

# SIGN HERE

## Your identity on display - effectively

Effective signage builds recognition, drives foot traffic, and creates trust. Calgraphics Australasia shares how to get it right.

By Hailey Settineri.

Signage is one of the most powerful branding tools a retailer has. It's often the first impression of your business a customer gets, so it needs to reflect your identity clearly and consistently, says Wayne Preston, Head of Sales at Calgraphics Australasia.

"The right signage partner should offer more than just production capabilities," he said. "They should understand your brand, your environment, and your goals. Brand consistency is always the ultimate objective."

Calgraphics has been delivering quality branding solutions to the fuel and convenience retail industry for more than 25 years. During this time, it has successfully managed countless rebrand projects, including some of the largest in the industry.

"One of the most significant came just a couple of years ago when we partnered in the nationwide conversion of over 2000 Caltex sites to Ampol during the height of Covid," Mr Preston said.

"This project required extensive analytical support to assess pump variations, fuel offerings, and shop layouts, ensuring the right branding was produced and delivered to each location."

Calgraphics then went about supplying and installing both forecourt and in-store branding across all sites.

More recently, Calgraphics helped refresh 750 7-Eleven sites by rebranding all their fuel pumps.

"Our team project managed, supplied, and installed decals on 2700 pumps across 622 sites nationally, completing the rollout in just 12 weeks," Mr Preston said.

"That's an average of more than 50 sites per week!"

### Channel needs

Creating signage for fuel and convenience stores requires a few

special considerations.

For exterior signage, visibility is critical.

"Customers need to quickly and clearly identify essential information such as fuel types as they enter the forecourt," Mr Preston said.

Durability is equally important in which decals must withstand harsh outdoor conditions, including weather, UV exposure, and most importantly, fuel spills. Calgraphics says it addresses these needs with high-quality decals backed by a full 3M warranty.

For interior signage, space limitations should be considered.

"Signage must be compact, clear, and strategically positioned to maximise impact without overwhelming the environment," Mr Preston said.

"Another key consideration is surface compatibility. Many modern paints contain Teflon, which prevents standard vinyls from adhering properly."

Selecting the right materials is essential to ensure longevity and performance.

Mr Preston says architectural vinyls are now replacing paint, with retailers now able to achieve a timber, marble, or a stone look at a fraction of the cost of the materials being represented.

"These vinyls give a sense a warmth and can transform the look and feel of a shop without the expense of new cabinetry or bulkheads," he said.

### Project partners

Retailers looking to update their signage should remember that this isn't just a one-time project, but an ongoing investment in their brand.

"That's why it pays to get Calgraphics involved from the very beginning,



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before locking in a product, look, or feel," Mr Preston said.

"We'll help you navigate material procurement challenges, explore new and innovative products in the signage industry and streamline the rollout of your branding to maximise both time and cost efficiencies."

Depending on the scope of the project, Calgraphics can deliver bespoke programs or provide online tools to streamline the rollout of your signage program.

"For us, quality and durability are non-negotiable, but just as important are technical expertise and strong project management skills to ensure flawless execution from start to finish," Mr Preston said.

"With the right planning, your signage can work harder, last longer, and deliver more value to your business."