



SIGN FX SIGNED, SEALED AND DELIVERED

Since establishing Sign FX in 1984, many things have progressed for Steven D'Elia and his sign writing business. After acquiring his sign writing skills during his apprenticeship, Steven's Sign FX journey started out in his dad's garage.

"I didn't like the idea of spending long hours working for another company, so I decided to pursue my own business interest and that's how Sign FX was born," Mr D'Elia explains.

Since that time "a lot of things have changed" for Steven, his business and the sign writing industry.

"Back when I was taught the trade, we were trained to do all of our sign writing the old-fashioned way, by hand; so there was more natural artistic ability involved in the process. With the introduction of computerised design, there was a negative and a positive.

"The negative was that it started to take away the hand held talent a lot of sign writers had, but the positive was that it helped with service, the quality of finish and turnaround times," he said.

As the technology has advanced, so has the business. Steven graduated from his dad's garage to a small premises in Fawkner, where he employed his first staff members. Then in 1997, Sign FX moved to Campbellfield before settling into their current location on the Hume Highway last year.

"About four or five years ago, I started to analyse the business and asked myself 'what do I need to do to grow the business and improve it?'

"As a result, there was a lot of new technology and equipment that was put in place and this helped to expand the business and the services we could provide.

"We now have 15 employees on board and our range of services includes general signage, large format digital signage, printing, vehicle and machinery signage, banners, logo development, graphic design and screen printing," he said.

This recent growth is leading the business into its next exciting chapter, with three new franchises currently being established in conjunction with Worldwide Online Printing, allowing the company to not only offer signage, but a full range of digital and offset printing from one convenient location.

The new franchises will not only meet Steven's aims of growing his business, they will also increase the scope for career development for his staff.

"We are looking forward to expanding, but we want to do it within reason; I still want the Sign FX team to be a tight-knit group. These new franchises will provide opportunities for our younger employees to step up into new roles, which will in turn see the business employ an extra three to six staff over the next 12 to 18 months," Mr D'Elia said.

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MEMBERS OF THE SIGN FX TEAM WITH OWNER STEVEN D'ELIA (THIRD FROM RIGHT) AT THE CAMPBELLFIELD PREMISES