

Make Sandwich Boards Part of Your Small Business Arsenal

Sandwich board signs are a great way to attract new customers, especially foot traffic. They are proven to provide an effective and economical increase in your advertising coverage and *generally* require no special permits for placement. One of the unique and value added benefits stems from the ease of changing the message. Most are designed for two printed inserts, easily changed when a new or reused message is required.



Most of them are designed for the use of Coroplast plastic printed inserts. Coroplast is a twin walled fluted plastic material that readily accepts specific ink formulations. Coroplast is durable, economical and well proven for use in most outdoor conditions.

They are most effective when used for those businesses hidden in the depths of a strip mall, with no direct exposure of their signage to foot and road traffic. They allow for conscious placement of your advertising for the best traffic patterns, and as mentioned earlier allow for a quick change of your message.

Most municipalities have ordinances on their use and most landlords have clauses in their lease agreements guiding their use from the property manager's standpoint. Our experience, especially in tough economic times, is that both are willing to work with a business owner's use of sandwich boards. If they don't, their local taxes and monthly lease payments may be at risk.



The A-Frame boards will last for years with proper care and, in most cases, are made from durable high grade plastic. They are designed to withstand winds, the sun and other outdoor elements. Some are designed with tie downs to prevent theft, but most are designed to be put out when opening for business and taken in at closing.

Sandwich board signs are a must for today's small business. They increase traffic to your business, are durable and economical. If not in it already, sandwich boards signs should be a part of your small business arsenal.