



INDUSTRY: Traditional Sign Shop
PROJECT: Adding Digital Signage

Contact: Rob Kaun (robkaun@signsbytomorrow.com)

OVERVIEW

A local sign company with world class expertise. Rob Kaun is a second generation sign company owner, following in the footsteps of his father in the trade and the very first SBT franchise shop.

CHALLENGE

Similar to when the print industry changed from the analog to digital printers, digital signage products are emerging at a historical rate. Only second to mobile marketing, digital signage is the fastest growing marketing medium in the history of advertising. With an ever changing landscape, new customer demands and the need for additional products and revenue, Signs by Tomorrow approached the SP series of digital signage displays with open, yet cautious eyes. They knew that more and more customer locations were requesting digital signage but had concerns of how this new medium would affect their existing print and vinyl business, which is the “bread and butter” of their shop.

SOLUTION

Rob Kaun in just one year’s time has not only added digital signage to his offering but he also has become the outspoken advocate of his entire franchise, the goto guy for questions, answers and dissipating unnecessary concerns of other sign shop owners.

RESULT

Today, a single print and vinyl sign shop in York, PA has not only added digital signage product to their offering but has increased company annual revenues with the margins from hardware and creative services that are provided to customers on

an ongoing basis. Despite initial concerns, Rob Kaun has increased the demand for his traditional business by incorporating printed overlays and accompanying visual surrounding that are sold with each display. Further, creative contract have been put into place to change out those printed visuals several times a year.

SUMMARY

Prior to adding the Sign Passage digital signage product line to his offering, Rob Kaun's sign shop was incapable of participating in the digital signage space, which has been dominated by the Pro AV and IT industry due to its technical complexity. Today, SBT, (York) has come out of it cocoon as a fully developed marketing, advertising and media advertising agency. Not only do they sell and install the display hardware, but recently expanded their creative department which manages and deploys video and static content to multiple locations and digital signage displays. This small sign shop has provided digital signage to companies with greater than 100 locations, opening a whole new world of explosive possibilities, that all began with a single SP digital sign in their own lobby, which now consequently their lobby has five digital signage displays (every size) and looks like the north Las Vegas strip.

Here is what SBT is doing for its customers



Mike Spagnola, owner of Self Serve Beverage, is the first client to have one of our "Dynamic Digital Displays" installed in his Kent Rd. location in York. Studies have shown that the use of digital displays can increase store owners' product sales by 35%. Mike has chosen the store's humidor as the key location for his display. He has been able to showcase video, as well as still shots of products, product

information and upcoming sales or specials. Thus, increasing consumer awareness, knowledge, and an increased desire to purchase featured products from him. Signs by Tomorrow-York is very excited to be a part of this new venture with Mike Spagnola and Self Serve Beverage, and look forward to the opportunity to demonstrate to others, the benefits and rewards that can be earned through this new era of digital displays.