific safety signs whenever there is a risk that has not been avoided or controlled by other means.

The introduction of Safety Signs and Signals Regulations protects workers and members of the public. Since 1992 the rate of fatal injury has reduced by over 50%. In 1996 there were 0.9 fatal injuries per every 100,000 workers, today the figure is 0.4***.

There is a correlation between the introduction of safety signage and a reduction in the number of accidents. The first step of ensuring safety to everyone is being able to alert them to danger and having compliant signage in place. Today there is a huge range of signs available for all types of hazards. Signage is a small investment, but it will encourage safer environments.

Redhill, Surrey-based Stocksigns Group (<https://www.stocksigns.co.uk/>) is one of the leading sign providers in the UK and have provided signage to British businesses for over 60 years. Consisting of three companies - Stocksigns, Messagemaker and First Call Signs - the group helps companies of all sizes understand the signage they need and how to ensure they are compliant with the International Organisation for Standardisation (ISO).

Stocksigns Group is currently offering a 15% discount for small businesses across all signage. Quote "Small Business 2018" to receive this deal. Terms and Conditions apply.

To view the Stocksigns Group's range of signs for small businesses, visit <https://www.stocksigns.co.uk/>, or call 01737 774077 to speak to the team.

Links:

*House of Commons Statistics PDF:

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwjslfrD7rTZAhUMAsAKHeILCI4QFggrM>

**Kissmetrics Statistics: <https://blog.kissmetrics.com/color-psychology/>

***HSE Statistics: <http://www.hse.gov.uk/statistics/pdf/fatalinjuries.pdf>

Stocksigns Website: <https://www.stocksigns.co.uk/>

First Call Signs Website: <http://www.firstcallsigns.co.uk/>

Messagemaker Website: <http://www.messagemaker.co.uk/>

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About Stocksigns

Stocksigns Group started life as a screen-printing company in 1955 and have become the go-to company for the very latest in signage and digital printing. The business provides high quality signage for all situations and has made many bespoke pieces for places such as Gatwick Airport.

Stocksigns' sign range also includes all forms of safety signs and general signage including Emergency Fire Escape signs, Road and Traffic Signs, Fire Exit Signs, Photoluminescent Signs and Hazard and Warning Signs through to No Smoking Signs.

All of Stocksigns' departments are expertly trained in the latest industry innovations, from keeping up to date with legislation to new developments in digital printing. The firm has in-house specialists in design, site surveys, production and signage installation.

The Stocksigns Group also includes First Call Signs, who are a leading provider in quality temporary signage for the construction, events and festival industries, and Messagemaker, who are a leading provider of LED signs and display manufacturers.

Stocksigns is a member of RoSPA and the HSSA.

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