

What is Sign Industries and what does it do ?

A sign is the first and one of the best opportunity to communicate with customers and the public in general. Signs must be effectively designed, well manufactured, correctly installed, positioned and displayed to optimize the message.

From a business perspective, a sign is not best viewed as an expense, but as an investment. It is made and paid once yet with proper maintenance it will last for years and return the investments in manifolds.

With this investment approach in mind, Sign Industries is specialized to meet the needs of our clients and to assure that our products and services justifies the investment trust of our customers, we are dedicated to supply only the best in product and service.

So what do we actually do?

We have six primary functions to perform in our line of operation.

- 1]Consultation
- 2]Graphic design - Idea to Identity
- 3]Permits for Signs
- 4]Products.
- 5]Installation
- 6]Maintenance and after sales service.

1] Consultation

Sign Industries offers professional consultation service in the area of architectural and general signage.

Pre construction consultation:

We prefer to get involved from the very beginning stage of the project or when the blue prints are being prepared before even the construction begins. This way we can work with the architects to reserve certain provision in terms of size, exposure, visibility, reach, height, and power point for the signs as they would be installed later on.

Post construction consultation:

'It is never too late', and that is our motto. Either due to oversight, poor planning, insufficient funds or change in management or due to numerous other reasons, certain buildings and construction do not have any signs or lacks adequate signage. In this situation, we give full recommendation and planning to cover the area within and outside the perimeter of such facilities with comprehensive plan for sign system. Our top priority has always been the customers bottom line in terms of their budget.

What is covered in consultation ?

We visit the facility (sometimes more than once) and take all measurements and photographs. Detailed drawings are rendered with image super imposed to give 'real WYSIWYG (what you see is what you get) image. All designs are drawn on scale and in correct proportion unless where stated otherwise. This way the client and their architects will get a true picture of anticipation.

Consultation includes and covers the following topics;

- 1]Why do I need a sign ?
- 2]When do I need a sign ?
- 3]Where do I put my signs ?
- 4]Who is qualified to be my Sign supplier ?
- 5]Which type of signs do I need ?
- 6]What type of image is best for my signs ?
- 7]How to get an expensive look without extra expense.
- 8]The do's and don'ts of a sign.

A lot of times, consultation team is made of our consultants, members of fabrication and installation team, Graphic designers, electrician, masons and other technicians mostly from our in-house team.

2) Graphic Designs

Signage has been describes as “The Language of Visual Communications” whilst Graphic design is described as the “Art in Visua Communications”. They compliment each other with the end product.

The Graphic Visual is supposed to stimulate the consumer to change their purchasing habit.

But the sign is not always targeted at the consumer. At times it is supposed to be used as a directional or informative sign, mandatory, prohibitory or safety sign and like wise.

Therefore it is important to identify the purpose and create a clear yet appealing image, message, symbol or design to serve the purpose.



With the advent of digital printers and digital technology in general, a poorly prepared graphic design will have done a great deal of injustice to the power of modern technology. Our art department will develop the concept based on the product, target, consumer and the culture in which the item in question need to be promoted. We are fully equipped in terms of hardware as well as software and human resources to generate the graphic visual that can either be printed or converted into a sign. At times we work in collaboration with the advertising agent who may be involved and guide them to the practical side of the end product.

3) Information about permit

Before installing an outdoor sign, first of all, the landlord must agree as many a times they have their own regulations and requirements. But even if the Land Lord has given a green light, additional permission (Permit) must be obtained from relevant authorities.

In Tanzania, mainly government 4 entities needs to give be grant permits before any outdoor signs can be erected or installed and not necessary all 4 of them have to be involved.

For yearly payments, its either Municipal OR TRA

For Outdoor Road signs and bill boards. Permit on Roads and side roads must be sought hence its either TANROADS or TARURA depending on the road and area.

They are;

- 1) Municipal Authority as per the ward area
- 2) TRA - Tanzania Revenue Authority
- 3) TANROADS - National Roads agency for major roads
- 4) TARURA - For minor roads

The rates will differ depending on the area and vicinity. Any boards installed without appropriate permit and subsequent payment can be removed by the relevant authority and legal actions may be taken.

In addition to the permit for the actual sign, aa primary permit is also mandatory for doing the site work and installation, erection of scaffolding etc.

Liaising with the authority

We mus admit that this is one particular area we would like to keep our distance from getting involved into. This is particularly due to the beaurocracy in the government offices.

Sometimes it may feel like there is no explicit law in black and white that governs this chapter without ambiguity and this situation has created a lot of anxiety to the consumer.

The lack of coordination between Roads authority and municipal authority has further contribute to a confusion due to lack of communications between them.

However as much as we dislike this part, at times we go out of our way to accommodate the client with some additional service fees as part of our Value Addees Service'

4) Products

To get a good idea of our line of products and services, kindly check our Gallery

5) Installation

This is a major component of our service and we strongly advice our customers not to attempt the installation as a DIY to save money project as it bears a lot of responsibility.

Our warranty will also become void when sign made by us and is installed by a 3rd party.

We are licenced contractor, approved by the National Board of Contractors CRB as Class 1 Certified contractor and also carry the necessary insurance and employ qualified and well experienced people and correct equipment in this process. We install all signs manufactured or supplied by us and in addition to that, we also act as sub contractor for signs manufactured and supplied by foreign corporate which are made by their Global Suppliers.

We have installed signs on roof tops, highways, roadsides, on-premises and off premises and done branding on fuel tanks, glazing and curtain walls using cradle and also in unusual locations and this is done nationwide and beyond into neighboring countries as well.

PROFESSIONAL INSTALLATION



160 sq Feet Flexy Sign being installed on the 9th Floor using a high crane.



7m X 2m X0.6m Pylon Sign in the installation process on the concrete plinth also made by us.



6m X 3m Bill Board in the installation process on the concrete plinth also made by us.

6) Service & Maintenance

We are always ready to offer 'After Sales Service' of products manufactured and supplied by us. Most of our items carry a warranty as well. We may however not offer service to products made and supplied by others.

Since we are using high quality of materials in fabrication as well as in electrical components, a breakdown is a rare situation and should that ever happen, we pay full attention to address and correct the situation. Refer to the testimonials and you will see reputable companies offering their testimony on our quality, product, professionalism and after sales service.

in some rare situation where a client desires to install a sign in avery awkward location, we advice them before hand that future service in this spot will be very difficult and expensive and tell them to opt for an alternate location.

Signs & Light box in 'Sea Worthy' packing ready for upcountry despatch



Our Signs and branding elements have been despatched and installed to numerous up-country nationwide and also exported to Kenya, Zambia, Djibouti, Comoros, Burundi, Congo and targeting more areas especially in Africa.