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May / 2009

Issue: 9



In This Issue

[Featured Customer](#)

[New Products](#)

[New Customers](#)

Featured Clients



3/8" Thick painted acrylic letters, with floating stud mount.

Mexicorp is a provider of Mexican canned goods and also manufacturers canned specialties.

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New Products

- Wall Graphics
- Interior Murals

To learn more about these products, please [click here](#) or call us at 713-263-9900

Hello Custom Field 1

Is your ad-expense a Fixed or a Recurring Cost? Most business owners believe that advertising is a fixed cost and they need to spend advertising dollars every month so that that the customers keep coming in. Even in today's economy, business owners are trying to bump up or at least keep up with the same level of advertising as they were doing in 2007 / 2008. But, they don't realize that advertising in magazines or newspapers, on billboards or on other forms of media is a constant monthly expense. ***In comparison, graphics advertising on a vehicle is a ONETIME cost that lasts for 3 - 4 years. There are no-recurring costs and for as less as a few hundred dollars you can have your own advertising billboard for 3 - 4 years.***

Van Advertising

Considering the number of vehicles on the road, all the passers-by and other businesses in the area that your van drives through, what is a better way to reach all those **potential customers** than through the mobile advertising of a van wrap?



A Van Wrap that carries your company message makes a great advertising vehicle because of the large surface area it presents. An effectively designed van wrap can generate millions of impressions per year. When you want to make a lasting impression, a van wrap is the way to go!



Most companies opt for van graphics for the advertising opportunity it provides. Some use van wrapping just to **give their old fleet vehicles a brand new look**. Whatever your reason, investing in vehicle graphics is a smart and affordable decision.

A **Saifee Signs** van wrap combines one-of-a-kind design with high quality prints and expert installation, delivering an unparalleled advertising impact.



To check the **Deal of the Month**, scroll to the bottom of this newsletter

Types of Van Graphics

There are basically three types of vehicle graphics that can be applied on a van. They are as follows:

Basic Vehicle Lettering

This consists of vinyl letters applied individually on a vehicle body. Custom Lettering is used for writing **company names**,



New Customers



- Bike Barn
- DNA For MMA
- ProMaxima
- Crawdads
- Quantum Printing
- Friendswood Dental
- John D. Moving
- RW Group
- Liquidators
- Hamilton Pet Resort
- Blufield Development
- Turner Bros
- Dynamic Equipment
- 4D Baby Scan of Bay Area Houston
- Arsham Metal Industries, Inc.
- Semper Fi
- Unity Signs
- B.A.D. Incorporated
- Edminster, Hinshaw, Russ and Assoc., Inc.
- Express Pool Plastering and Repairs

websites, phone numbers, taglines and other text, in letters of any size and any color. This is an inexpensive form of advertising that is incredibly effective. Vinyl lettering typically costs a few hundred dollars. Saifee Signs offers discounts for doing lettering on multiple vans.



Partial Vehicle Graphics

This type uses the color of the vehicle as part of the design. With a partial wrap, 1/2 to 3/4 of the vehicle is wrapped. Sometimes a spot graphic is used on the unwrapped portion to complete the look. A properly designed partial wrap can be just as striking and effective as a full wrap, for a lesser price.



Full Vehicle Wrap

The large flat surfaces on a van allow for large designs to be wrapped on them - effectively transforming them into rolling billboards for a business or marketing campaign. With a full van wrap, all the surfaces of the van; the **sides, front and rear** (and sometimes the **roof**) are



entirely covered. Perforated vinyl can be printed and placed on the **windows** / glass to allow for a larger advertising image. A full van wrap provides the most striking and dramatic marketing image, and is the best advertising value for the marketing dollars spent.

**Vehicle Wraps | Interior Letters & Logos | Tradeshow Graphics
Fleet Graphics | Wall Graphics | Window Graphics | Banners
Real Estate Signs | Aluminum Letters | Parking Signs**

Contact Information

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SAVE \$\$\$ Deal Of The Month SAVE \$\$\$

DEAL 1 Vinyl Lettering on a Regular Van or Pick-Ups

Logo + Ph. No + website on two doors & back + product bullets = \$272



Price includes SETUP, PRINTING with Hi-Performance Vinyl graphics, and INSTALLATION in our 60 ft bay, Houston location.

* Customer will need to provide vector art for company logos. Taxes are not included.

DEAL 2 Full color banner deals

3ft x 8ft Banner for hanging on Walls / Storefronts = \$110



3ft x 15ft Banner for hanging on Walls / Storefronts = \$172

4ft x 25ft Outdoor Banner = \$340

Prices including printing and finishing of banners with grommets and hems. Artwork must be provided by customer in ready to print format. Taxes are not included.

Click on this link to receive our [Complete Price List for Partial Wraps](#) on vans and pickups

** Offer Expires: June 5, 2009, Please use reference code: May09

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