

winter 2007

Extreme Makeover Fleet Edition

Six years ago, Emerson, a 116-year-old company, hired its first Chief Marketing Officer. With this new office, came a new market position for the global technology and engineering company. The company took a hard look at itself and realized that, from a marketing standpoint, they weren't doing an effective job of communicating who they were. While they considered themselves a total solutions provider, their image was not conveying this message. With more than 60 divisions, Emerson's image was fragmented.

So began a complete image overhaul. To better reflect the company's role in today's changing market, what was previously Emerson Electric Company adopted a more streamlined name – Emerson, and they unveiled their first new logo in more than 30 years. A new name and logo meant that the entire corporate look, including the company's fleet of 900 trailers and 225 tractors, needed to be changed. Emerson wanted to create a seamless graphic scheme from the tractor grill to the trailer's bumper.

Prior to updating the image, Emerson's trailers featured "a hodge-podge of images from our different divisions," said Chad Ramage of the company's Corporate Marketing Department. "They weren't telling our story as a customer-focused, solution-oriented company."

Ramage, working with Emerson Transportation's Vice-President, Don Hollenkamp, Operations Manager, Tom Randazzo, and Emerson's marketing and advertising agency, DDB Chicago, called on Matt Mercer at Signature Graphics to help change the look of their trailer fleet. "It was a good collaborative effort," said Ramage. "DDB had the design and Matt made sure it would work on our trailers. He knew where every handle, seam, ridge, and bolt was on the particular makes and models we were using."

Once the graphics were approved and printed on heavy-duty vinyl, they were shipped to the OEMs for installation. But, Mercer's job didn't end when the materials left Signature Graphics. He traveled to the trailer manufacturers' plants to oversee the installations. "We were with another graphics provider for approximately 15 years," said Randazzo, "and this has been a change for the better."



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The Sum of Its Parts

In December 2003, the Aftermarket Auto Parts Alliance, one of the largest auto parts distribution and marketing organizations in the world, decided to create a common name and color scheme for the independent retailers it served.

Auto Value and Bumper To Bumper emerged as the unifying image. This allowed the smaller parts stores and service centers who compete with large mass merchandisers and national chains the advantages of national affiliation.

Today, there are more than 3,500 auto parts stores and 2,300 certified service centers in North America bearing the Auto Value or Bumper To Bumper name, and the numbers continue to grow.

When it came time to meet the fleet graphic needs of such a large and diverse group of businesses, John Wick, the Vice President of Sales and Training for the Aftermarket Auto Parts Alliance, called on Signature Graphics. "We wanted the best. After looking around, it became obvious Signature Graphics was the best," said Wick. "Our sales representative, Tim VanOeveren, did a wonderful job setting us up with an inventory program, and in terms of customer service, it's a dream," he continued.

The Aftermarket Auto Parts Alliance provides each of its Auto Value or Bumper To Bumper members with an electronic and paper resource directory outlining the various marketing materials, including fleet graphics, which are available to them. Orders are placed on-line and go directly to the appropriate vendor. When Signature Graphics receives an order, it is filled and the inventory is adjusted so that a particular piece is never out-of-stock. The status of an order can be tracked and exact, on-time information is provided on Signature Graphics' website. To date, Signature Graphics has delivered and arranged for the installation of Auto Value and Bumper To Bumper graphics on over 500 pick-up trucks and 100 straight trucks.

"Signature Graphics has a complete program, including a great sales contact in Tim," said Wick. "Without access to an inventory and fulfillment program like theirs, we would be behind the times."



What's "IN" it for you?

Signature Graphics' Inventory Program is the easy way to save money, time and headaches when administering a graphics program. By providing warehousing, on-line ordering, just-in-time delivery, and nationwide installation and removal, we can efficiently meet your ongoing need for fleet or retail graphics.

- **Cost-effective** – By producing graphics based on historical quantities, your unit costs are contained.
- **Accessible** – Drop shipping is readily available.
- **Controlled** – Inventory levels are monitored to avoid costs associated with out-of-stock items.
- **Accountable** – Items are assigned specific part numbers for easy reference.
- **Manageable** – You have 24/7 online access to schematics, order tracking, and inventory levels.
- **Timely** – Items are shipped fast! Same-day shipping is available for in stock items, as needed.
- **Secure** – Our climate-controlled warehouse provides the optimum environment for graphics storage.
- **Customized** – Every fulfillment program is tailored specifically to the customer's needs.

If you're ready to join the "IN" crowd, Signature Graphics will help you develop an inventory distribution and fulfillment program that is seamless from start to finish.

Mobile Home Away From Home



Most service men and women stationed at stateside bases west of the Mississippi River have never visited, let alone utilized, the services of a USO center. That is until now, with the roll out of three large mobile canteens. A viable alternative to brick and mortar centers, the mobile canteens are bringing the USO's programs and services to military installations across the country. Providing a place where military personnel can relax, snack and connect. The million-dollar project was underwritten by Harrah's Entertainment.

