

Small Businesses Post Signs To Drive Local Traffic, With Relevant Hanson Industries SignLine Signage

For Immediate Release

NEW HOPE, Minn./EWORLDWIRE/Aug. 29, 2008 --- Despite recognizing that up to 50 percent of the average business' sales results from signage, and up to 85 percent of small businesses rely on patronage from within five miles of their location (Small Business Administration), according to Hanson Industries' SignLine President Cindy Hanson, effectively using outdoor signage remains a minimal budget expenditure. "Customers more frequently look at how much it will cost to print rather than who will be attracted and the potential sales generated from high visibility," stated Hanson. "If the expense is less than 10 percent the cost of other advertising and you pay just once while it lasts several years, are they calculating the true benefit derived?"

Even more astounding is the value to highway businesses, which may acquire up to 95 percent of their sales from signage. According to Hanson, today's technology allows higher workflow - new production using efficient methods to run fewer pieces at prices lower than ever before. "If you consider that adding, replacing or updating signage with vivid visuals could return double-digit increases in sales, companies would do well in this economic climate to make evaluating this action a marketing priority," said Hanson. Hanson links demand for outdoor signage in part to a growing trend in cities across the U.S. looking to freshen, rejuvenate and revitalize their Main Street or downtown areas, and attract investment and business.

According to the Outdoor Advertising Association of America (OAAA), outdoor advertising revenue grew in the third quarter of 2007 with a 6.1 percent increase over the same period last year, accounting for \$1.7 billion in total spending. Closer examination revealed the communications category experienced the most significant growth, up 34.9 percent, followed by public transportation, hotels and resorts by 12.6 percent, insurance and real estate at 6.1 percent, and automotive, accessories and equipment at 1.6 percent. Demand for signage expanded significantly enough to move Hanson Industries to establish a dedicated platform of services at 'http://www.signline.com' to accommodate customers requests.

"Every year, companies spend thousands of dollars on advertising on television, in trade magazines, and on radio and TV," commented Hanson. "Tighter marketing budgets and targeted, niche marketing are causing firms to evaluate a greater number of options and consider those that may bear the highest return on investment."

Although SignLine is competing against others in the online space, the site incorporates live chat and features products that reflect the unique focus of the business on corrugated and aluminum signs and full color banners. It offers details about how to submit artwork to SignLine and where to locate solutions to signage problems.

"Most people don't care how the technologies work that are used to print their signs," remarked Hanson. "They just want colorful images that look good and fit in with their requirements. Because we are committed to our customers and make our team available to users when they need us [via chat], we're doing everything we can to help our clients receive what they need. It puts us ahead of other printers in the virtual space that continue to conduct business the way they have for years."

The professional look and feel of the site provides visitors with a sense of the quality they can expect to receive from their orders. Simple navigation via streamlined menus minimizes the number of clicks needed before placing an order.

"There are conversations everywhere about how predicting consumer buying habits is becoming more complex," added Hanson. "While some people are switching to mass transit, there are still millions of people who travel their immediate neighborhoods for grocery shopping, to visit doctors and dentists, and to make simple visits to the local high school for a football game, aside from all sorts of other reasons. Putting the right sign in the right location bearing the right message will always be the right reason to compel a potential customer to stop or take notice. It's when that visit converts into a sale that our clients recognize the value of the signage."

To learn more about the capabilities of Hanson Industries' SignLine or to speak with President Cindy Hanson, call 763-533-0385. Visit 'http://www.signline.com' to review offerings.

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