



## **Adrian Steel Company**

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## ***Adrian Steel's New Vehicle Graphic Program Helps Commercial Van and Pickup Owners Stand Out in a Crowd***

Adrian, MI - [www.CommercialCurbAppeal.com](http://www.CommercialCurbAppeal.com) is an revolutionary on-line design tool that allows a business to create a personalized identity for their work van or pickup. Commercial Curb Appeal is a collaboration between Adrian Steel with 58 years in the commercial vehicle industry, Adrian Steel's nationwide distribution network and Signature Graphics, who have developed mobile branding campaigns for some of the best-known companies in America.

Commercial Curb Appeal is an innovative service that provides small businesses access to the same premium materials, production methods and design options offered to America's largest fleets. Commercial Curb Appeal makes branding vehicles easy for small business owners. The seamless installation process is managed by Adrian Steel's national distributor network and can be completed simultaneously with the installation of Adrian Steel interior products.

"The local business's vehicle is on the road everyday and represents that company in the market place" says Todd Goldmeyer, Adrian Steel's Marketing Manager. "Business owners have an opportunity to make a positive impression with clients and prospective clients every day. Vehicle graphics are an important part of any company's image and provide an opportunity to tell your company's story." Often times service or delivery vehicles are a company's most visible assets. For companies who already have a vehicle graphic design, Commercial Curb Appeal is a great resource to refresh the image. If a company hasn't used vehicle graphics before, the design tool will allow that company to begin building a brand identity that will stand out in a competitive market.

"Commercial Curb Appeal is changing the commercial graphics industry," says Tim Guse, Signature Graphics President. "The online design tool is a quick and cost effective way for Signature to provide exceptional graphics to anyone with a commercial vehicle. Signature and Adrian are thrilled to be able to serve the small business owners in the same way we have always serviced America's largest brands" Small business owners who are interesting in learning more about how vehicle graphics can enhance their company's position in the marketplace can visit [www.commercialcurbappeal.com](http://www.commercialcurbappeal.com) to begin designing a brand identification for their commercial service vans or pick-ups.

#### **About Adrian Steel**

From its beginning in 1953 as a small structural steel warehouse with four employees, the Adrian Steel Company has grown to become a leader in the van and truck equipment industry. Adrian Steel is committed to

providing quality products highlighted by constant innovation. Adrian Steel's attention to detail and customers is thorough, it began through the corporate values instilled by founder Bob Westfall, University of Michigan All-American and Detroit Lion All-Pro football standout. Those values instilled a team effort to provide customers with value-added products and services that have become the standard of our industry.

About Signature Graphics, Inc.

Founded in 1986, Signature Graphics, Inc. is a Brand Execution firm that specializes in National Fleet & Commercial graphic programs. SGI is recognized as the benchmark of the fleet & commercial graphic industry offering a unique combination of products, services and resources all designed for a single purpose: to help our customers create and sustain favorable impressions that add to their bottom line, profitability. Signature Graphics, Inc. is a wholly owned company under Omnicom's Diversified Agency Services division. Omnicom Group (OMC) is a strategic holding company that manages a portfolio of global market leaders and top creative talent from around the world. Our companies operate in the discipline of advertising, marketing services, specialty communications, interactive/digital media and buying services.

For more information about the Commercial Curb Appeal Program please visit [www.CommercialCurbAppeal.com](http://www.CommercialCurbAppeal.com) or by calling Adrian Steel at 1-800-677-2726.