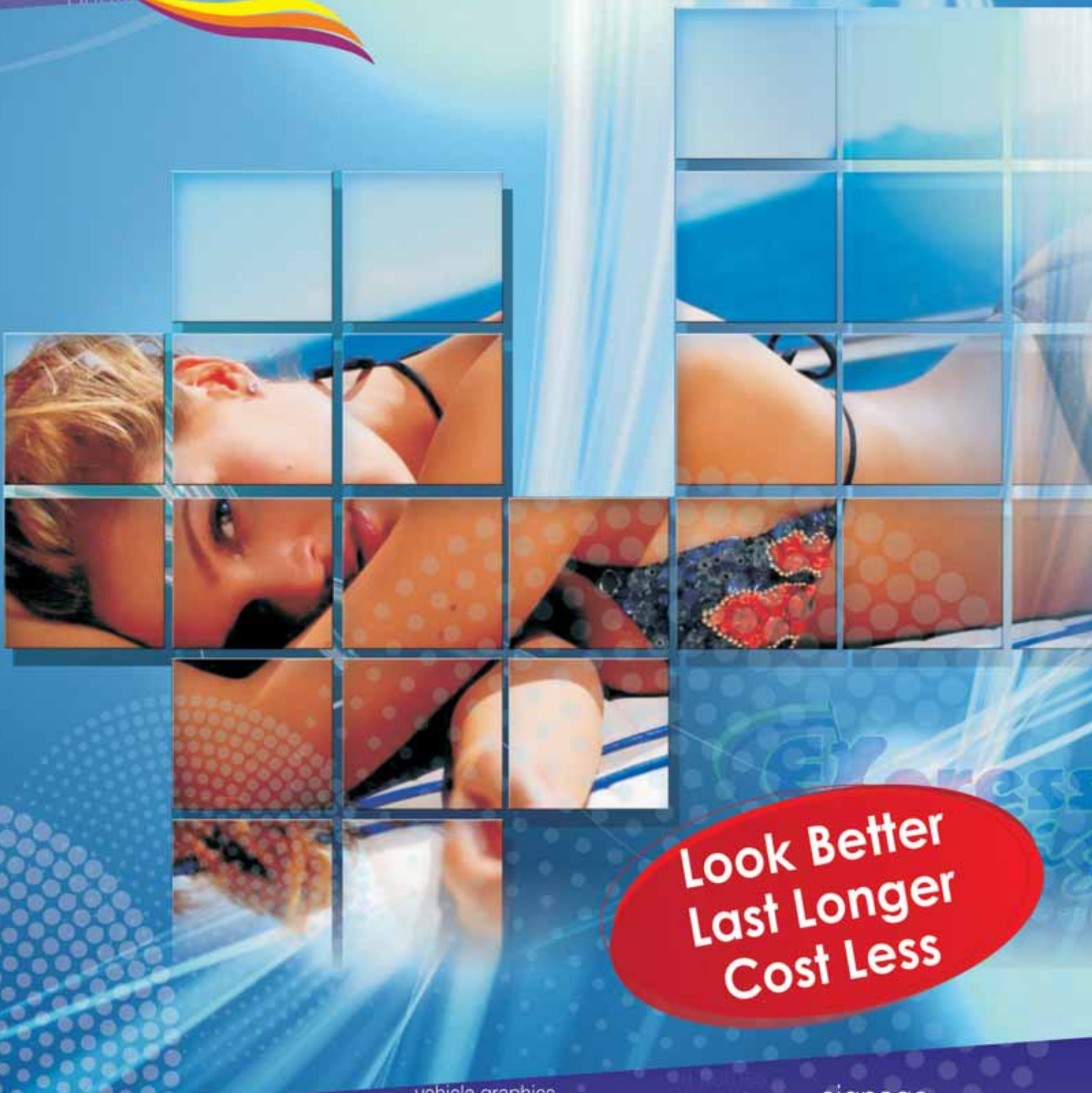


corflutes printing banners & skins printing banners & skins lightboxes
pull up banners a frames pull up banners a frames pull up banners a frames pull up banners a frames
flutes signage lightboxes printing a frames banners & skins
Expressway Signs PTY LTD
& PRINTWORKS



**Look Better
Last Longer
Cost Less**

vehicle graphics signage
printing signage banners & skins banners & skins banners & skins banners & skins
corflutes a frames corflutes a frames lightboxes printing printing printing printing
frames pull up banners printing pull up banners printing lightboxes lightboxes
a frames lightboxes printing lightboxes a frames banners & skins banners & skins
corflutes printing banners & skins printing printing printing printing
banners & skins banners & skins banners & skins banners & skins
a frames a frames

**Look Better
Last Longer
Cost Less**

The company that branded North Queensland...

No job is too big or too small for Expressway Signs & Printworks.

At Expressway Signs & Printworks, we make buying simple. Our full-service manufacturing facility provides the innovative ideas, sign expertise, and cutting-edge equipment needed to complete your project on time and on budget. From vivid banners and high-impact posters to attractive building signs and eye-catching exhibits, we have what you need, from concept to completion.

