



...delivering visual integrity



Capability Statement

Company Name: SignSite Group

Trading Name: SignSite Group Pty Ltd

ABN: 21 620 267 085 ACN: 620 267 085

Year Established: 2012

#### Builder Licences:

QLD QBCC #15154090

VIC Commercial CCB-L 66112

TAS Commercial 375964863

#### Legal Structure/Ownership:

Location(s): Head Office – Brisbane, Sydney,  
Melbourne, Gold Coast, Adelaide, Florida (USA)

Postal Address: 34 French Ave, Brendale

Phone Number: 1300 20 12 20

Email: [info@signsite.com.au](mailto:info@signsite.com.au)

Website: [www.signsite.com.au](http://www.signsite.com.au)

#### Primary Contact: General Manager

Name: Aaron Davies

Position Title: General Manager

Email Address: [aaron.davies@signsite.com.au](mailto:aaron.davies@signsite.com.au)

Mobile Phone: 0433 236 269

Telephone: 1300 20 12 20



## CORE COMPETENCIES:

**SIGNAGE DESIGN**

**SIGNAGE PRODUCTION**

**SIGNAGE FABRICATION**

**PROJECT MANAGEMENT**

**SIGNAGE INSTALLATION**

**DIGITAL SIGNAGE SOLUTIONS**

**KEY ACCOUNT MANAGEMENT**

Our team represent a diverse range of design, production and management disciplines all sharing the vision to guide, inspire and deliver.

We are approachable, customer focused and love taking on new challenges.

We are a team of professionals, with the determination to deliver quality signage solutions with service excellence, for Australian Corporations Australia Wide. Our business is founded on a desire to explore, develop and engage in the opportunities that are presented.

Our culture is one of determination and commitment to represent our clients with integrity. We started from humble beginnings. With directors in both Australia and the United States, our businesses have matured to provide National solutions for Australia and the United States. We provide complete corporate signage solutions, having developed our business model with our supply partners, our staff, and our business partners, we complement each other and in turn provide confidence to our clients in achieving their desired National outcomes.

**Mission Statement:**

Our company's purpose is to provide a level of service that exceeds our client's expectations by means of following through with our commitments and deliver exactly what our clients expect and nothing less.

Our team represent a diverse range of design, production and management disciplines and share the vision to lead, inspire and deliver. We focus our key account relationships to foster personalised service with meaningful outcomes.

# Capabilities & Capacity

## Signage Design

Industry knowledge allows us to integrate both design and management disciplines to ensure ideas can be effectively translated into a built reality. As an independent advisor, we can offer custom solutions to fulfil project objectives.

## Signage Production

Our signage and visual solutions comply with international manufacturing standards. We have experienced and knowledgeable craftsmen using the latest laser-cut technologies, print and fabrication techniques. Our quality control team inspect every sign we produce, and the signs don't leave our facility until they meet our high standards.

## Signage Fabrication

A core strength of our business is the ability to custom fabricate inspirations into reality. We are motivated by the challenges in manipulating raw materials into pieces of art. Our experienced craftsmen skilfully create quality products in-house utilising first class materials and conforming to International standards resulting in an unforgettable visual impact every time. Our proven history and superior manufacturing outcomes are a result of the clear and effective collaboration between our Clients, talented Construction Design Team, Operational Staff and Quality Assurance Department.



## Key Account Management

We cultivate mutual trust by honouring the commitments of our relationships. We harness internal and external relationships for mutual benefit. We share ideas, communicate and foster relationships of value. This reflects through our vendors, suppliers and clients alike. We take leadership and assume responsibility across all aspects of our business. We pro-actively seize opportunities to optimise project outcomes.

## Project Management

We provide fully integrated and personalised project solutions that consider the entire project lifecycle. By strategically identifying the project goals and desired outcomes whilst defining the parameters by which the project is undertaken, we can develop a plan that delivers project certainty.

