

DIRECTORY BOARDS & REGISTERED OFFICE DIRECTORIES HELP & INFORMATION

Do you say "GET LOST" to your customers?

Research shows:

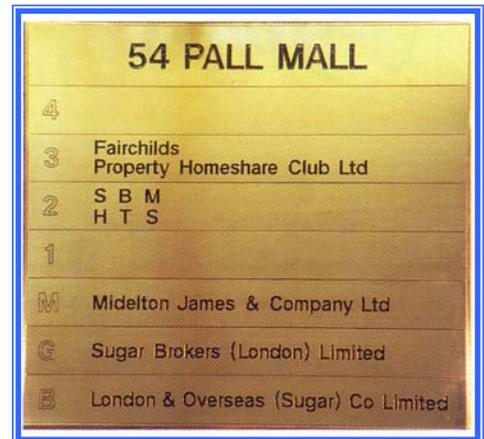
- "One of the biggest causes of customer dissatisfaction is poor directional signage"
- "Signs are the most efficient and effective means of communication"
- "Good Directional signs increase the functionality and efficiency of the building, which lowers running costs and increases profits"
- "Good Directional safety signs are required by law and save lives."

- So don't be one of the many who neglect something so fundamental to the smooth running of your business.

Directory Boards

As the saying goes "first impressions last". In a retail environment or multiple room location one of the first things the user will look for is a directory board. This immediately creates an impression of the environment they have just stepped into. It is essential that businesses do not compromise on the quality of the signage here. Ensure the design of any directory board fits with the image your business is trying to project.

Once you have considered the main directory board you will need to back this up with good internal signage (see our separate information sheet on 'Internal Signage'.



The range of materials and choice of design is extensive. Obviously corporate identity will have a bearing on the type of design you adopt. In most cases the design can be tailored to fit your corporate identity as opposite. They can be both free-standing or wall-mounted and matching internal signs are usually available – see the figure below..

At Austin Luce we provide you with a free consultation and design service. The power of a strong Corporate image cannot be over emphasised. Using the extensive range of modern materials and sign systems your identity can be strengthened and enhanced.

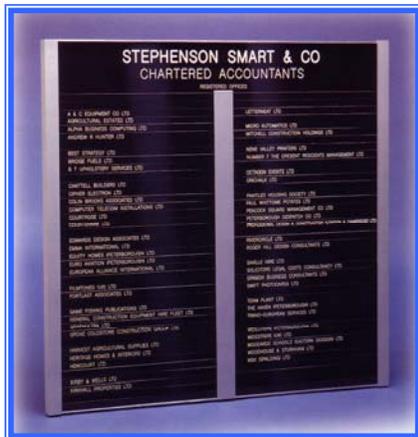
When considering the location for the signs it is important to ensure they are where people would naturally look.

Fortunately most plastics that can arise from difficult locations can usually be overcome with either wall writing, post writing, hung from the ceiling, projecting from a wall etc – there is usually a way!

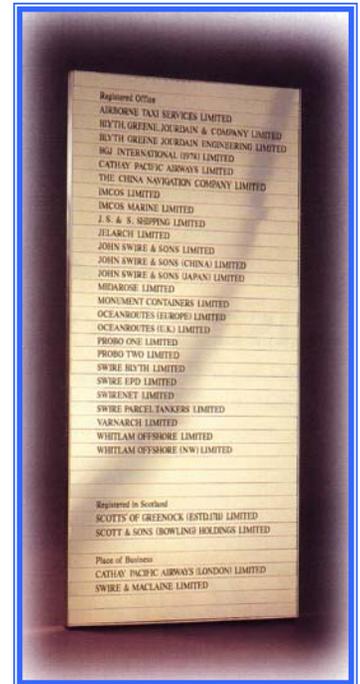


Company Registered Office Boards

Limited companies have an obligation to display their name at their registered office. Whether you are an accountant or solicitor wishing to display the names of your clients who share your address as their registered office or a multi-national plc with a prestigious head office, a directory board can provide a stylish and flexible solution.



Austin Luce provide a range of styles of directory board, from plain and understated black plastic interchangeable strips within a framework through to screen printed Slatz or edge lit reverse engraved acrylic. Either way, the result is practical and cost effective with name changes, future additions or subtractions being very easily accommodated.



Company Registered Office Boards range in size from 20 to 500 or more company names the more prestigious of which are finished in aluminium, stainless steel or brass. Always order with the future in mind allowing for blanks for additions at a later date.

Visit our website for further information at www.austinluce.co.uk

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