And we do absolutely everything; planning, design, manufacturing, delivery, council approval, installation and on-going maintenance in Cairns, across North Queensland and into PNG.

Our Promise: Look Better, Last Longer, Cost Less

When it comes to signs and printing, Expressway Signs & Printworks doesn't limit its design team or its customers to certain sizes, shapes, or colours, because we know you need everything at your disposal to stand out from the crowd. We do whatever it takes in order to make your business look first-rate. We'll ensure your next project improves the image of your business, no matter how big or small it may be, and no matter your location.

Our goal is to enhance the unique characteristics of your company with our signage. With over 37 years of experience creating and manufacturing, we know that quality materials and good workmanship are the foundation for beautiful, durable products. We only use materials that are backed up with a manufacturer's written warranty and always protect those materials with an appropriate laminate or coating.

Unless requested otherwise, Expressway Signs & Printworks will always overlaminate digital vinyl prints and always coat composite aluminium with a polyurethane protective coating. We do this to make sure that your signs maintain their youth for the maximum amount of time even in harsh weather conditions.

These are only a few of the ways that Expressway Signs & Printworks keeps our promise to offer our clients the best product at the best price. Just let us know what you want your signage to do for your company, and we will create signs that will achieve this and a whole lot more. Contact us today to learn more.

Matthew Connolly



Managing Director
Expressway Signs & Printworks

Vehicle Signage

We all know that successful advertising, marketing and promotion can be difficult to achieve. In terms of outdoor media, Vehicle Wraps are a high impact, cost effective form of advertising that work for all types and sizes of businesses. A Vehicle Wrap builds brand recognition, raises a company's profile and reinforces brand identity. It turns your vehicle into a rolling billboard for your business! You will get noticed, draw attention to your business and differentiate yourself from the crowd of competition.



Question.

Why do signs cost so much?

Answer.

One of the great questions... At Expressway Signs & Printworks we firmly believe that "There is a sign for every budget". During the design stage we can take your ideas and wishes, couple them with our knowledge of design and materials and can often provide you with the sign you desire at a fraction of the cost with just a few subtle material or design changes.

However, this is a very misunderstood industry. Most signs are custom fabricated by hand by very skilled craftsman. Each sign is custom built for you and is a one-of-a-kind masterpiece. This should not be considered a "cost" but an investment in your business and your livelihood. You will be investing in outdoor advertising of your business name 24 hours a day and 365 days a year! Proven to be more economical than any other form of advertising.



**Look Better
Last Longer
Cost Less**

Banner

Vinyl Banners & Skins

This type of banner is manufactured from nylon reinforced PVC complete with either eyelets or rope edging. All graphics are manufactured using banner-grade self-adhesive vinyl, which enables the banner to be rolled without creasing the graphics. White is our standard banner colour, as this allows complete freedom for multi-coloured overprinting or graphics, however, a vast range of colours, including fluorescent, are available.



Digitally Printed Vinyl Banners

We produce full colour digitally printed banners using our large format digital printers. We can print up to 5 metres wide, in one piece. Wider banners than this can be made in sections of unlimited length. Our high output resolution produces near photographic quality and is suitable for both internal and external application. Please call with your requirements to receive a quotation.



Point Of Purchase

We can print a whole range of custom point of sale merchandise to your requirements with our digital printers.



Poster Prints

Posters printed at Expressway Signs are extremely competitive. If you can get posters printed cheaper elsewhere, we'd love to hear about it.



Question.

Can I provide my own artwork or logo?

Answer.

Yes. Please see the file types we can accept via our website. Depending on the file, additional artwork charges may apply. We will let you know up front if this applies to your specific project. Because we run a large variety of graphic-specific programs, one good thing to keep in mind is.. "If you are not able to open it on your computer, that is probably the file we need." This just means that you probably do not have the necessary program installed on your computer.



**Ads & signs
with photos have
300% greater
recall than ads
& signs without!**

ers, Skins & Display Signage

Pull up Banner Systems

Pull up banners are a cheap and effective way to communicate your message professionally whilst having a portable sign. All of our pull up banners come with a carry case and are digitally printed with our UV printer. This ensures that even if you use your banner outside, the life of your banner isn't compromised. If your banners aren't being UV printed and you are using them outside...be concerned!



A-frames

There is a wide range of signs within this category. A Frames, A Boards, Forecourt Signs, Pavement Signs, and Projecting Signs are all produced to the highest specification in either plastic, steel or aluminium as appropriate to the advertising environment. Our top selling product is the 900 x 600 A Frame in either Colourbond or Corflute. Both types of A Frame can have the graphics altered down the track without needing a complete new A Frame.



Business Stationery

Expressway Signs specialises in all your printing needs, business cards, brochures, stationery letterheads, envelopes labels. We pride ourselves on speed and quality. With over 37 years in the industry, our professional staff can handle any job and meet any deadline.



