

ISA Office Showcase Latest Digital Printing Technologies

Four years ago, approximately three percent or \$90 million worth, of the wallpaper produced in the United States was produced using digital printing technology. Those numbers have doubled since then. More than 200 wallpaper manufacturers from around the world - nearly 30 percent - are now using digital print for custom prints.

One example is showcased at ISA's headquarters in Alexandria, Va. When the association moved to its new home last June, they worked with Hickok Cole Architects in Washington, D.C., to craft an environment that would make a statement on behalf of the entire sign industry.

"ISA comes from a creative industry, and we wanted to express that through the design," said Rhea Vafloor, project designer for Hickok Cole Architects. "We found the inspiration for 'flow' in neon signs."

This linear flow of varied shades of blue lines was also the inspiration for a custom wallpaper design. Hickok Cole's designers worked with Helene Lohr, director of New Media at Sign Biz, Inc. in Dana Point, California. Sign Biz heads up an

international network of digital sign and graphics companies, and represents a segment of the industry that is supported by ISA.

"Our business owners run successful sign shops specializing in all signs manufactured with digital technologies," said Teresa M. Young, Sign Biz President and CEO. "Helene is our digital technologies instructor and an ideal consultant for Hickok Cole's quest for the right print material."

Once the ideal wallpaper material was selected, Young approached her network of sign companies for their participation in the wallpaper printing project for ISA.

Platinum Contributors

Fred Barbaria, **Santa Barbara Signs & Graphics** (CA)
Teresa M. Young, **Sign Biz, Inc.** (CA)

Gold Contributors

Peter Bates, **The Signman Co.** (Bahamas)
Jeff Cherchia, **Compass Signs LLC** (NJ)
Shanti Hill, **Elk Grove Signs & Grafix** (CA)
Jon Hoffman, **AZZ Sign Company** (CA)
Bob Kuhlmann, **Sign Magic, Inc.** (AZ)
Les Lewis, **Crossroads Sign & Graphic** (WA)

Paul & Barb Muenzen, **Sign Crafters, Inc.** (CT)
Greg & Ruth Owen, **Sign Master Inc.** (TN)
Jay Patel, **Platinum Signs & Designs** (FL)
Bill Potts, **Sign Depot Inc.** (CA)
Michael Quigley, **Sign-Age of Tampa Bay, Inc.** (FL)
Linda Levitan, **Sign-Age of Tampa Bay, Inc.** (FL)
Don & Debbie Smith, **imagination SIGNworks** (TX)
Doug & Carla Pierce, **Innovative Signs & Graphics, LLC** (NC)

Steve Scalph, **Sign Here LTD** (IN)
Timothy Smith, **Signs In 1 Day** (MI)
Bud Werner, **Sign & Sign Again** (CA)
Keith Willis, **Art Guild, Inc.** (VA)
Clyde Willis, **Banner Express** (VA)
Lee Futch, **Signs on Time** (CA)

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Kim Rasmussen, **It's A Sign** (IL)
Marwan Samara, **RTP Signs & Graphics** (NC)

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Dave & Alyson Sears, **STG Signs & Graphics** (CA)
Hal & Violy Smith, **Mustang Signs** (WA)
Jim Worden, **Excalibur Signs** (TX)
Roger Hogstad, **Signs Plus Graphics** (SD)

In addition, special thanks go to these Sign Biz member companies for their contributions to the ISA headquarters' wallpaper project.