

**Europcar**

# SignManager provides more than just signage

In mid-2014 Europcar Business Support & Network Manager, Glen Christensen, was looking to engage a company that could provide multiple services to streamline the rebranding process and add efficiencies to service delivery. SignManager came on-board to provide this service.

In a recent site rebrand at the Canberra Novotel, SignManager offered their assistance in designing the retail space, as well as assisting with the external signage. With an understanding of the client's requirements and brand guidelines, a design was put forward and approved. SignManager then offered to include the shop fitting and painting requirements along with the signage in the tender. Glen felt this would add value and gave his approval to go to market for the standard three quote tender process. While SignManager is primarily a sign consultancy, we do assist our clients with other projects; including shop-fitting, way-finding and asset management.

When starting a new project, the team at SignManager ask what requirements, constraints or opportunities does each site have? The Canberra Novotel was no different, and in reviewing the site the SignManager Project Manager learned that there were other works being completed within the hotel. The PM saw

an opportunity to provide further savings and asked the shop fitter already working in the hotel to quote the Europcar fit out. Through this process SignManager were able to achieve additional savings as the shop fitter was already on site, they had the required access, staff and training.

In utilising SignManager's service Glen was able to shift the day-to-day responsibly, but still maintain control, track the jobs progress through the online management system and have a single point of contact. This was great for Glen as it streamlined the rebranding process and freed up his time to complete other tasks. He was also able to achieve cost savings through SignManager's localised tendering process.

## Experience SignManager's significant advantage

Signmanager can deliver a more intelligent approach to sign management, and a significant advantage to your business.

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