

# Building Customer Loyalty One Wrap At A Time



SignArt Graphix takes no short cuts in its commitment to produce impressive graphics, high-quality building signage and one-of-a-kind car wraps – and remains steadfast in their promise to always deliver customer service excellence.

## BUILDING A BETTER BUSINESS

Early on Gary (Fritz) Schons, the patriarch of a family-owned business in Los Alamitos, California, leveraged his ingenuity to create innovative signs and graphics for the business community. With a keen eye for detail and a knack for building brand awareness, Fritz hand-lettered signs and artistically enhanced buildings for his retail customers across the state. With clients clamoring for his services, Fritz and his wife Donna Nicastro established SignArt in 1979 and took pride in delivering a “visual” competitive edge for their customers.

As their children matured, the entire family worked at SignArt, each assuming a different role with a specified set of responsibilities. Now able to take on additional clients and assorted print jobs, SignArt moved from a small, local business and transformed into a printing conglomerate serving customers across the country.



“

It all started 60 years ago with a man, an idea and a paintbrush.”

Gary “Fritz” Schons, Founder  
SignArt

In 2008, Donna and her daughter, Natalie, strategically added automotive restyling options to SignArt's product portfolio, purchasing wide format printers that could provide the color-rich and durable wraps that their clientele expected.

In 2013, with her parents ready to embrace their retirement years, Natalie, having honed her graphic designer skills and earned an impeccable reputation for providing world-class customer service, bought the business and SignArt Graphix was born. Natalie reassessed customer demand, re-engineering the print operation to provide additional indoor and outdoor applications including vehicle and boat wraps, wall and floor designs, banners and backlit signage as well as exterior building graphics. In 2015, Natalie's brother Nick joined the team full time and today oversees SignArt Graphix's daily business operation.

## JUST DO IT

With her wraps business booming, Natalie needed to acquire a workhorse printer capable of producing quality output at ultra-fast speeds – without maintenance complications. Walking the aisles at WRAPSCON 2017, and armed with a list of questions, Natalie spent days investigating her options, ultimately selecting the award-winning ColorPainter™ M-64s. Adding the ColorPainter wide



format printer to her fleet was a game-changing decision for SignArt Graphix. The M-64s proved to be a wise investment, delivering durable, intense graphics at speeds that weren't possible with her

legacy equipment. Printing 10 rolls a month and completing up to three wraps-per-day, SignArt has tripled their production, without sacrificing quality or compromising budgets. "As the lead designer/printer/installer in our business, ColorPainter™ gives me total control. The print speed and brilliant output is beyond comparison and I now have one device that does it all," said Natalie.

## THE SKY IS THE LIMIT

Natalie and the SignArt Graphix team depend on the ColorPainter™ M-64s to deliver extra-tough, vibrant color output. And the super-fast print speed ensures that customers get their jobs completed in record-breaking time. Grateful for the years spent at her family's print shop honing her graphic design skills and learning the mechanics of the print business, Natalie's moving full-speed ahead to her next venture: wrapping buildings and large civic structures in Downtown San Diego. "There is one building that is all glass. It is my dream to conceptualize a design, print the graphics and personally wrap the building in bold, vivid graphics that will be seen for miles."

“

After days spent at WRAPSCON 2017, ColorPainter™ was the only printer that made the most sense for my business. ”

Natalie Schons, Owner  
SignArt Graphix



1-800-OKI-DATA | [www.oki.com/us](http://www.oki.com/us)

# OKI®