

# BUSINESS SNAPSHOT

## *The Sign Plant*

**Location:**  
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Meridian

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Jason Briggs and Sign Plant President Rick Courtney

### **Tell us a little about Sign Plant and what you do.**

The standard answer — a custom sign company — does begin to cover what we do here. Of course, all types of signage, including everything from a door sign to a neon high rise sign. But we like to say we are more of an advertising and communications company.

### **How so?**

Business signage is considered on-premise advertising. It communicates where you are and who you are. In any type of advertising, you are paying for exposure to the potential customer. Compared to the other types of advertising, the cost of signage is inexpensive when you consider the life of that signage.

### **Is technology having an impact on the sign business?**

Absolutely. I've been in the business for 18 years and it makes my head spin how technology has changed. Even smaller companies like ours can now have the capability to do work that only large corporations could have done before and that only those size corporations could have afforded. Another big advantage to the new technology available is the speed at which you can produce signs now. This not only benefits our company, but the customer in getting their needs met in a short amount of time.

### **Is more attention being paid to signage because of the improving**

### **technology?**

I just returned from a sign conference last month and it was exciting to learn that several major universities in the country have added a business course specifically on the value of signage. The Small Business Administration also has a course dealing specifically with on-premise advertising. I think more and more businesses see it as an important decision in their advertising and in the way their business is perceived.

### **How do ordinances and regulations affect the sign business?**

They affect everyone's business. The biggest mistake people make is not checking with the city on ordinances that will affect what kind of sign they may use. I was involved with the International Sign Association's regulation committee in Washington, D.C. for a number of years. The goal of the committee was to create proactive ordinances for city planners that were win-win for businesses and community aesthetics.

### **In your business, how do you define success?**

We have a group of creative employees who are very passionate about this industry. I personally consider everyone of them a craftsman and an artist. They truly care about the quality of the product and the value of the customer. That personal touch is very important and satisfying that customer is key to the success of any kind of business.