HCAC spoke to Mario Herrera and Patricia Rubiano, owners of Signs Revolution and together we bring you tips for you to be in control of your customer's needs in a market saturated with so many offers.

Signs Revolution was created in October 2010, initially dedicated to serving businesses’ printing and advertising needs such as banners, business front and window signs, vehicle ads, among others; all printed in excellent quality materials and applied on different materials such as aluminum, acrylic, magnet, wood, etc.

At its inception the company used a small machine but in 2013, acquired larger machines and relocated to a 1700 sqft office and at this time 100% dedicated to the business of signs.

In November 2015, they made a new acquisition of automatic machinery, these for the development of LED illuminated letters, which highlighted the company and helped them settle at a much higher level, making a reference to the needs of this market.

Among other services offered to their customers, there are:
Corporate image development, printing of logos, business cards, brochures, ads, and everything needed for business advertising.
Signs Revolution, the best way to stand out and attract new customers...

Mario, owner of Signs Revolution shares us his opinion, the main failure for small businesses comes from starting without an advertising budget, since then it is very difficult to make themselves known and reach potential customers. "The biggest constraint to business growth is financial. For this reason we must start organized administratively from the beginning, get advice on legal and accounting to gain access to loans and credit to develop your new business," says Mario.

The corporate image has to be developed at the same time that the company is created named and must represent the product or service that is being offered to the market, having characteristics of differentiation from the competition.

The corporate image includes the creation of a company logo, a slogan, all printed materials and the development of specific marketing campaigns. All this is fundamental for the good start and development of a business.

For Mario and Patricia, is also very important to stay connected and join associations such as HCAC, that offers constant updates and training on administrative and technical issues for business owners.

For more information about Signs Revolution please contact Mario Herrera or Patricia Rubiano at (704) 652-1783 or visit: www.signsrevolution.com