Corflutes

Our flat bed printer is able to print directly to corflute with UV curable ink. This is very efficient where more than 3 colours are requested at any batch quantity. For larger quantities of corflutes, where 1, 2 or 3 colours are requested, we can screen print at an even more favourable rate. So if you want a multi-colour digital print, there's only one place to shop in NQ..



Question.

How long will it take to make my sign?

Answer.

Most signs, such as printed panels, banners, vehicle and window lettering, magnetic signs, and trade show related products require a 1-3 day turnaround. We are often even quicker. Larger projects, such as electrical storefront signs, monument signs, etc. do require a longer fabrication time and generally take 2-4 weeks from the permit and artwork approvals. Either way, all signs provided by Expressway Signs are custom built and require appropriate fabrication time to ensure the highest possible quality.



Adding a border to your sign helps **focus** customer attention so they can read it **26% times faster**



Look Better
Last Longer
Cost Less

General Signage

General

With all of the different products available it's easy to forget that Expressway Signs & Printworks are masters at producing seemingly impossible custom signs. It doesn't matter what your idea is. We can take it from concept through to installation. More often than not, our signage looks better, lasts longer and costs less.



Wayfinding Signage

We can manufacture a complete range of internal and external directory systems for use in all commercial, leisure and retail applications. Systems are available as wall mounted, suspended, projecting and freestanding with either bow fronted or flat slats. All can be supplied in a selection of standard or custom finishes.



Text can be applied to the directory systems in a variety of formats including applied vinyl, digitally printed or engraved graphics.

Roadside Signs

Expressway Signs manufactures in-house safety signage for the construction and transport industry to meet regulatory requirements. We then install these often cumbersome signs with the assistance of road safety personnel.



Wide Format Printing

At Expressway Signs & Printworks we don't outsource all of our wide format printing to Brisbane or Sydney based companies. We've invested in several wide format printers one of which is our famous "CUBE" flatbed printer. This printer can print directly to plastics, aluminium or traditional vinyl. It uses solvent inks, which are UV cured.



Question.

How long will my signage last?

Answer.

This depends completely on the type of signage and the location. The UV index in the area where Expressway Signs operates is very high. It is therefore necessary to use superior materials and over laminate. Expressway Signs always use quality materials matched with the appropriate over laminate. This ensures that the sign can maintain its youth for the maximum amount of time. A lot of other companies don't over laminate due to the cost and because there is a chance of delamination if it is not done correctly. EWS uses the latest equipment with experienced staff to ensure this doesn't happen.

Full colour graphics
create the highest
awareness of
all sign
categories!



Illuminated, Lightboxes & Neon

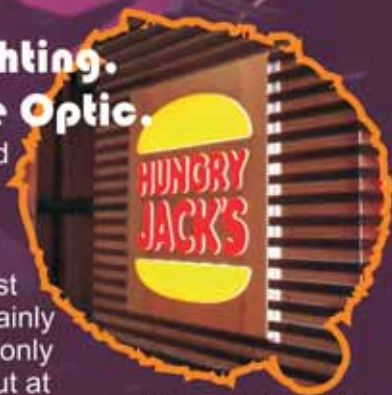
Lightboxes

Aluminium Lightboxes (single or double sided) are available in sizes up to 12m (40 feet) long by 122cm (4 feet) high. We manufacture and stock a complete range available in aluminium, polished stainless steel, satin stainless steel or white powder coated finish in standard sizes. Non-standard sizes or special shaped boxes can be made to order. Prices include light box signs, all electrics, fixing brackets, opal acrylic panels and applied vinyl graphics. Installation is always available.



Specialist lighting. LED and Fibre Optic.

These days more and more people are asking about LED technology. The simple answer to most questions is that certainly one day it will be the only type of illumination but at present it is not always a competitive solution. We have experience in many different designs in recent history and would be happy to share that experience and build your light boxes using LED technology.



Slimline Boxes

Slimline light boxes, as their name suggests, are utilised where a sleeker finish is required or the available space for a normal light box does not exist.



Neon

Expressway Signs has a wealth of experience in the design, manufacturing and installation of neon signage. Neon signage is not cheap but it is effective. If you want to explore the design options of Neon contact us today. We would be happy to help.



Question.

Why use vinyl lettering instead of paint?

Answer.

Vinyl has largely replaced paint in the sign industry because it is much more versatile. It can be machine or hand cut so your lettering or image can be cut precisely with nice, sharp edges. It is also much faster than traditional painting, which means a more efficient and more cost effective product for you.



Question.

Do you need to be licensed for this type of work?

Answer.

Yes. Like any industry, the signage industry has its regulations. Always insist that your sign manufacturer and installation team have the necessary Work Cover and Public Liability insurance.





© Copyright 2010 Expressway Group Pty Ltd
Cnr Hartley & Buchan Streets, Cairns Ph: (07) 4035 4113 Fax: (07) 4035 4876
Email: sales@expresswaysigns.com.au Web: www.expresswaysigns.com.au

