

Signature

graphics, inc.

Summer 2010

Coloring Carlson's World

What started in 1938 as little more than an idea devised by Curtis L. Carlson has grown into a global hospitality and travel company – Carlson. Bankrolled by a \$55 loan, Carlson's gamble has parlayed into more than 1,080 hotels in 77 countries, over 100 restaurants in 60 countries, and more than 150,000 employees.

"Carlson Hotels recently announced 'Ambition 2015,'" said Steve Mogck, the company's executive vice president and chief operating officer for Country Inns & Suites By CarlsonSM and Park Inn[®], The Americas. "The goal is to grow our portfolio by at least 50 percent by 2015, meaning we will have more than 1,500 hotels in operation."

Part of this growth will come through expanding the Park Inn hotel brand. Having acquired Park Inn in 2000 from the Olympus Group, Mogck says the company's mid-scale brand now has over 100 locations in 28 countries. "About eight years ago, our European partner, The Rezidor Hotel Group, came to us with plans for expansion of the Park Inn chain in Europe, the Middle East and Africa. Both companies agreed we needed to re-launch the brand,"

Mogck explained. "All Carlson Hotels have a unique brand feel, and we set about to create this for Park Inn."

When the Park Inn brand debuted in 1986, part of the hotel's logo included a color block pattern running beneath the hotel's name. Carlson and Rezidor felt the design was a good fit for the bright, bold and fresh brand identity the companies wanted for Park Inn. The distinctive design presents an aesthetic opportunity for Park Inn to differentiate itself from competing hotel brands in the segment.

"For the Park Inn hotels in high traffic areas, like Dallas-Fort Worth Airport (DFW), our Ford Transit shuttles wrapped in red, green, blue and yellow color blocks are unmistakable," Mogck said. "The shuttles also carry the tagline Adding color to life, which reinforces the brand message."

"Jerry Johnson (Marketing) and Chris Campbell (Operations) worked with John Tripp (Signature Graphics Sales Representative) on the design," Mogck shared. "We couldn't be happier with it. It conveys everything about the brand, and it's a great way to get our name in front of a public who may not be familiar with the Park Inn hotel chain."

With Carlson Hotels' branding statement so visible on the company's vehicles, Mogck believes it won't be long before people take notice of Park Inn as the chain continues to establish itself throughout North America and the rest of the world.



Sparking Interest

From a battery small enough to fit in a hearing aid to one large enough for a cell tower, Battery Systems has batteries for every industry and application. Established in 1955 and headquartered in Garden Grove, California, Battery Systems serves customers in 13 western states. The company also operates 52 retail outlets and three distribution sites to cover its expansive reach.

Until recently, the company had done little to create a strong brand identity. "In the last few years, we have experienced substantial growth, and it seemed to be an opportune time to create some real brand awareness," said Chris Aragon, Marketing Director for Battery Systems.

The company had a fleet of vans, straight trucks, bay trucks, and trailers traveling throughout the West. Most ran without any graphics, while a few displayed a Centennial Batteries logo, Battery Systems' house brand. "We are master distributors for a number of large battery manufacturers, and we thought our vehicles could do a better job of promoting that fact," Aragon explained.

Having heard about Signature Graphics through Enterprise Fleet Leasing, Aragon made contact with Sales Representative Todd Zabek. Working with Signature Graphics' Design Department, Battery Systems selected a graphic that highlights several major manufacturers the company represents, and prominently features the company's logo and contact information.

"What ties the design together is the lightning bolt," said Aragon. "Since branding our fleet, we have gotten good feedback from the public. We are no longer just nondescript white trucks you see everywhere."



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Marketing Director
Battery Systems

The initial installation took place in approximately 20 different locations and involved more than 60 vehicles. Today, the company has rebranded over 100 units and counting.



Aragon went on to say that with the continuous retirement of vehicles it makes sense for Battery Systems to utilize Signature Graphics' inventory program. "Sometimes, we need graphics right away," said Aragon. "Because we warehouse graphics at Signature, they are always ready for drop shipment to our locations." Aragon went on to explain that the inventory program makes graphics substantially more cost effective. By producing the graphics in economies of SCCUE, Battery Systems' price per unit decreases.

"My experience working with Todd and Signature Graphics has been very enjoyable," Aragon said. "I especially appreciate the convenience of the inventory program and Todd's ability to consistently deliver outstanding customer service."

Uniformity of Design

Four generations of family ownership and eight decades have passed since Domestic Uniform Services first opened its doors in a converted Detroit horse stable. Throughout those years, Domestic Uniform Rental has expanded its base of operations and product offerings. Focus has shifted from supplying textiles to Detroit area healthcare and hospitality companies to uniform rental and facility maintenance items, such as mats, mops, towels, and restroom supplies. The company now boasts facilities in 13 states, which includes eight production facilities and 27 service centers.



“We have a fleet of just over 200 walk-in vans,” said Jeffrey Weiss, Corporate Administrator at Domestic Uniform Rental. “Until four years ago, the step vans featured our logo and a red stripe. We basically looked like every other delivery truck on the road.”



After deciding fleet graphics would improve awareness of the Domestic Uniform Rental brand and better display the product line, Domestic coordinated with the garment manufacturer to develop eye-catching, four-color photography. Weiss and fellow administrator Christine Sarver developed a design for use on the step vans and contacted Tim VanOeveren, Signature Graphics Sales Representative, to execute the project. VanOeveren sent proofs to Weiss and Sarver and modified the design to Domestic's liking.

VanOeveren also developed the inventory program for Domestic Uniform Rental. “We are constantly cycling out old trucks and bringing new ones on line. Tim coordinates with the OEM to ship and install the graphics before we ever take delivery,” Weiss explained. “It's seamless and incredibly efficient, both in terms of time and dollars.”

“It's been a pleasure working with Tim,” shared Weiss. “We are all very pleased with the look of our vans. People are always coming up to us and commenting that they saw our trucks. After 84 years, Domestic has realized a strong visual presence in the market.”



Information Request Form

For more information about Signature Graphics, Inc. complete this form and return it via mail, email, or fax.

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PHONE

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About My Fleet

NUMBER OF TRAILERS

NUMBER OF TRACTORS

NUMBER OF TRUCKS

OTHER VEHICLES (PLEASE SPECIFY)

About My Stores

NUMBER OF STORES

I'm Interested In... (check all that apply)

New Design

Quote on Current Graphics

Installation

Other (please specify) _____

Please...

Have a representative contact me

Send additional literature

Additional Comments

219-926-7231 Fax
800-356-3235 Phone
1000 Signature Drive, Porter, IN 46304
marketing@signaturegraph.com

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graphics, inc.

www.signaturegraph.com

Signature Captures Most Wins in FleetOwner[®] Contest

For the second consecutive year, Signature Graphics and its customers have won the most awards in *Fleet Owner* magazine's annual Vehicle Graphics Award contest. Recipients were chosen by the editorial staff of *Fleet Owner* and are featured in the June 2010 issue.



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1000 Signature Drive
 Porter, IN 46304
 (219) 926-4994
 1-800-356-3235
 FAX: (219) 926-7231
 www.signaturegraph.com

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