

# GET SIGNED UP

*HOW "SIGNED UP" IS REVOLUTIONIZING THE OLD INDUSTRY*

When was the moment in your recent memory that you paused to think of the creativity and artistry behind building a business sign? Indeed, most people only pay attention to these common brand signs when they directly encounter them, like when a car with an unfamiliar logo quickly crashes nearby. However, a new company is changing the traditional industry by using the newest technologies and eco-friendly methods to show that sign design is a form of art. Last week, I was able to dig into the inner workings of the leading sign and advertising company, Signed Up Signs and Advertising, which is revolutionizing the field of commercial signage. Innovation is integral to every process step, from the first design concept to the end product.

The information creativity that this is only a first step is significant. The coolest thing is how Signed Up engineers envision these dream signs in the digital world and translate them into our physical universe using sophisticated technologies. According to Blaise Benevenga, "Our engineers are like modern sculptors." Under the computer's shelter, they can work with robots, algorithms, and multi-axis machining processes to give ideas life in a final product that is always precise." Using a fleet of industrial 3D printers with specialized filaments to print in color, their production facility will be able to generate signs with never-before-seen texture and organic shapes in this industry. "We can create surface details and material properties that just couldn't be realized previously through traditional manufacturing methods," said Blaise Benevenga.

**"Our new approach to signage breaks old patterns by employing innovative tools to expand the boundaries of design creativity. Digital image creation through machine learning and generative AI is a quick way for us to explore many graphic ideas appropriate to the brand's personality and the client's marketing goals."**

**-Blaise Benevenga**

Structural components like columns and beams are made from aluminum, steel, and wood using 5-axis CNC routers and robotic welding cells. It should be noted that the anticipated change in the future concept of sign-making is the main driving factor for the startup to show a new standard in manufacturing that provides lesser environmental impact without jeopardizing the quality or innovation level. By redesigning their bases' systems, they show how ethical manufacturing and the latest designs could be a good match. Sharp graphics are affected by using solvent ink printing with advanced technologies on any background imaginable. The next step will be a thorough quality check performed by a team of experts from Signed Up. "The signs we develop is not just branding, but an extraordinary feature that allows a customer from a big automaker who worked with Signed Up to be fully immersed in our brand world.", claimed Blaise Benevenga. "It does not only reinvent the usual purchasing process but also automates the entire experience of one's visits to a shop."



One of Signed Up's most impressive capabilities is its devotion to environmentally friendly production processes. Blaise Benevenga stated, "Our factory is completely off-the-grid and zero-emissions." "We must be sustainable by using proper renewable energy and biodegradable materials, and we must not allow any waste to go to landfills." Signed Up has accumulated an impressive portfolio of top retail, hospitality, entertainment, and beyond brands for the last four years. Signed Up has disrupted the entire signage industry by combining design, technology, and environmental awareness. In summary, Signed-up Signs and Advertising are revolutionizing the signage industry and redefining how businesses and consumers perceive and interact with brands. Their commitment to combining cutting-edge technology and sustainable practices points to a future where artistry and environmental responsibility coexist seamlessly. Signed Up continues to push the boundaries of what's possible and stands as a beacon of innovation, proving that through creativity, technology, and a commitment to the planet, even the most ordinary objects can become extraordinary.

**"It is with our work that we reshape this industry's existing narratives and stereotypes. We're doing much more than just crafting signs. We're in the business of building brand experiences in physical spaces that elevate ordinary locations into exciting environments. The initiative's innovativeness and environmental concern make it not unusual for the team at Signed Up to aspire to even more significant achievements. Right now, we are working on AI vision computing for interactive displays, and besides adding volumetric and 3D light field videography, our team is always trying to reach the next level of creativity."**

**-Blaise Benevenga**