

Another landmark sign: This sign really pops

One of the most powerful advertising opportunities a business can take advantage of is to have a sign that becomes a landmark. Such signs are dramatically interesting, so much so that they often become photo opportunities for passersby. It's hard to even estimate the value of such powerful graphics, because they become a local landmark.

Custom Sign & Engineering, Newburgh, Indiana, [www.customsign.bz] was approached by Jasper Gift Basket and Popcorn Factory about just such a sign. They wanted a roadside attraction—a special kind of sign that would attract the attention of not only locals but also



tourists passing through.

CS&E's designer Debra Mounts sat with the business owners Tom and Juanita Eckert to consider the possibilities. The solution was to create a large version of a snack-sized box of popcorn. Not just large, but giant size—a 14-ft.-tall popcorn box.

The 1/8-in. aluminum panels that make up the four-sided popcorn box were cut on their XYZ 5010 Series CNC router [www.axyz.com]. The panels were then tacked and bonded to the 2-by-2-in. aluminum tubing frame with Weldon 45 adhesive. [www.weldon.com] The seams were

caulked on the inside and filled with auto body filler on the outside.

"It's great to have equipment that can handle almost any project you throw at it," says Bob Mounts of Custom Sign & Engineering. "Our XYZ 5010 can handle 6-by-12-ft. sheets and it runs

constantly here. We turn out loads of work on it."

Peachtree City Foamcraft [www.foamcraft.info], best known for their wholesale foam monument signs, fabricated the popcorn. It was carved from foam, sprayed with their rigid coating, then painted, airbrushed and clear coated.

The box was painted with Matthews polyurethane paint [www.matthewspaint.com]. The graphics were printed on a Mutoh eco-solvent printer on 3M Controltac Series 180 film and overlaminated. At the site, it was mounted on an existing light pole at an angle for maximum impact.

The popcorn box is serving its purpose, drawing people in for a box of popcorn of their own—just what Tom and Juanita hoped for. "We love the sign," Juanita says. "It's exactly what we wanted—and more. It brings in both tourists and local people. Folks get their picture taken with it. A few weeks ago, we even had a bride and groom get a wedding photo taken with it!"



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