



It's a
brand new
day!

SIGNAGE PROCUREMENT

It can be a challenging task to ensure you are receiving the best solution for your signage project. There are several key opportunities to ensure you are achieving the best value for money:

Design and prototyping

- A sign with quality components, that is quick and easy to build and easy to maintain is a lot cheaper than a complex sign with cheap components. It will perform longer and also be much easier to install and a lot cheaper to service. A well-designed sign family can bring saving in excess of 30% to your sign program.

Understanding the supply chain

- The sign industry is multi-tiered with component suppliers, manufacturing wholesalers, national, state wide and local sign companies. Planning a rollout methodology that cuts through the layers of outsourcing and dealing directly with the actual service providers can remove a lot of layers of mark up for your sign program.

Direct procurement of major components

- When a manufacturing company purchases a component to build a sign, they treat it as a cost of sale and apply a mark-up. If your sign program is large enough, you could consider sourcing components at a program rate from a pool of suitable component suppliers. Supplying these components as free issue to the manufacturers reduces your costs and has the added value of ensuring the quality of the components being used.

Complete scope of works vs schedule of rates

- Many RFQs are based around a schedule of rates for standard items and services. Typically, the cost of a sign program is made up of 40% standard sign items and 60% nonstandard signs and other site-specific costs such as access equipment, permits, engineering, travel, OH&S compliance etc. As no two sites are the same, it is impossible to capture these costs in a schedule of standard rates.

To achieve best market value, a full scope of works should be produced for each site and an all-inclusive cost per site tendered. This will provide a competitive bid scenario for 100% of the spend and eliminate the risk of variations.



Managing risk

There are several major areas of risk of failure during a sign program. Knowing what they are, when they can occur and how to mitigate the risks goes a long way to delivering a successful program.

- **Component selection** - Select components that are proven in the marketplace and have a comprehensive warranty
- **Quality control** - Check that you are getting exactly what you have specified
- **Council and Landlord approvals** - Most signs require planning permits and a building DA

- **Engineering** - All structural components need to be certified by an engineer
- **OH&S** - SWMS and JSA are required for every installation
- **Electrical certification** - All electrical work needs to be certified by a registered electrician
- **Document management and communication** - Ensure everyone has the latest information at the right time

To unlock the most value from your sign program, it might help to speak to a specialist that knows the industry. Any good specialist should be able to deliver a net saving to you over and above the cost of their services.



SignManager are independent consultants who help large corporations

improve the way they manage their branded assets across all their stores and facilities.

If you'd like help with a strategy to better manage your signage and branding requirements, contact us now.

SignManager
Signs made easy

1800 300 103 | signmanager.com.au | info@signmanager.com.au

