

## About

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### History

Since its foundation in 1987 Major Graphics has established a strong reputation for completing a wide variety of signage and associated work.

The Company has been responsible for the construction and installation of many of Melbourne's landmark signs for major corporations.

Major projects for public institutions such as universities and hospitals have also been successfully completed. At Major Graphics our experience for customised design, manufacture, and installation and after sales support extends to sign and feature lighting for all types of architectural, corporate, building, directory, entertainment and retail environments.

Although Major Graphics regularly undertakes projects which are large and complex, it also manufactures and installs signage for smaller businesses. We also do work as small as desk top signs, enabling us to complete signage solutions for all types of clients. All work, regardless of size or complexity, is carried out with the same expertise and attention to detail.

### Capability

Major Graphics is a privately owned and managed business. With repeat business sales exceeding 80% of total sales we have capably provided for local and national customers for more than 20 years. We are experienced in providing customised design, manufacture, installation and after sales support in sign and feature lighting for all architectural, corporate, building, directory, entertainment and retail environments.

#### ***Major Graphic Signs and Services - "building visual worlds"***

We complement all we do with our project management services. As licensed building practitioners and electrical contractors we co-ordinate from design, through permit application (if required), manufacture, installation, commissioning and after sales support. We offer you complete feature lighting and sign services.

#### ***Major Graphic Signs and Services - "maintaining high standards"***

We attribute our success to our staff for their attitude, drive, experience, understanding and desire to respond to customer needs.

- custom design & fabrication ■ neon, cold cathode & L.E.D. feature lighting ■ illuminated signs
- corporate identification ■ directional & reception signs ■ architectural signs ■ pylon & gaming signs ■ urban art
- large format graphics ■ 3D acrylic & metal fabrication ■ computer cut lettering ■ conversions, service & maintenance

## About *continued*

### Health & safety

Major Graphics is committed to providing a safe and healthy environment for all employees, contractors, visitors and customers.

We recognise our obligation to manufacture and install products that can be relied upon to fulfil their intended purposes safely without risk of injury or ill health.

In order to achieve this all staff, contractors, visitors and customers are encouraged to assist through personal commitment and involvement in all areas relating to health and safety.

### Sustainability

Major Graphics accepts its responsibility to meet legislative and community expectations for managing all sustainability issues. At Major Graphics we believe in sustainable business practices defined by the United Nations Brundtland Commission report of 1987 as - "Meeting the needs of the present without compromising the ability of future generations to meet their needs".

"The Brundtland Commission (formally the World Commission on Environment and Development) was convened by the UN in 1983 to address growing concerns about the accelerating deterioration of the human environment and natural resources, and the consequences of that deterioration for economic and social development".

Simply put, sustainability is about embracing the "three Rs: respect, relationship, responsibility. It is about respect for each other, respect for our earth and respect for future generations."

Major Graphics are committed to responsible sustainability management. Our SMS (Sustainability Management System) functions by:

- \* Minimising all forms of waste and recycling wherever possible
- \* Preventing pollution
- \* Designing and maintaining better systems of work in order to minimise environmental impacts
- \* Resource conservation
- \* Research and implementation of alternative innovative technologies and best practices
- \* Energy efficiency
- \* Regular auditing and continuous monitoring of the SMS

Major Graphics provides the necessary information, instruction, training and supervision to enable employees and contractors to understand their sustainability obligations.

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## About *continued*

### After Sales Service

After sales support is an essential part of our service. We believe we provide the service that others don't. Major Graphics after sales service helps you maintain your investment in brand and asset. Our technical data management system ensures timely retrieval of reliable technical information when needed and our trained personnel are experienced in providing fast, quality service, repairs and refurbishments.

As part of our after sales service we can carry out regular safety and/or maintenance inspections of our signs. We can clean, repair, relocate or refurbish our products. As well as this we can convert or maintains signs provided by other manufacturers.

### Business with Major Graphics

#### Needs Analysis:

At Major Graphics we work with customers either directly or in conjunction with architects, designers, shopfitters or builders.

We help customers identify their needs while assisting with alternatives for technical specifications, costs and practical creative or manufacturing techniques. This ensures we meet our customer's expectations for the visual creative aspects plus budget expenditure and on time delivery.

Importantly we address future serviceability needs in the initial design and creation phases of all projects. Where needed we can provide the detailed manufacturing specifications.

#### Pre Manufacture:

Site visits and photographic aspects help provide the basis for montages to illustrate the scope of works and site aspects. These are particularly useful for assisting with permits and town planning applications and final approvals prior to manufacture.

#### Installation:

Local or interstate installations are planned and executed to meet site and customer needs. Third party installations are provided with detailed floor plan, location and "how to" instructions where applicable. Our attitude and commitment is that taking care helps to prevent unexpected delays and disruptions on site.

#### After Sales Support:

Finally, after all is completed Major Graphics after sales service helps you maintain your investment in brand and asset. Our technical data management system ensures timely retrieval of reliable technical information when needed and our trained personnel are experienced in providing fast, quality service, repairs and refurbishments.

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### **“Quality which is Built to Last” - Stop for a moment and ask.**

Why are some signs noticed and others not?

Why are some signs, which look attractive and eye catching, so hard to read?

Why do some signs look better than others?

Why are some signs poorly lit??

Why do some signs last longer than others?

Why do some signs look second hand so quickly?

Why do some signs cost so much to repair?

Why are some signs repairable and others not?

Why are the colours of some signs so dull?

All of these questions and many similar ones can often be answered simply.

Initial design, material types, thickness and finishes, construction techniques and quality components all have an influence. In short what a sign is made from and how it is built are crucial to achieve an enduring quality outcome.

Seemingly equivalent quotes can be deceiving. Usually for all materials, components and finishes there are choices that manufacturers make (such as quality versus cost, sturdy versus flimsy, durable versus short lived, serviceable versus unserviceable.) These can all influence the final product.

Commitment to quality choices in design, material selection and manufacturing process is what typifies Major Graphics quality.

Information for Architects, Designers, Shopfitters & Builders

At Major Graphics we are happy to assist with advice on materials and construction methods during project design phases. Give us a call and draw on our experience obligation free.

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