## Digital Signage Solutions

When it comes to digital signage solutions, SignSite offers the most diverse range of products, backed by years of experience to ensure a robust and highly functional solution is provided, fulfilling our individual client's requirements.

## Signage Installation

Following the fabrication of your Australian made quality product, we can also offer certified and highly experienced on-site installation personnel who provide extensive trade expertise to ensure the commissioning of your sign is performed safely and efficiently. All works are performed in conjunction with our Quality Assurance standards and WHS plans to successfully deliver large and small, public or private installations.



# Our Values

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## Teamwork

Our Team delivers a collaborative effort to achieve a common goal to complete tasks in the most effective and efficient way. Our basic team dynamics include:

- Open communication to avoid conflicts
- Effective coordination to avoid confusion and the overstepping of boundaries
- Efficient cooperation to perform the tasks in a timely manner and produce the required results, especially in the form of workload sharing
- High levels of interdependence to maintain high levels of trust, risk-taking, and performance.

## Expectations

For us to win as a team and as a company, we need to focus on always providing service excellence.

- How can we make it easier for our client?
- How can we better communicate with our client?
- How can we 'surprise' them with an act of kindness or support they were not expecting?
- How can we exceed their expectations?

When a client provides praise and appreciation it's one of the best professional feelings we experience. The opportunity for that gratitude from the client and appreciation for the professional services offered starts with us.

*"Provide a level of service that exceeds our clients' expectations"*



# Our Values

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## Passion

We absolutely love what we do, and we perform to our very best. At SignSite Group, we're passionate about our profession, about delivering your project and above all, exceeding your expectations.



## Preparedness

At SignSite Group, preparedness underpins our whole operation. On every project, we must plan well, stay alert throughout the project, have the foresight to see any problems and then head them off before they eventuate. Quality planning and preparation reduces risk and maximises opportunity.



## Creative Thinking

Thinking out of the box gives us, and our clients, the winning edge. We plan a strategy based on lateral thinking and combine this with our tested systems to deliver the best quality outcome – every time.



# Products

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## Corporate

We are excited to provide National solutions for our corporate clients. From consultancy services, construction and graphic design, fabrication and manufacturing to installation and after sales servicing, we have a comprehensive and resolved suite of solutions for our clients. SignSite Group has developed a Key Account Management team, this team provides our corporate clients the ability to access technically skilled resources on demand. We are proud of the advances we have made in fostering an inclusive and comprehensive relationship with our corporate clients.

## Industrial

SignSite Group has comprehensive Industrial Signage Solutions. We provide Occupational Health and Safety, Factory, Warehouse and Facility packages. Our construction design department compliments your business needs by adopting the most effective signage types for your facilities. From consultancy services, construction and graphic design, fabrication and manufacturing to installation and after sales servicing, we have a comprehensive and resolved suite of solutions for our clients.

We consider ourselves an extension of our client's businesses, we take pleasure participating in the journey to discover and develop of our client's brands for their intended audience.

