Going Beyond Signs

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Typically when a sign maker finds a methodology or a piece of equipment that works for their shop, they stick with it. But if they were to switch up the tried-and-true and use those methods and equipment to break into new markets?

The sign industry “brushes elbows” with many different industries, including labels and packaging, awards, and promotional products, and sign makers may not even realize that the equipment they already have in-house can make much more than signs.

We tackle the topic of other markets such as promotionals, awards, and impritining in a special supplement in the upcoming August 2013 issue. But to get the ideas percolating, we came across a few interesting videos that show ways in which sign making can be stretched into other industries.

Rock Star Signs

The first video features a British sign maker, David A. Smith, who specializes in handcrafted glass signs. He recently designed the cover artwork for John Mayer’s latest album, *Born and Raised* , along with accompanying gold-leafed glass panels.

Smith succeeded in employing a traditional way of making signs on a very non-traditional project. “John Mayer and Sony Music have given me a wonderful opportunity by helping me to create an awareness and lasting legacy of this unique and rare craft,” he says in the video. “Further adding to my lifelong aim to share my skills and techniques; keeping this traditional,

ornamental way of working from becoming a lost art.”

Bus Stop Spoof

Another video from CNN features Erik Johansson, a photoshop artist, using digital signage in real time to provide a unique experience for those waiting for the bus.

Using photos taken of the bus riders, the artist manipulates them and puts them on funny and unexpected backgrounds. He then uploads them to the digital screen in the bus stop—to the surprise and delight of the unsuspecting travelers.

Intrigued? Be sure to check out our supplement in our August 2013 issue to see what sign shops are doing to expand their profits beyond just signs.

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gold leaf

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