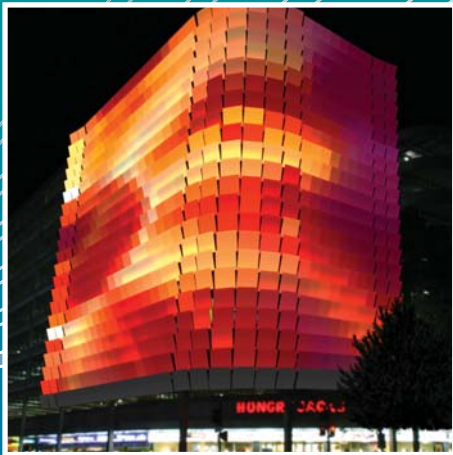


RUSSELL SIGNS

www.russellsigns.com.au



GAMING ■ NATIONAL NETWORK ■ PROJECT MANAGEMENT ■ DESIGN
NEON ■ ILLUMINATED ■ CORPORATE SIGNAGE ■ LED ■ ELECTRONIC SIGNS

Established over 80 years Russell Signs is a leading edge Sign manufacturer. Our business independence and team management approach to sales, design and project organisation has delivered design innovation across a diverse range of signage applications.

The aim is always to create the ultimate in visual impact... from major corporate re-imagining through to smaller retail shop fronts.

We commit to manufacturing your signage and outdoor projects to the most stringent Australian Standards. Only the best materials, technology and skilled trades' people are utilised in the process of designing, constructing and installing signage. The results are guaranteed.

Russell Signs business activities are not confined to South Australia, where we have helped to make many companies 'household names' for over 70 years. We have initiated a network of national business partners and an approved network of national manufacturers and sign installers for interstate sign programmes.

Russell Signs uses proven technology and rapidly exploits the latest in electronic display systems, LEDs, computerised equipment – while staying up to date with design and architectural trends.

Over the company's history we have developed long standing business relationships with high profile major corporate and government clients.

They include manufacture and installation of signage for business icons such as: Radio Rentals, Westpac Bank, Hungry Jacks, Harbour Town, Inside Edge, Toyota, Hyundai, Adelaide City Council and Peregrine Corporation.

The traditional skills of neon bending, sign-writing, spray painting and steel fabrication are still used extensively, but are based on a universal CAD/CAM software system to ensure consistent quality and accuracy.

Our experienced project managers and consultants will assist you in the process from initial concepts through to the final installation – which includes all engineering calculations and Local Government approvals.

We want to help your company or organisation to become a 'household name' by creating highly impressive and innovative signage and advertising.



Adelaide City Council



Peregrine Corporation

Corporate

Projecting and reinforcing an image to a mass audience cannot be over estimated. Corporations realise the potential audience and impact that can be created by cut through imagery from letterheads, logos, livery and most importantly signage.

Visual Communication via the use of a corporate logo as a "sky sign" on a building or as a pylon on a dealership is the key identifying factor to deliver your corporate imagery. Whether you are about to embark on a major re-imagining programme with multiple sites or identifying your head office building you can rely on Russell's to design, manufacture and maintain your corporate signage to exacting specification.



Melbourne Crown Casino



Harbour Town

Leisure

Life in the 'fast lane', the level of disposable income and the desire to enjoy life has opened up a range of marketing opportunities from sports venues through to entertainment, gaming, dining and fast food. The experience starts from the moment you arrive and the visual impact must create a state of excitement!

Signage brings the impact together by providing spectacular colours and animation using neon visual effects and creative imaginative designs.



Retail

In the highly competitive business of Retail, making a clear and distinctive design statement (both externally and internally) creates the edge or point of difference, by defining quality, purpose and adding value by innovation.

What makes one sign stand out from the next in a street façade or shopping mall is colour, form and clarity. When the mix is right, the customer is satisfied and the retailer has achieved a return on their sign investment.



Peregrine Corporation

Hotels

Today's Hotel are now much more than just a place to have a beer... they have become community entertainment centres providing an expanded range of services that includes gaming, dining, live entertainment, theme bars and drive thru bottle shops.

Generally the first way of identifying a Hotel site and its services is via attractive external signage using pylons and building signage.

These signs clearly need to make a bold statement by the use of creative and innovative design. Russell Signs are market leaders in the Liquor and Hospitality industry working closely with Brewing Companies, Liquor Wholesalers and Major Hotel Groups.

Manufacture

Our success in a highly competitive environment can only be measured in real terms by the efforts and expertise of our people, from project managers through to our manufacturing team. The skill levels and dedication to service are crucial elements to ensure that your signage requirements are carried out in a totally professional manner.

Our in-house manufacturing facility has the very latest in CAD and CAM computerised technology and we are committed to maintaining quality management systems based on AS3000 and Occupational Health and Safety. Our Quality Assurance system ensures that only the best materials are utilised in the construction and overall engineering of your sign project. We also negotiate on a regular basis with our supplier to ensure we receive the best possible materials and prices.

In our endeavour to carry on the traditional skills of sign making, we are committed to our ongoing apprentice scheme which ensures competency levels are maintained within our business and the industry in general.



Harbour Town



North Adelaide Village



Adelaide City Council



Coopers



Heritage College



Stihl

Maintenance

Have you seen your signs lately? Your customers certainly have!

The rigours of time and weather can dull and damage your sign and therefore your image to the public.

Russell Signs can keep your asset in 'as new' condition with either a scheduled maintenance program (recommended for corporate clients) or at call maintenance.

Russell Signs, with its comprehensive resources, will ensure your visual presence is kept crisp, clean and fully operational.

- Corporate maintenance a specialty
- Over 70 years experience
- Scheduled maintenance
- Insurance claims handled

One stop shop for:

- Cleaning
- Panel replacement
- Electrical repairs
- Neon replacement and cleaning
- Structural repairs

RUSSELL SIGNS

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