Diane Rogers, Vice President, Operations (Programs and Services) at USO World Headquarters in Arlington, Virginia, took on the project of securing the vehicles from LDV, Inc. and made certain they contained all of the necessary features. Each "Mobile USO" has three compartments: a lounge, Internet and gaming area, and café/canteen in the rear.

Because connectivity is the biggest request from troops at home and abroad, all Mobile USOs are Wi-Fi® hotspots and are

equipped with four laptop stations. Here, emails can be sent and checked, documents can be printed, and the Web can be surfed. Another popular feature of the "USO on wheels" is the Xbox 360® gaming system that allows players to play individually or against others in the vehicle.

Once the interiors of the Mobile USOs were complete, it was time to tackle the expanse of the vehicles' exteriors. "Before Signature Graphics wrapped the units, they just looked like oversized Good Humor trucks," said Danielle Troyan, USO Director of Operations. "Now they're really something special."

On a recommendation by LDV, Inc., the USO's Virginia-based advertising agency, Williams Whittle, contacted Signature Graphics to create the large format graphics. Using the agency's design, Dave Krueger of Signature Graphics worked to bring everything together. Finally, in mid-December 2006, the Mobile USOs, emblazoned with the USO logo and camouflage pattern, hit the road.

"The command and troops are really excited about the Mobile Canteens," said Troyan. "They're thrilled we put our services on wheels." The Mobile Canteens will be based in El Paso, Texas; Chicago, Illinois; and Hampton Roads/Norfolk, Virginia, and will travel various circuits.



Wishes Do Come True!

Thanks to an anonymous benefactor and with the assistance of Signature Graphics, the USO of Illinois has a brand new, eye-catching van.

Transportation to get small groups of military personnel, their families, USO staff, volunteers and equipment from point A to point B had been on the organization's wish list for some time. "We offer a concierge service for the military," said Geoff Gephart, USO Director of Development. "A van like this was vitally needed to allow us to step up and help. It can also do a lot for public relations," he continued.

Discovering their need, a donor stepped in and provided funds for the van. In addition, Signature Graphics offered its services to design, produce and install the graphic.

Using the familiar red, white and blue USO insignia as the focal point, the van features faces of military personnel and their families to highlight the USO's five important service areas – training, deployment, active duty, homecoming, and family support.

When asked what it's like to drive this van, Gephart was quick to answer. "It's like a beacon," he said. "If we're at a community event, our van gets noticed before the Humvees and other military vehicles."

Since the first USO opened in Illinois in 1942, the organization has strived to "...enhance the quality of life of the active duty men and women of the Armed Forces and their families through social, recreational, entertainment, and educational programs and services." With the help of individuals and companies like Signature Graphics, they will continue to be able to fulfill their mission.



INFORMATION REQUEST FORM

FOR MORE INFORMATION ABOUT SIGNATURE GRAPHICS, INC., COMPLETE THIS FORM AND RETURN IT VIA MAIL OR FAX

Company.....

Contact..... Title.....

Address.....

City..... State..... Zip Code.....

Phone..... Fax.....

E-mail.....

ABOUT MY FLEET

No. Trailers..... No. Tractors..... No. Trucks.....

Other vehicles (please specify).....

ABOUT MY STORES

No. of Stores.....

I'M INTERESTED IN... (check all that apply)

- New Design
- Quote on Current Graphics
- Installation
- Other (please specify)

PLEASE...

- Have a salesperson contact me
- Send additional literature

FAX: 219-926-7231
PHONE: 800-356-3235
ADDRESS: 1000 Signature Drive Porter, IN 46304



Extreme Makeover Fleet Edition

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Because Emerson replaces a portion of their trailer fleet up to twice a year, they take advantage of Signature Graphics' inventory program. This has allowed them to have a large quantity of graphics produced at one time, thus reducing the unit cost. Signature Graphics stores the finished product in a climate-controlled warehouse and ships to the OEMs on an as-need basis. Said Ramage, "Signature Graphics has the whole package and it's working for us."

Changing a company's graphic image to keep it in line with its corporate message is important. Yet, too often, the graphic changes extend only to letterhead, business cards, signage, and other collateral material. With a truck capable of generating more impressions on a given day than a piece of paper or a stationary sign, including fleet graphics in the makeover plan is essential.

L&MT 2006 Fleet Graphic Winners Announced

Light & Medium Truck (L&MT) magazine has announced its winners of their 2006 Vehicle Graphics contest.

Sara Lee – Douwe Egberts, the coffee and tea service division of Sara Lee based in Rolling Meadows, Illinois, was selected as one of the award recipients. The new graphics were applied to 13 vehicles throughout various metropolitan areas.

Winners were featured in the September issue of *Light & Medium Truck*.



Signature

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