

# **Going Sign Company**

## **Experience, Professionalism, Excellence & Service**

At Going Sign Company you are one phone call away from improving your image. With our “no headache all encompassing” sign management program we can fulfill all of your signage needs and desires. From beginning to end, our “Team” of trained and professional personnel will be there to guide you to a successful project. As you work with our project management team our highly trained fabricators and installers will be working behind the scenes to implement your new and improved identity.

### **MISSION STATEMENT**

Our focus is on quality first. We pride ourselves on supplying a service and product that is second to none. Before partnering with a company we will insure that we can meet all of your needs and goals. By focusing on quality we make sure that each project we handle meets both ours and the customers specifications. At Going Sign no matter how big or small, no customer will ever be just another number or sale. At Going Sign we will not take on a project that we cannot successfully complete.

### **PROGRAM DESIGN**

All successful projects start with proper planning and program design. By evaluating each customer individually, we can design the right program for you. Over the years our successful project management has allowed both large corporations and small single businesses to benefit from our proven methods. With a large variety of services available to you, Going Sign Company can pinpoint your exact needs and implement the proper program. The following is a listing of the services we can offer to you:

- \* Program design and implementation
- \* Logo and family of signs design
- \* Site survey of all locations
- \* Cost budget and evaluation
- \* Individual drawings of each sign type and location
- \* Engineering, Permit and Landlord approval
- \* Furnishing and fabricating all necessary signage and related items
- \* Worldwide installation of all signage and related items
- \* Post program review & maintenance programs

### **COMMUNICATION**

In today’s business world, communication is the key to a successful project. With our in-house project management team, we have the capability to keep you advised daily, weekly or monthly on your project status. Status reports are designed to the level of desired detail, with your participation level decided by you. These reports can be delivered verbally, on paper or via computer and can be customized for your specific use. Communication can make or break any project and is the basis of a successful program.

## **EXPERIENCE**

Going Sign Company offers the proper & required experience to manage your project. Since 1903 we have been offering our services to local and nationwide companies. No matter how large or how small you may be, individual attention will be the key to your continued success. With our hands on approach, our experienced personnel will be there to insure the proper enhancement of your company's image. With our experience we can manage the most valuable asset your corporation has, its "identity." Your signage is key to how you are perceived by the public, as your sign will direct and lead the public to and through your business. Your sign will leave a lasting impression with your customers and Going Sign Company will make sure that those impressions put your business in the right light.

With a combination of experienced personnel on the management, design, fabrication, and installation levels Going Sign Company can insure a successful sign identification program. A successful identification program must meet not only your visual needs but must fit into your budget constraints as well. With our experience you can be sure we will try to meet all of your requirements. We have the experience, ability and various personnel required to successfully manage all aspects of a sign program. What would it cost you to employ the proper staff to handle your project? Our staff can work as an extension of your company while saving you money and aggravation.

## **GOAL**

Our goal is to furnish you with a long lasting quality product and follow up service. We want to establish a long term relationship that will continuously grow, and improve along with your business. From start to finish, we want to be your all encompassing one phone call to improving and enhancing your image. Please feel free to call us so we can discuss how we can be of service to you, today and tomorrow.

## **Company Profile**

- \* Founded in 1903
- \* Third Generation Family owned and run business
- \* Over 40,000 square feet of office, manufacturing, and storage facilities.
- \* Focused quality control team, continuously improving service and quality
- \* Quick, on-time response time in completing programs
- \* 90 % of our business is from "repeat" clients
- \* Fully automated design and fabrication plant
- \* State of the art fabrication and installation equipment
- \* Highly trained and experienced personnel at all levels.

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## **Identification and Image Enhancement Systems**

At Going Sign Company, our main priority is to enhance your image and overall identification system. We can design, furnish, and install almost any and all interior or exterior image and identification systems. From exterior building and directional signs to interior corporate identification and “Wayfinding systems”, we have the capability to convey your image perfectly.

The image that you present to the public starts with the sign(s) on and around your building. From your main identification sign to the on site directional signs, we know what it takes to represent your image to the public. Before anyone enters your establishment, the first thing they’ll notice about your company is the manner in which your sign invites them inside. If your signage lacks adequate information, or worse, if it is shoddy or ill maintained, it is reasonable to assume that a negative image will be projected to all who view it. At Going Sign Company we have the capability and technology to help you gain the most from your signage.

