



## OPTING FOR GREEN SIGN TECHNOLOGY

### Part One- Sustainability Considerations in the Early Stages of a Sign's Life Cycle

Normally when you think of sustainability and signs, electric power reduction in lighting first comes to mind. Over and above the usual LED lighting



*Fishersville, Virginia's Augusta Health's purchasing agent chose to buy signs for its new outpatient pharmacy from local vendor, Holiday Signs, versus others in Atlanta or Milwaukee.*

**“Perhaps the most overlooked element of sustainable signage is choosing a local vendor”**

upgrades and considerations of solar power supply alternatives, there are two basic elements of green signage that most buyers overlook:

- buying local;*
- reducing the number of trips made to the site during signage production, installation and maintenance.*

### BIG IMPACT ON PROJECT'S CARBON FOOTPRINT

One may never know how much dealing locally shrinks the carbon footprint! As a project manager, I've seen many sign buyers opt for products made out of state. Not only does this add cost and increase their chances for product damage and potential work delays, but it's wasting valuable energy resources.

We encourage customers to let us facilitate creative ways to eliminate trips during the fabrication and installation process:

- manufacturing pre-assembled signs in our shop with faux brick or stucco components rather than on-site excavation, masonry and stucco work;*
- Engineering provisions for efficient sign maintenance (another key aspect of future cost and energy reduction.)*

If you consider simple sustainability options like fuel reduction early on, you're well on your way to a greener sign project.

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*Clients at Norfolk's Dominion Enterprises' corporate headquarters chose Holiday Signs' plan to engineer infrequent and easy to accomplish maintenance into their sign project's design.*

(Don't miss Part 2- Green Options for Neon Tube Lighting: Flexible LED)