



Our signage expertise allows us to specify and design signs that will make your brand shine.



Ensuring Great Value For Money With Your 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, is much 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.

Know The Supply Chain

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

Direct Procurement Of Major Components

When manufacturers purchases components, they apply a mark-up. You could source components at a program rate from a pool of suitable suppliers, and provide them as free issue to the manufacturers, reducing your costs and ensuring top quality parts.

Complete Scope Of Works Vs Schedule Of Rates

Many RFQs are based on a schedule of rates for items and services. 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.



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.



If you'd like our help with a strategy to better manage your signage and branding requirements, simply email us at info@signmanager.com.au