



IMMEDIATE RELEASE  
3/5/15

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## **ALLEGRA OF LANSING ANNOUNCES NEW CAPABILITIES IN SIGNAGE**

### *Posters and Banners Add Value and Impact*

LANSING, MI, March 2015 – It is definitely a sign of the times. Allegra of Lansing has announced it will begin designing and producing full-color digital banners, posters and signs in response to increasing demand from businesses and organizations that want to make a lasting impression. While the company has always offered color printing and graphic design for marketing and print communications, applying its services to display-size items is new.

As many businesses face increasing competition, demand is growing for large, colorful promotional pieces that get attention and reinforce messages. At the same time, the cost for such items has sharply declined due to enhanced digital color printing technology.

“Digital color printing technology has made banners, posters and signs affordable to any size business or organization – even nonprofit groups,” said Brad Naghtin, Allegra of Lansing owner. “It has also made it possible to personalize and customize messages for a particular location, audience or venue.”

Naghtin notes that banners, posters and signs typically measure 18 inches by 24 inches and larger. They can be used in a variety of settings including point of purchase, meetings and conventions, trade shows and exhibits, training programs and company lobbies. Creative uses range from striking back-lit artwork and window graphics to life-size cutouts and vehicle graphics. Paper, vinyl, canvas or even silk are all material options for signage.

To get the most from banners, posters and signs, Naghtin advises companies to take into account that these items are viewed differently than small marketing pieces. Often, the audience is moving quickly past the message and may be viewing the piece from a distance. In designing digital posters, banners and signs:

- Keep it simple with one main idea.
- Design for impact with eye-catching graphics.
- Use color to stand out.
- Remember that a picture is worth a thousand words.

In addition to wide format printing, Allegra of Lansing is a full-service marketing communications provider offering marketing consultation, copywriting and graphic design services, advanced printing technologies including full-color printing, digital color signs, posters and banners, complete finishing services, mailing services, variable data capabilities, promotional products and print management solutions.

Located at 5731 Enterprise Dr, Allegra of Lansing is locally-owned and operated and is a member of Alliance Franchise Brands network, a world leader in marketing and visual communications, linking more than 600 locations in the U.S., Canada and United Kingdom. For more information, contact Allegra of Lansing at (517)394-2995, or visit the company’s website at [www.ally-press.com](http://www.ally-press.com).