

Titan Board Cutter Helps Sign Shops Increase Quality and Production

Signs First is a company that franchises sign stores throughout the southern United States. Specializing in producing digital and vinyl signage of all types, the company's success depends on its ability to produce quality signs from convenient locations.

Challenge

Wayne Meece has owned and operated a Signs First franchise in Nashville, TN for over 17 years. Although they have a large and loyal customer base, Wayne knew that in order to grow his business he would have to increase the shop's offerings, which would require updated equipment and a move to a larger and more centralized location. Among other things, the shop was being held back by the tools it had for cutting smaller sign substrates. "We were using Olfa knives, Exactos and rulers to cut materials for our smaller signs. *It was ineffective – time consuming, messy and the edges of our signs weren't as smooth as they could have been,*" said Wayne.

Solution

Wayne and Tim Elizer, the shop's manager, attended a trade show to purchase a laminator and flatbed printer to accommodate the growing business. Having made the flatbed purchase, it was clear they also needed substrate cutters that would allow them to cut with clean edges. "We chose the Titan 60" and the Fletcher Substrate Cutter (FSC) because we were impressed with the people and the brand at the Fletcher-Terry booth. They were very professional and it was clear that their products were superior to others we'd seen," said Wayne. The FSC and the Titan 60" are now the only cutters/trimmers they use in their shop.

They found a significant improvement in the way they do business. The Titan was easy to use and almost immediately employees in the shop noticed a vast reduction in re-dos from trimming mishaps. This reduction saved time and materials which have positively impacted their bottom line. *"Not only did our productivity improve, but the finished look of our product improved greatly. An additional byproduct was the safety factor, fewer nicks and cuts from knives/blades jumping the straight edge and causing injuries."* Wayne Meece.

"The Titan is most definitely an asset to our business; it helps to make us more profitable," said Wayne. "It has paid for itself in the first year and it's so well built, I expect to use it for many years to come," he added.

Wayne also noted that Fletcher-Terry's customer support is exceptional. He said, "The Titan has worked beautifully from day one. We did have a small problem with our FSC and we quickly learned that through adversity you find out what real support is all about. The Fletcher-Terry Company flew a representative in who diagnosed the problems and had a replacement sent immediately. To be honest, this response was far beyond what I would generally expect for equipment at this price level."



To speak to Wayne about his experience with the Titan or the FSC, please call him at 615-297-5681 or email at wayne.meece@signsfirst1.com.



The Fletcher-Terry Company