

Client Profile

Signs 3000 Ltd



Signs 3000 manufacture signage for businesses of all sizes, from corner shops to hotel chains. Based in central Liverpool, they design, manufacture and install signs for customers including Liverpool Museums, St John's Shopping Centre, Doubletree by Hilton, Merseyrail, Carillon Rail and Hotel Indigo, as well as hundreds of Merseyside shops, businesses, schools and councils. The company is a family business, led by designer Jane, who has been in the sign industry for over thirty years. Jane and her team can provide high quality signage in almost any shape or style, including metal, plastic, self-adhesive, built-up, illuminated and vehicle signage.

For many companies, signs are the first thing that their customers will see, and are effectively the public image of the business. Jane and her team know that it is attention to detail that makes the difference to the way that a sign looks, and nothing frustrates them more than seeing signs with poor design (or worse, spelling mistakes!)

What led you to set up Signs 3000?

My first job in the sign industry was hand-painting a sign for a builder I was working for, and I became my own boss almost by chance not long after, when the guy I was working for at the time walked away from the business, leaving me to deal with the company's debt and make sure that customers got their orders, at the same time as raising two children under the age of two. It's been more than twenty years from this difficult introduction to running a business, and what still drives me every day is the determination to provide our clients with top-quality signage at a reasonable cost.



What makes Signs 3000 different?

Our main strengths are our relationship with clients and the quality of our workmanship. We pride ourselves on their speed of turnaround, which has led to lots of work from the demanding TV and film industry – next time you're watching TV, look at the background to see the number of fake signs that have to be created and installed for each scene!

'Top tip' for great signage

Don't always go for the cheapest material option for your signs. Cheaper materials will look great initially, but they will fade and need to be replaced. This is particularly true in Liverpool, where salt in the air will degrade both aluminium and steel – aluminium composites will fade, and cheaper stainless steel will develop rust spots. A little more investment upfront in higher quality materials will give you a sign that will last for years.

Tell us a little bit about your relationship with Horner Downey

Signs 3000 moved to Horner Downey three years ago, following problems with our previous bookkeeper, and we are very happy with that decision. Horner Downey are really nice, friendly, and give good advice. The staff are knowledgeable and helpful, and since we moved accountants our accounts are more up-to-date, and the business is more efficient. I'd recommend Horner Downey to anyone.



For more information about Signs 3000, visit their website at www.signs3000.co.uk or call Jane on 0151 227 1033