When entering your place of business your signage should continue to enhance your image. The proper design and placement of your logo and name is key to attaining this goal. With our knowledge and experience, we can design a sign program and system that is compatible with its surroundings, yet will stand out to present the proper image.

One of the most important elements in sign design is brevity. Quantity is not always quality. Too many or too few signs can confuse and anger your customers. There is a fine line between the proper amount of signs both inside and outside to lead your customers to and through your establishment. Let us work with you to design a program that is both attractive and cost efficient.

Image is important and design is the difference. Our team of designers can work with you in implementing and customizing individual signs or entire programs. The manner in which a business presents itself to the public, and identifies its location and services is crucial to its success. By working with Going Sign Company we can help magnify your success for today and tomorrow’s business world.

## **Going Sign Company**

### **Commitment to Service**

At Going Sign Company we pride ourselves on our service and attention to each and every customer. From beginning to end, each customer is treated as an individual to ensure that all of your needs are being met. After your sign has been installed, we would like to continue our relationship with one of our many maintenance and servicing programs.

When choosing which establishment to enter the public is going to choose the one that is easiest to locate. Your sign is an extension of your business and will be the first thing your customers will see. Today first impressions are sometimes the only impressions. Surveys have found that on-site sign outages have resulted in a direct loss of sales volume. At Going Sign Company our goal is to keep your name and image noticeable in the eyes of the public.

After your sign is installed any and all maintenance on your sign will be covered for the first 90 days. After that period we can offer you one of the following programs.

\* **Yearly maintenance contract**: Covers any and all costs associated with electrical repairs needed plus an interior and exterior cleaning of your sign(s). All you have to do is call our office, speak to anyone on our staff and apprise them of the situation. We will then visit your site to make the necessary repairs.

\* **Weekly or monthly visits to your location by one of our highly trained field technicians**: All signs will be checked for proper illumination and general condition of signs. All work will be billed on a time and material basis.

\* **Customer call in program**: When you the customer notices a problem with the illumination or general condition of your sign, all you have to do is call our office, speak to any one of our staff and apprise them of the problem or situation. Any and all work will be billed on a time and material basis.

With our large service force most calls are answered within 24 - 48 hours. With our fleet of service vehicles, we can handle most any of your service calls quickly and properly. At Going Sign Company, we make a concerted effort to keep our vehicles stocked with all the necessary parts and equipment, so as to limit all service calls to just one visit.

We can also offer our services to any and all of your existing signs. Please feel free to give us a call to inspect your sign(s). After the initial repair inspection we can then offer you any one of the above maintenance programs.

### **Service Vehicles**

110 foot boom, 65 foot service truck, 45 bucket truck, Utility Vans, Pick up trucks

### **Service Area**

Suffolk & Nassau County, Brooklyn, Bronx, Manhattan, Queens, Staten Island, Northern New Jersey and Westchester County.

For three generations.....Our company has provided our clients with unconditional quality in both our product and our service.

It all began with our grandfather, John Sr. (Pop), in Brooklyn, NY back in the 1920's. While working day and night handpainting signs, he provided a life for his wife and six children. These children just so happened to be our aunt, uncles and future fathers.

Moving to Mineola, Long Island, 'the country' as it was viewed back then, the business expanded quickly. After working out of his garage Pop moved to a small storefront at the railroad station. A rooftop sign remains there today.

Eventually he brought his sons into the business. As luck would have it, they fell naturally into positions that would lead the company to greater success. John Jr. and Donald became the sales staff while George and Ken worked making the signs. George was a Local 3 electrician for over fifty years and would eventually oversee the daily operations. While Ken moved into sales, specializing in national accounts.

When the three 'boys' (that's us) came into the business our grandfather had already passed away. The company he had built with our fathers and uncles was established, in our region, as a leader in the industry. The shop then re-located to its current facility in Plainview, NY and a few short years later it was our turn to 'fall into' our positions. Kevin, who is a born salesman like his dad Ken, runs the sales department. Jeff oversees all business decisions and daily operations. And I, Jim, take care of production, service and maintenance

Now a third generation is dedicated to providing both a top quality product and service. We welcome the opportunity to build a solid relationship with your company and preserve our reputation by fulfilling your signage needs. Thank you.

Sincerely  
Jim Going, President