## KEY EQUIPMENT

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**HP LATEX PRINTING**

**HP FLATBED UV PRINTING**

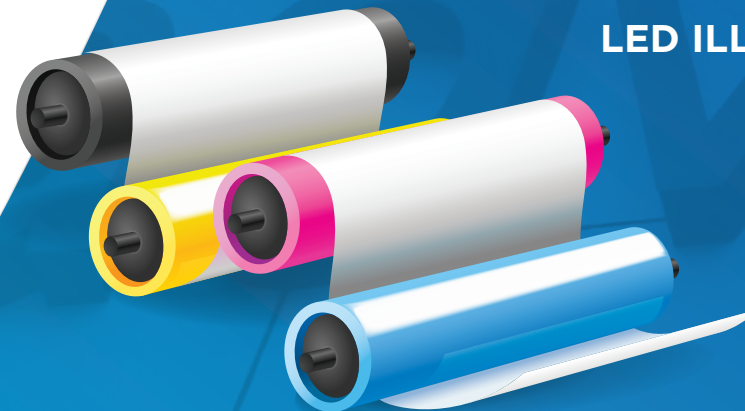
**VINYL PLOTTING & LAMINATING**

**CNC ROUTING**

**3D LETTER BENDING MACHINE**

**3D LASER WELDING MACHINE**

**LED ILLUMINATION FACILITY**





# Products

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## Retail

Our passion for retail extends from our insight into our client's businesses, how they operate and how we maximise revenue for our clients through strategically engaging well considered Retail Signage Solutions. SignSite Group has a comprehensive and well-regarded knowledge of the retail industry. Having supported many National Brands through their rebrand projects we have taken much pleasure in seeing our client's businesses flourish over the years.

SignSite Group is here to support you and your business by pushing the boundaries on what has been undertaken yesterday to what can be achieved tomorrow. Retail is about being fresh and innovative, we shine in this space and have genuine passion for the delivery of excellence in this field. If it's challenging we love it, if it requires thought and ingenuity we crave it, when you require a dependable partner to represent your business, we stand ready to serve.

## Digital Signage

SignSite has built Australia's largest car dealership outdoor digital pylon sign and 2 iconic high definition digital screens that decorate the heritage listed Queensland Performing Arts Centre, among many other amazing digital signage projects we have delivered, our product offerings are feature rich and able to be controlled en masse globally from any location with internet access.

Our experience is trusted by national brands to manage their digital signage networks efficiently by our state-of-the-art cloud based digital Signage as a Service content management system.

**SOFTWARE  
& SYSTEMS**

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**XERO**

**ONYX**

**SHOPVOX**

**ADOBE CC**

**SMARTSHEETS**

**SIGN DIRECTOR**



# Products

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## Vehicle Fleets

We work with many clients to service their vehicle fleets. Often the most challenging area in successfully managing a fleet of vehicles and their associated signage can be consistency. This is an area we provide purpose and structure. Ensuring colour and design conformity, finish and quality is key to successful signage fleet implementation. Regional, remote and metro locations are accommodated by SignSite Group through our extensive National Network.

## Pylon Signs

Pylon Signs represent a purpose in translating a message to a wide and varied audience. This sign type is typically large and would be traditionally well exposed to passers-by. We provide intelligent content and embrace technology to support the exposure of this sign type to the public. Pylon Signs should represent what your business stands for, a beacon identifying and complimenting a business and its brand. SignSite Group offers a wide variety of pylon sign solutions each tailored to meet your business's needs. There are many options available to you, we work through identifying which type of Pylon Sign will achieve your desired business outcomes.

## Finance

We recognise the value in promoting your brand to your intended audience. Finance often makes the opportunity to promote, one step closer. Speak with us regarding the multitude of options available for affordable signage finance.

