

# Sign Tech Point Of Creativity



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Considering each of their projects to be challenges and then turning those challenges to success stories has been the status quo at Sign Tech since the beginning. This strategy has elevated the company to the pinnacle of the industry and today, Sign Tech brand is synonymous with quality, creativity and advanced technology.

By Hansani Bandara

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Since its inception 28 years ago, in 1986, Sign Tech Advertising Services has been a trendsetter in the signage industry. Maintaining strict quality standards and an honest relationship with their customers are what-according to Kassapa Mahendra De Silva, Founder and Chairman-have enabled the company to stand out from the rest and set a benchmark in the industry where production is concerned.

“Earlier in my career, I was employed as a Marketing Executive in a sign making company for a short period. And I was disappointed with their lack of quality in

the products they delivered and the way they treated their customers. I thought I could do something better on my own," says Mahendra De Silva, speaking of what inspired him to establish Sign Tech.

Sign Tech positions itself as a manufacturer of branding and advertising signs with an expansive product portfolio that features products that are fabricated through innovation, impeccable design and cutting edge technology. While the manufacturing of corporate signs is the main service provided by the company, Sign Tech has differentiated and segmented their solutions to cater to the requirements of a wider market scope. As such, Indoor and outdoor advertising, digital printing, architectural signs, trophies, badges, labels, an extensive range of personalised gift items, custom made exhibition booths, 3D models and event branding are some of the products and services included in their expansive portfolio.

From its humble beginnings of just two employees and minimal infrastructure, Sign Tech today has one of the largest manufacturing facilities in the country with a task force of over 250 employees, which the company considers to be its biggest strength.

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"The sincere relationship that we maintain with our customers in regard to delivering a quality product is one of the main reasons for our growth," says Mahendra De Silva. Reassuring the high quality standards of the signage and advertising material produced by the company, Sign Tech in collaboration with Premium Lanka, offers a five-year warranty certificate for products that are made using premium materials imported from 3M USA.

One of the biggest challenges faced by stakeholders of the signage manufacturing industry is the lack of knowledge among the clientele regarding the specifics of the product. "In most instances, buyers don't have the knowledge of what raw materials should be used to make a sign. For example, a sign can be made using raw materials with various prices. But there is a significant difference in its performance and durability. Unfortunately buyers only consider the end price and

they expect us to deliver a quality product. So it is a huge challenge for us to deliver quality products at prices that are affordable to our customers,” explains Mahendra De Silva.

Every year the company makes notable investments towards research and development while adopting latest technology trends which subsequently has contributed to sustaining Sign Tech’s growth. This has also helped in catering to the diverse needs of its clients that are subjected to continuous change. As such, the company uses cutting-edge technology such as YAG laser machine for steel cutting, Carbon fibre laser cutting machines and UV flatbed printers with a fully computerised manufacturing process to facilitate the fast delivery of quality products.

With a promising future ahead, Sign Tech has already marked their presence beyond the local market where they have established a manufacturing plant in China from where they cater to the markets in Maldives, Madagascar, Australia and New Zealand. And the company looks forward to expanding this plant while introducing industry innovations to the local market.