

Whats new at Expressway Signs?

The Australian Sign & Graphics Association (ASGA) held its bi-annual awards ceremony in Sydney on 21st September. This is an important sign industry event, which recognizes and rewards sign companies nationally. The Awards demonstrate the wonderful array of talent - modern/digital/traditional - in the industry.

Expressway Signs are pleased to announce that we won the Bronze Award for our Pullman Reef Hotel Casino entry, which was submitted in the Fabrication category of the awards.

The Pullman Reef Hotel Casino signage is an icon in the Cairns CBD with tourists daily getting their photo taken in front of the famous "CASINO" letters day and night. The illuminated letters form a focal point for the hotel's visual marketing and every piece of visual media has images of these letters with the large blade sign in the background.

One hundred percent of the design and fabrication was completed in-house, and it is an achievement we are very proud of.

Matt, Emma, and Kylie – our designer of the winning sign travelled down to Sydney for the awards ceremony to spend an evening with many other industry specialists. They reported that the evening was wonderful, spent aboard the yacht "Bella Vista", where the ceremony took place.

➔ [Learn more about Expressway Signs](#)



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