# TYPICAL VALUE OF PROJECTS

**\$5,000 - \$1,500,000.00**



# Products

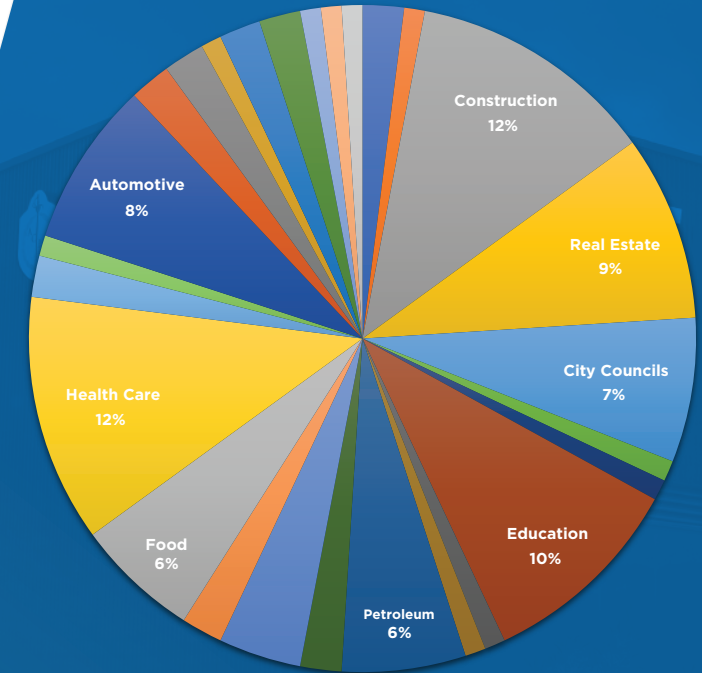
## Fabricated Letters

SignSite custom builds fabricated lettering in our Brisbane facility from a wide range of materials and textures. Incorporating the latest lighting technologies to ensure your brand gets the attention it deserves. SignSite Group produces a wide variety of fabricated lettering offering non-illuminated and illuminated solutions. With advanced robot technology we can accurately identify and produce your logo and messages with precision, bringing your lettering to life. Aluminium, Stainless Steel, Acrylic and much more, fabricated lettering is one of the best ways you can present your brand. Fabricated letters or Channel Letters come in many forms, we are pleased to offer our clients clever design and quality materials to achieve a professional and long lasting fabricated lettering solution for their business. Fabricated letters or Channel letters can be designed to accommodate many different finishes and combinations:

- Face Illuminated Fabricated / Channel Letters
- Halo Illuminated Fabricated / Channel Letters
- Edge Illuminated Fabricated / Channel Letters
- Stainless Steel Fabricated / Channel Letters
- Aluminium Fabricated / Channel Letters
- Plastic Fabricated / Channel Letters
- Acrylic Fabricated / Channel Letters
- Non-Illuminated Fabricated / Channel Letters
- Metal Fabricated / Channel Letters
- Reception Fabricated / Channel Letters
- Business Fabricated / Channel Letters
- Company Fabricated / Channel Letters
- Logo Fabricated / Channel Letters
- Retail Fabricated / Channel Letters and much more....

Fabricated letters provide message and branding distinction and in general are the most professional form of lettering for a business to commission. SignSite Group is pleased to offer Fabricated / Channel Letter solutions for Retail, Wholesale, Industrial and Corporate businesses. We design, engineer, fabricate and install our product Australia wide.

## SECTORS



# Some of our clients



SignSite Group provide National solutions for Australia, Asia, Oceania and the United States. We provide complete corporate signage solutions, having developed our business model with our supply partners, our staff, and our business partners, we complement each other and in turn provide confidence to our clients in achieving their desired National and International outcomes.

#### Builder Licences:

QLD QBCC #15154090

VIC Commercial CCB-L 66112

TAS Commercial 375964863

#### Brisbane

Head Office & Factory

34 French Ave, Brendale, QLD 4500

#### Brisbane City

By Appointment

9/204 Alice St, Brisbane, QLD 4000

#### Gold Coast

By Appointment

Level 15, 2 Corporate Court,  
Bundall, QLD 4217

#### Sydney

By Appointment

903/50 Clarence St, Sydney NSW 2000

#### Melbourne

By Appointment

Level 8, 805/220 Collins St,  
Melbourne VIC 3000

#### Adelaide

By Appointment

3/55 Gawler Place, Adelaide SA 5000

## Final Words

Most importantly, SignSite Group values the relationship with our clients, business and supply partners, project stakeholders, staff and the success that develops from this mindset.

We employ professionals on our projects because experience demonstrates this is the only way to deliver quality outcomes on time and within budget. Our understanding of design, engineering and signage construction enables our project teams to obtain value for money with the fluidity of our projects. Our expertise provides certainty to our clients as project teams consider and implement lower project costs.

SignSite Group provides best practice signage design, construction and installation techniques that have consistently proven results superior to our competitors. We have been regarded as the benchmark for signage with the personal touch of a home-grown Aussie business.

