



Fort Lauderdale Sign Company Emerges With New Branding

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The Fort Lauderdale, FL-based company previously known as Southeast Creative Group recently rebranded and is now called Southeast Sign Company. The new branding is to help them focus more on their primary market, B2B selling. The company manufactures and installs electric signs.

"A storefront sign is a business's first impression," says Southeast Sign Company. "It's important that your sign is made with the highest manufacturing standards. Southeast Sign Company is a full service and licensed sign company. From local small businesses to national programs, our products include channel letters, monument signs, vehicle graphics, printing and essentially anything with words! We are South Florida's number one resource for signs and advertising."

The company is certified in the installation and service of electric signs and is well known among businesses in the area. Southeast Sign Company handles the installation and permitting process so their clients do not have to. Property managers looking to improve the appearance of their signage through neon to LED changeovers can rely on Southeast Sign Company to handle everything. The company's goal is to help their clients' brands stand out from the competition. Southeast Sign Company has designers and technicians and

other experts who can get any sign repair, design and installation job done quickly ? and with great attention to detail.

The sign company makes use of channel letters. Channel letters are known for driving more foot traffic than any other sign source, and they are incredibly common. Most storefronts have some variation of channel letter. The majority of letters are front lit, back lit or a combination of the two. Front lit channel letters illuminate the face of the letter, which is made of a translucent material (like acrylic) that allows for the illumination of LED lights. This form is both incredibly common and affordable. Channel letters are also back lit on occasion. These are usually made of aluminum, which does not allow light to pass through it and thus creates a glowing effect around each letter. Whichever option one chooses, Southeast Sign Company knows how to make the sign look as appealing as possible. Read more about channel letters at <https://southeastsignco.com/our-product/channel-letters/>.

“At Southeast Sign Company, we are ready to discuss your interest in channel letters or other sign products,” says the company. “We are licensed and insured in the installation of electrical signage throughout the entire state of Florida. Located in the Broward County, Fort Lauderdale Area, we are readily available to make an appointment and discuss your options.”

The company places great emphasis on customer service. At Southeast Sign Company, a pleased customer is always the ultimate goal, and they have succeeded in making a large number of customers very happy with their services ? as can be seen from the many 5-Star reviews the company has received.

Patrick Parsons, one of the sign company’s many pleased customers, says, “Nick and the team at Southeast Sign Company do amazing work! From start to finish, the communication, professionalism and end product were top notch! As a first time owner of a private training facility in Wellington Florida called Fight Fit Wellington, I was apprehensive of investing in a big sign. I am so glad that I did because it is already paying off with foot traffic in the door, eyes on my business and the professional look that I had envisioned for my facility. You can’t go wrong with Southeast Sign Company.”

Another customer, Dan Rogan, shares, “I must say it was a pleasure working with Southeast Sign Company. It started with James reaching out to our company to see if we had a need, and we happened to be in the middle of shopping for a new window wrap for our business. Next, the design process with both James and Nick went very seamless, and they were patient as we had to alter some ideas. Finally, the installation was fast, and the final product came out beautiful. Thank you, James, Nick and Sherry, for your professionalism, communication and overall excellent service!?”

Find out more about the Fort Lauderdale electrical sign company on Facebook. Additional information regarding their products and services can also be found on their website.

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For more information about Southeast Sign Company, contact the company here: Southeast Sign Company James Farrar - 17543322263 james@southeastcreativegroup.com 3375 NW 55th ST Suite B Fort Lauderdale, FL 33309

Southeast Sign Company

Southeast Sign Company offers visual branding solutions to small business owners and national companies alike. Our services include signage, printing, vehicle wraps, digital marketing - anything with words! The industry knowledge of our staff and a strong

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

Email: james@southeastcreativegroup.com

Phone: -17543322263



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