

WHY FRAMES

Why Frames?

One of our customers recently designed, managed and installed a beautiful schedule of signs in a newly constructed church that was hailed by the local newspaper as a "mega-church". It comfortably seats 4,500 and utilizes video screens, a state-of-the-art sound system and stage production to conduct services. The signage was designed to compliment the interior design of the facility but was unframed — a decision the facility managers would soon regret. Within the first month room designations changed and new signs were required. As in almost all cases, the unframed signs were affixed directly to the wall with double-sided tape. When the signs were removed the walls were damaged. Now the true cost of sign updates became apparent. The replacement sign was the least expensive part of the update.

Frames Simplify Sign Maintenance

Frames with mounting holes would have made a big difference in the flexibility and total cost of the church's sign system. Framed signs allow the sign face to be easily removed with a suction cup. Then with a quick turn on each screw that secures the frame to the wall, the frame is able to slide up and off (see Figure 1) with no wall damage. They are easy to update, simple to replace and are secure and vandal resistant.

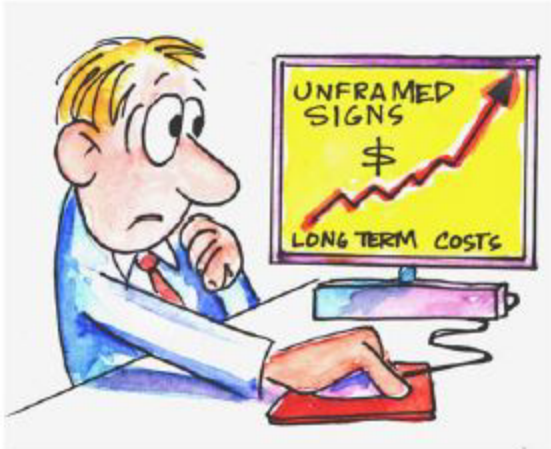
Change in room designations is only one reason signs might have to be removed or replaced. Code requirements in some areas require periodic painting of interior walls. For example, hospitals must paint their walls every 3 to 5 years. Signs that are glued to the wall must either be removed, leading to expensive wall repair, or masked, allowing the maintenance crew to paint around them. In addition to labor expense of masking each sign, this often results in uneven lines of new/old paint around the signs (visually quite unappealing) or worse, unsightly paint drops on the sign, which must now be completely replaced.



SIGNS
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Framed Signs Reduce Costs

Maintenance and facilities people value a frame system that reduces both the cost and trouble of repainting. They know that they modest additional investment in a frame system will save thousands of dollars down the line. To state the obvious, frames present an opportunity to solve a problem for your customer and add value to the sale thereby growing your business.



Framed Signs Are Secure

Schools and prisons are often concerned about vandalism and security. In a recent sign job at a prison officials expressed the concern that sign faces could be vandalized, or worse yet, torn off the wall and used as weapons. The solution was to use injection-molded plastic frames with rounded corners. The frames were mounted with a beefed-up-screw-mount system and sign faces were held snug inside the frames. Any sign can be destroyed or defaced if the perpetrator is determined. A framed sign can be made destruction-resistant and, if necessary, easily replaceable.

Recently a school system addressed concerns about signage vandalism by using an injection-molded plastic frame. When vandals pried the sign face out of the frame and destroyed it, sign makers taped the sign face to the frame and made a repeat offense much more difficult.

Framed Signs Look Great

At this point you might be thinking, "But does a framed sign look good? This is a top priority for many customers." The design element and aesthetic role of interior signage is becoming ever more important to customers. A company's image is crafted partly through visual design — architectural, website, printed literature and interior design — including signage. It is not the plumbing or the concrete floors we see when a multi-million dollar facility is finished. We notice the carpeting, painted walls, signage, woodwork and all of the other components. The signage must compliment the overall design.



Sign framed with Modular Aluminum Series 100 Frame.



Sign framed with Injection-Molded Modular Frame.

For some interiors, a framed sign will tie into other interior design elements and provide a finished look. A frame tends to guide the eye to the message. In other cases, the designer might prefer a frameless look. In either case, the mounting functions of the frame are still available when the frame is used as a backer for the sign face. When the sign text must be changed, the face can easily be removed and replaced.

Framed Signs – A Win-Win Proposition

A framed sign presents a win-win scenario for both sign makers and customers. Customers save money in the long-run by using frames. Those savings off-set the higher initial price of the job. For the sign maker frames add another source of profit and a greater likelihood of long-term customer satisfaction and follow-up business.

This article was originally published in Messages, the newsletter of SEGD, the Society for Environmental Graphic Design. Learn more about SEGD and environmental graphic design at www.segd.org