SignSite  
Group



# 4X4 WRAPS

4x4Wraps is available to provide a high quality vehicle wrap solution for 4x4 owners throughout Australia. Not only are vehicle wraps an affordable means of colour change or advertising but they also provide additional protection against weather, scratches and abrasions, ensuring that the original paint is protected and maintained beneath the wrap even when going off road.

Proudly 100% Australian owned, 4x4Wraps operates throughout Australia as a division of the SignSite Group. Sharing their vision to lead, inspire and deliver across a diverse range of design, production and management disciplines.

[WWW.4X4WRAPS.COM.AU](http://WWW.4X4WRAPS.COM.AU)

## *Your Wallpaper*

We take DIY decorating to a whole new level. Your Wallpaper was formed to provide a high quality and economical wallpaper solution for residences and businesses throughout Australia. Your Wallpaper's website utilises a clever design tool that provides you complete control in creating a visual render of your room with furnishings, windows, doors and much more. Customise wallpaper and murals to suit your room and exact wall size all online in your own time at your own pace.

Select from our gallery or upload your own images to our online design tool which will then prepare your files as 'ready to install' DIY packages. Using an environmentally friendly PVC-free wallpaper, installation has never been easier.

[www.yourwallpaper.com.au](http://www.yourwallpaper.com.au)





# SIGNDIRECTOR CONTENT MANAGEMENT SYSTEM

SignSite Group have invested heavily in the development of our own SignDirector content management system.

SignDirector lets you become a professional content producer for your digital signage using familiar tools and controls right from within your web browser. Create in minutes, publish in seconds.

Install directly to any android device or convert any HDMI compatible display into a cloud controlled asynchronous digital sign with our SignDirector players.

See more at: [signdirector.com](http://signdirector.com)

## Details:

- Manage content remotely from any web browser.
- User friendly interface.
- Powerful content scheduling system.
- Check proof of play and view diagnostic information.
- Continuous operation in the event of internet outage.
- Auto restart in the event of a power outage.
- Australian hosted servers.
- Local support.
- Free software updates for lifetime of subscription.
- Compatible with LED and LCD displays.

## Inclusions:

- Remote monitoring - Screen playlist and connectivity reporting
- Online playlist creation tool, playlist management and content scheduling
- Asynchronous control system (offline play)
- Cloud based management from any worldwide location
- Data centre - 7 days backup with 24/7 intrusion protection and server monitoring

## Optional Extras:

- Remote support can be provided at \$50 per licence + GST
- Remote support and professional content management can be provided at \$80 per licence + GST\*
- 3G/4G compatible modem for internet connection can be provided at an additional cost.\*Professional content management is limited to a maximum 4 changes per calendar month - subject to fair use and consultation.



## WHAT YOU NEED TO KNOW

### Why complying with the law is important:

We operate under strict Government regulations and compliance, trade qualifications and licencing. This provides our clients with confidence in our professional products and services, our responsible approach to site and product safety.

Companies that trade illegally and without a relevant builders licence risk significant fines and imprisonment. When illegal trades are engaged, clients are left exposed to substandard products and services, unsafe practices and products, and in some cases penalties and fines.

It is important you always ensure your contractor is compliant with the QBCC act for your and the communities safety and protection.

### Licencing Requirements:

Signage companies are required to hold a relevant Queensland Building and Construction Commission (qbcc) licence to provide the following services in the State of Queensland:

**Construction, installation, maintenance or repair** of signs and supporting structures for signs; and

**Concreting work** for footings for supporting structures for signs; and

**Prepare plans and specifications** for signs and supporting structures

At SignSite Group we are a team of highly skilled industry professionals with a strong focus on providing custom signage solutions with visual integrity.

Our custom signage and visual solutions adhere to strict manufacturing standards. We have experienced and knowledgeable tradespeople utilising the latest technologies in our industry.

For further information please contact our office on 1300 20 12 20.





# SignSite Group

Australia Wide:

Phone: 1300 20 12 20

Email: [Info@signsite.com.au](mailto:Info@signsite.com.au)

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