

THE Golden Rule

D I F F E R E N C E

When shopping for a digital marquee it is hard to be a professional buyer when it's not your full-time job. Most clients need assistance in understanding the technology, terms, materials, and what to expect. For that reason, Golden Rule Signs takes the steps to build high-quality signs that you expect and more importantly ensure that you feel comfortable with your purchase. Learn more about what sets us apart from the average sign company and what we call "The Golden Rule Difference".

Because GRS is a factory direct operation, we can offer signs with these great features at a very competitive price. In fact, often times the only way a competitor can beat our price is to build a cheaper quality product. Read up on the details below to make sure you understand what makes a great quality sign.



Great Signs. Great Service. Great Prices.
goldenrulesigns.com

About Golden Rule Signs



Golden Rule Signs has been operating in the LED Sign industry with a focus on serving schools, churches, businesses, and public municipalities for over a decade. Operating nationwide, we have had the pleasure of building and installing thousands of signs. We have an internal staff that includes experienced project consultants to assist with questions and guidance prior to the purchase. Our project management team consists of a permit expeditor who handles permitting with the city. Our production management handles the fabrication drawings and oversees production and quality control. The shipping and installation manager painstakingly ensures the sign is crated, shipped, and arrives safely. In addition, they coordinate the successful installation of your project. Continuing support is offered for the life of your sign by our in-house technical support team. They assist with network connections, training and are able to efficiently diagnose and solve any potential issues for the life of the sign. As an employee-owned company your project and satisfaction are our top concerns. We pride ourselves on treating you how we would like to be treated - that's the Golden Rule!

LED Displays and Cloud-Based Software

Golden Rule Signs developed its custom product line to meet the needs of clients who want a high-quality digital sign at an affordable price. With a team of industry professionals having over 75 years of combined experience, hundreds of hours of research, development, and testing took place. The end result is an outstanding LED Display that is FCC and UL certified. Our LED displays have the ability to do custom text with hundreds of colors, sizes, and outlines. Pictures, graphics, and videos can be uploaded with ease from the user-friendly cloud-based software. Via a secure login, users are easily able to create and update content for your sign from any device that has an internet connection. This could be a tablet, PC, laptop, phone, etc. You do not need to be on-site or even in the state to control your sign. Log in from anywhere and send the messages, it's that easy!





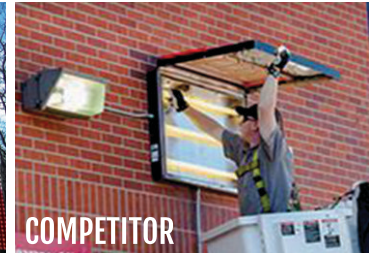
2nd Surface Print on Makrolon

Makrolon is a polycarbonate material made by Bayer plastics. This is the same material used for Nascar windshields. We use this virtually indestructible plastic material for the sign face that shows your organization's name and artwork. A cheap sign face is made of acrylic with vinyl graphics on the outside. Makrolon is UV resistant, we print the graphics on the inside of the clear surface. While a cheap sign would fade and peel over time, YOUR sign from Golden Rule will maintain its colors and look sharp. It's a more expensive material and manufacturing method, but the benefits are tremendous.



LED Lighting and Photo-Cell

The average sign shop is going to build your sign with fluorescent bulbs for lighting. Fluorescent bulbs contain mercury which is a bio-hazard. Our solution was to stop using these bulbs and put ultra bright LED lighting modules inside the signs. They consume significantly less electricity, but most importantly they aren't a continued expense since they last 10-12 years. By adding a photo-cell (automatic on/off at night/day) your sign will consume even less power and thus make the LED modules last even longer. These both add cost.....but the benefits are tremendous.



Art and Design Process

Our industry-leading and award-winning graphic design team is here to take your vision and turn it into reality. By doing the research to better understand your goals, our graphic design team will ensure the branding needs of your organization are met by providing the best artistic design for your new sign. Using your logo/trademark we will provide numerous art options for you to choose from. The designs we provide are sharp, clear, easily readable, and recognizable from afar so your community will know it's you! These designs can be adjusted upon your request prior to manufacturing to ensure you are satisfied with the end result. In addition, by providing us with an image of your current sign location, or a new location where you would like your new sign to be installed, we will create a site mock-up so you'll have a great representation of how your new sign is going to look.

