Signarama Troy / Metro Detroit Earns Back-to-Back Detroit Free Press Top Workplace Designation

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TROY, MI - March 16, 2026 -
Signarama Troy / Metro Detroit has received recognition as a Detroit Free Press Top Workplace for the second consecutive year. This award highlights the company's commitment to fostering a positive work environment in the signage industry. The designation comes from employee surveys conducted by Energage, a partner of the Detroit Free Press, assessing aspects such as company culture and employee engagement.

The back-to-back honor reflects feedback from team members at Signarama Troy / Metro Detroit, also known as Michigan Sign Shops. Employees participated in the survey, providing insights into daily operations and workplace dynamics. This recognition places the company among 201 employers selected as Michigan Top Workplaces for 2025, following a similar achievement in 2024. The process involved surveying 89,847 Michigan employees, with a 58.8 percent response rate overall.

Signarama Troy / Metro Detroit operates as a Michigan sign company serving the Metro Detroit area. The team designs, produces, and installs various signage solutions, including vehicle wraps, indoor signs, outdoor signs, and banners. With over 25 years of experience, the company manages projects from initial consultation to final installation, handling permits when necessary. This approach ensures comprehensive service for clients across different sectors.

Bob Chapa, President and CEO of Signarama Troy / Metro Detroit, commented on the achievement. "This back-to-back recognition stems from the dedication of our team members who contribute to a supportive environment daily," said Chapa. "Their efforts enable the delivery of signage projects that meet client needs in the region."

The award underscores the importance of employee satisfaction in the sign manufacturing sector. Signarama Troy / Metro Detroit maintains a focus on training and development, with staff attending educational programs to enhance expertise. The company's structure supports collaboration, allowing for efficient handling of

custom signage requests. Past projects demonstrate this capability, such as wall murals for a language education provider in Farmington Hills, building signs for a financial services firm in Troy, and a combination of channel letters, interior signs, and wall murals for a coffee business in Royal Oak.

In addition to the Top Workplace designation, Signarama Troy / Metro Detroit has received other acknowledgments. The company appeared on the cover of Signs of the Times Magazine, highlighting its contributions to the industry. Membership in the International Sign Association further connects the firm to broader trends and standards in signage.

Mike Stephens, Senior Sales Representative at Signarama Troy / Metro Detroit, shared additional perspective. "The team's commitment to quality and service has built a culture that values each member's input," said Stephens. "This environment supports our work in creating effective signage solutions for various clients."

Signarama Troy / Metro Detroit functions as part of a global franchise network with 900 locations in 60 countries. The local operation emphasizes in-house production using automated equipment and advanced printers. This setup allows for customization while maintaining consistency in output. Clients benefit from on-site consultations or showroom visits, where experts discuss project requirements.

The recognition as a Top Workplace aligns with the company's history of adapting to market changes. Over the decades, Signarama Troy / Metro Detroit has expanded services to include environmental graphics and full-scale exterior sign rollouts. These offerings cater to corporate accounts needing coordinated branding across multiple sites.

The survey process for the Top Workplace award evaluates factors like alignment, execution, and connection within the organization. High scores in these areas indicate strong internal practices at Signarama Troy / Metro Detroit. This feedback loop helps identify strengths and areas for improvement, contributing to ongoing development.

Signarama Troy / Metro Detroit's portfolio includes diverse applications, from high-altitude building signage to interior enhancements. Each project involves detailed planning to align with client branding objectives. The team's expertise ensures installations comply with local regulations, providing a seamless experience.

As a franchise, Signarama Troy / Metro Detroit draws on global resources while maintaining local focus. This balance supports innovation in signage design and materials. The company's presence in Troy facilitates service to surrounding communities, including Farmington Hills and Royal Oak.

The back-to-back awards signal sustained performance in employee relations. Industry observers note that

such recognitions correlate with business outcomes, as engaged teams often deliver higher quality work. For Signarama Troy / Metro Detroit, this translates to continued client satisfaction in the competitive signage market.

Signarama Troy / Metro Detroit provides signage solutions that enhance visibility and branding for businesses. The company's approach integrates design consultation with professional installation, covering a range of products from banners to vehicle wraps. This comprehensive service model has established the firm as a key player in Metro Detroit's sign industry.

The Top Workplace designation for 2025 builds on the 2024 honor, marking consistent employee approval. This achievement reflects the collective efforts of the staff, who handle daily operations from production to client interactions. The recognition serves as a benchmark for other companies in the sector.

Signarama Troy / Metro Detroit continues to invest in its team, offering opportunities for growth and skill enhancement. This strategy supports retention and attracts talent in the field. The company's culture emphasizes craftsmanship and service, aligning with the values highlighted in the award.

In summary, the back-to-back Top Workplace recognition affirms Signarama Troy / Metro Detroit's position in the industry. The firm remains committed to its operations in Metro Detroit, providing signage services that meet evolving client demands.

Signarama Troy / Metro Detroit is a franchise location specializing in custom signage. With a history spanning more than 25 years, the company serves various industries through its design, production, and installation capabilities.

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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.

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