



# Signs, Graphics and Brand Experiences

Compelling visuals lead to strong connections

Taylor creates stunning internal and external visual communications that enable you to create positive brand impressions. We react quickly to trends, manage brand consistency and drive sustainable solutions, serving as your trusted single-source partner for signs and graphics.

## Earth-Friendly Results

Taylor designs signs and graphics with sustainability in mind. We use all of the following to reduce greenhouse gases and protect the planet:

- Recrylic®, the world's only line of certified recycled acrylic, and other recycled and sustainable materials
- Energy-efficient LED lighting
- Sustainable building and production practices
- Earth-friendly packaging

## Start Recycling Your Signs

*Preserving Earth x Taylor* is a comprehensive series of programs and business practices that offers our customers a more environmentally conscious way to use signage.

*Recycling x Taylor* is the centerpiece of that larger sustainability strategy — a unique recycling program specifically for signs and graphics purchased from Taylor.

## Case in Point

### Challenge

Kohl's, one of the world's top discount retailers, wanted athletic apparel signage that advanced the company's sustainability goals and was constructed of lighter-weight materials.

### Solution

Our team paired aluminum composite material (ACM) frames with Recrylic push-through logos and light-guide plates. ACM features a recycled core, making it more sustainable than other frame materials. It's also lighter weight, which enabled Kohl's store employees to install the frames instead of a third-party installer. Custom-built light-guide panels distributed light evenly through the signs, while energy-efficient LEDs minimized maintenance and electricity use. A single page of QR codes linked to installation instructions and videos, further reducing the project's carbon footprint.

### Results

The new Recrylic signs were both 100% recycled and recyclable, reducing fossil fuel use by 90%. This new Earth-friendly design was used for more than 2,200 signs representing Under Armour®, Nike® and adidas®.



## Coast-to-Coast Capabilities + Value-Driven Pricing

Taylor's nationwide manufacturing and installation network saves you money and gets you to market faster. Our facilities are close to all major cities, enabling us to use ground shipping to reduce our costs. We offer turnkey support, including store profiling, print-on-demand and kitting solutions.

Whether you need architectural signs and décor, promotional and brand signage, trade show displays or other messaging, Taylor offers attractive options at every price point. We'll advise you every step of the way — from strategy and concept through design, production and installation.

## Solutions Offered

### Architectural (Illuminated/Unlit)

- Community boards
- Compliance signs
- Dimensional letters and logos
- Donor and history walls
- Mounted signs and plaques
- Recrylic® certified recycled acrylic signs
- Wall panels and treatments
- Wayfinding, directory and ADA signage
- Window frames

### Promotional and POP

- Building and vehicle wraps
- Fixture toppers
- Free-standing displays and fixtures
- Menu boards
- Wall, window and floor graphics

### Temporary Displays and Graphics

- Display banners
- Fabric signs
- Magnetic signs
- Wall and window vinyls
- Wall coverings and murals
- Window displays
- Yard signs and A-frames

### Trade Shows and Events

- Banners and banner stands
- Custom-built booths
- Lambda photo-quality prints
- LED displays
- Portable display hardware
- Sales presentation tools
- Traveling displays
- 4K dye sublimation print technology



Taylor is one of the first U.S. companies to embrace recycled fabrics as its standard offering for signs and graphics products.