



Signarama Troy Continues Leadership as Largest Signarama Franchise Location Worldwide

August 06, 2026

TROY, MI - August 06, 2026 -

Signarama Troy continues its established role as the largest Signarama franchise location in the world, delivering full-service custom signage solutions to businesses across Metro Detroit from its expanded production and office facility. The Michigan-based operation, part of a global network with approximately 900 locations in 60 countries, has served the region for more than 25 years with design, manufacturing, and installation capabilities that support a wide range of commercial needs.

The company traces its local roots to 1998, when the first Signarama site in Michigan opened in Madison Heights. Bob Chapa, who began as the initial graphic designer and sign production staff member, later acquired the franchise and has guided its growth through multiple relocations and expansions. Key developments included the acquisition of Moore Signs, which strengthened capabilities in commercial and residential real estate signage, and the addition of JL Geisler Sign Company, which brought extensive experience in architectural and ADA-compliant projects. These steps positioned the organization to handle larger-scale work while maintaining a focus on local clients in communities including Troy, Auburn Hills, Madison Heights, Royal Oak, and surrounding areas.

In December 2022, Signarama Troy moved into an 88,000-square-foot facility at Crooks Road and I-75. The space supports graphic design, digital printing, electric manufacturing, and installation operations under one roof.

Bob Chapa, CEO and President of Signarama Troy, noted the strategic value of the investment. "Our move to the new 88,000-square-foot facility at Crooks Road and I-75 in December 2022 was about growth and capability. It positioned us to serve the automotive sector better than ever," Chapa stated. The facility has enabled the team to manage complex projects, from illuminated pylons and directional systems for automotive suppliers and dealerships to interior environmental graphics and vehicle wraps for a broader range of clients.

Signarama Troy's work spans multiple industries. In the automotive sector, the company has provided signage support for manufacturers, Tier 1 and Tier 2 suppliers, and dealerships along the I-75 corridor for more than two decades. Projects have included building signs, channel letters, monument signs, and fleet graphics that align with brand standards and regulatory requirements.

Beyond automotive applications, the organization produces custom school signs, including monument signs, wayfinding systems, ADA-compliant directional markers, digital message centers, and wall wraps designed to enhance campus navigation and community identity. Additional offerings cover interior office and lobby signs, dimensional letters, banners, window graphics, trade show displays, and complete branding packages.

The operation maintains an emphasis on process and craftsmanship. Design begins with client consultation to understand visual goals and practical constraints such as site conditions, permitting, and material durability in Michigan's climate. Fabrication draws on specialized equipment for channel letters, large-format printing, and precision cutting. Installation teams handle both ground-level and elevated work, coordinating with local authorities as needed. This end-to-end approach allows the company to support single-location businesses as well as multi-site rollouts.

Chapa has also addressed the internal culture that supports sustained performance. "We're not looking for people who just want a job," Chapa said. "We're looking for people who want a career. When you join Signarama Troy, you join a team that supports you, challenges you, and celebrates your growth." Team members have advanced through roles in production, project management, sales, and design, contributing to the organization's capacity to take on varied assignments while retaining institutional knowledge.

Signarama Troy's portfolio includes projects for community facilities, financial services firms, and commercial properties throughout the region. Examples range from high-altitude building facade signage visible to substantial daily traffic to history walls and recognition displays that mark organizational milestones. The company has also been recognized within the industry, including a client project featured on the cover of

Signs of the Times Magazine. These efforts reflect a consistent focus on producing signs that communicate clearly, withstand local conditions, and align with each client's visual identity.

As part of the broader Signarama network, the Troy location combines local knowledge of Metro Detroit markets with access to franchise resources and standards. Operations remain centered on quality materials, precise execution, and reliable project management. The facility and team continue to support businesses seeking durable exterior identification, functional interior wayfinding, mobile graphics, and coordinated branding elements.

Signarama Troy operates as a Michigan-based franchise of the global Signarama organization. For more than 25 years, the company has designed, manufactured, and installed custom signs for clients throughout Metro Detroit and beyond, establishing itself as a primary resource for commercial signage in the region. Its services encompass the full spectrum of interior and exterior applications, vehicle graphics, and related branding solutions, delivered from an 88,000-square-foot facility that supports both local projects and larger-scale requirements.

###

For more information about Signarama Troy, contact the company here: Signarama Troy Bob Chapa (248) 970-0742 info@michigansignshops.com 5875 New King Ct, Suite 100 Troy, MI 48063

Signarama Troy

Signarama Detroit in Troy is part of a global sign franchise with 900 locations in 60 countries. For over 25 years, we've delivered quality signage and exceptional service to Michigan communities.

Website: <https://michigansignshops.com/>

Email: info@michigansignshops.com

Phone: (248) 970-0742

