

EVERY BUSINESS CAN PROFIT FROM THIS GREAT NEW IDEA...

Every-so-often someone thinks outside the square and something brand new is born!



Usually 'new release' products are simply a development of an older model, a different shaped radiator grill, a slimmer case, a brighter screen. We have discovered a really new business product that is beginning to take off ... big time! - world-wide. It's being marketed in over 20 countries so far - and it's Australian!

It's all about branding and getting your business name, products and services noticed more effectively.

Business Consultant and inventor, Armando Camacho, saw the need for better portable signage that doesn't look cheap, offers better exposure, is well engineered, light, portable and affordable for small business and corporate customers. He spent some years working on an idea he has built into a business-product range, that he is justly proud of and has carefully patented world-wide.

Armando, CEO of SignRISE International has set up three product ranges... The first 'WonderSign Events' which offers a series of point of sale units. The second is 'WonderSIGN Expo' offering combinations of display units that are innovative, to say the least. The third is 'SignRise Car Media' A very clever vehicle signage concept that day or night, puts a message above head-height anywhere in town or country that a business wants to reach.

The 'SignRise Car Media' pod is easily fastened onto a standard roof-rack (that suits the vehicle). In its closed state it looks a bit like those ski pods



that head for the slopes in the winter. But at the touch of a button the top half of the pod can be raised exposing a four-sided six square-meter fabric banner. At night, the touch of another button illuminates the banner from inside. The unit is waterproof, so it can be used in the rain. It has advantages over the whole vehicle being 'sign-wrapped'. It's a less expensive option. It can be used on different vehicles, the vehicle itself isn't marked and the message is easily changed. Not to mention that the banner can be lowered when taking grandma off to church on Sunday morning. (See the vicar about a sale another day!)

When it's necessary to change the message, simply email 'SignRise' in Sydney with some new artwork and they'll print a new banner; when it

comes back in the post, it can be fitted in about ten minutes. Armando mentioned the example of a Real Estate business that has their generic banner on most of the year, but chooses to have a Christmas greeting atop their cars in December. Come January the Christmas banner is rolled up and stored until next year. Each new banner can be supplied for around four hundred dollars.

He quotes an extension of an old idea using trailers and static roadside signage, where a car with a 'SignRise' roof media can be parked in a busy-traffic area near a back street where there's a great little restaurant. It can carry a menu sample and a map showing the restaurant's location. The message is on four panels and can be seen from all sides.



'SignRise' also offers campaign packages using their own vehicles. These can be driven in convoy or off in different directions to give high exposure for a set period.

The 'WonderSign' side of the business has at its heart the clever self-supporting three-dimensional shape that comes to the site folded up in a 'canvas' bag. Using a cylindrical example to illustrate the concept; two discs are wound apart by a single expanding, vertical centre-pole with a threaded mechanism which brings the fabric sides taught, providing a strong, rigid, drum-tight structure by just hand-tightening. The unit can be weighted from inside to add stability and lighting kits can also be placed inside to illuminate the cylinder at night, showing off the design printed on the fabric.

The photographs show what a wide variety of different shapes, sizes and profiles can be provided. The now-old-fashioned roll-up banner was ok with its back to the wall, but a tall cylinder from 'WonderSign', projects the message from a full three-sixty degrees, and can be seen in low-light conditions using its own internal back-lighting system.

The well-known 'tear-drop flags', can be supported by a cylindrical weighted unit, and at night an additional lighting kit can also illuminate the message on the flying banner as it draws attention while waving about in the evening breeze.

Armando called to mind another great use of their products by a high-tech mobile barista van business, working at outside events... on sports arenas and showgrounds.

Parked in the midst of a milling throng of people out for the day and looking for a great cappuccino, the operator has a 'Best Coffee' 'SignRise' roof media banner on the top of his van so people can see his 'offer' above the heads of the crowd. He has some cup-shaped 'WonderSign' tables around his van with his business colours printed on the fabric sides; and when he has space, he has a colourful branded WondaSIGN umbrella or two, to provide shade.

He now finds that people don't just get their coffee and drift off, rather they use their mobile 'phone to bring friends to gather where there's a table to stand around, great coffee to drink and some shade to enjoy a chat during a break in the proceedings. He sells so much more coffee! At the end of the day, it all folds up and easily packs into the van.

We think that all the effort that Armando and his colleagues have put into developing the

business will pay off handsomely. Recently SignRise International were invited to receive a Highly Commended Award at the Sydney 2013 Engineering Excellence Awards.

The award was presented for the 'WondaSign' 360° Events & Promotions range and for the 'SignRise' Pop Up Car-Roof Unit. Representing the business, CEO Armando accompanied by his wife Conny were applauded for the strength of their designs which offer excellence in promotion, yet simplicity of use. Recognised highlights of the successful designs included the quality of the products, ease of installation, their multi-purpose functions like stability, durability and backlighting, the use of lightweight materials and their flexibility of usage.

They have a factory in Sydney servicing most Australian customers and a joint venture with a larger facility in South Africa that has the capacity to produce product and services for Europe, US and other world-wide markets. Yes, incredibly, they are working on a JV to sell into China. **G**

SignRISE
International Pty Ltd.
P | 1300 361 970
signrise.com.au

