

# Spandex Unveils Strategies to Boost Sign Shop Profitability in 2024

*Innovative Approaches to Streamline Operations and Enhance Revenue*

SALT LAKE CITY, UT, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- Spandex, a leading provider of innovative solutions for the sign and graphics industry, today announced a comprehensive set of strategies designed to help sign shops maximize their profit margins in 2024. These initiatives focus on workflow efficiency, strategic pricing, material cost reduction, and service diversification.

"In today's competitive market, sign shops must adopt a multifaceted approach to enhance profitability," said Lawrence Wiscombe, General Manager at Spandex. "By streamlining workflows and optimizing pricing strategies, businesses can significantly improve their bottom line."



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*Lawrence Wiscombe, General Manager*

Key strategies include:

- **Workflow Automation:** Implementing software solutions to automate job tracking, invoicing, and scheduling, thereby reducing administrative time and improving operational efficiency.
- **Value-Based Pricing:** Transitioning from traditional cost-plus pricing to value-based models that reflect the perceived value of custom signage, allowing for better profit margins.

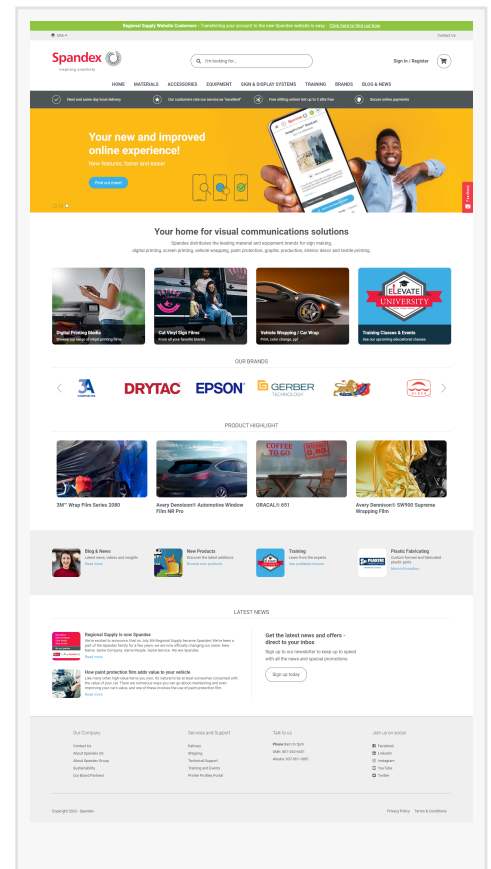
- Bulk Purchasing: Negotiating volume pricing with suppliers for commonly used materials to achieve significant cost savings.

- Service Expansion: Diversifying offerings to include high-demand services such as vehicle wraps, event displays, and installation services, capturing additional revenue streams.

"Selecting materials designed for specific applications is crucial," Wiscombe emphasized. "This ensures durability and customer satisfaction, leading to repeat business and referrals."

Spandex is committed to supporting sign shops in navigating the evolving industry landscape. By adopting these strategies, businesses can position themselves for sustained success in 2024 and beyond.

"Our goal is to empower sign shops with the tools and knowledge they need to thrive," Wiscombe added. "Through innovation and strategic planning, profitability becomes an achievable target."



## About Spandex

Spandex is a premier US supplier known for its comprehensive support to professionals in screen printing, digital printing, and sign making. With a history rich in providing essential materials and tools, Spandex boasts an expansive inventory that includes over 10,000 items ranging from advanced vinyl and inks to neon signs, plastic sheets, and transformative digital printing technologies.

Our facilities also host educational classes that cover a variety of subjects from basic application techniques to advanced digital technology use, ensuring our clients stay at the forefront of industry advancements. We uphold a legacy of problem-solving, rooted in our founder Art Mendenhall's vision of being "in business to solve people's problems," a principle that continues to guide our operations.

Dedicated to superior customer service, Spandex offers daily delivery services, exceptional technical support, and the assistance of a knowledgeable sales staff. Our commitment extends beyond just supplying products; we aim to empower our clients by keeping them informed about the latest industry technology and market trends.

For more detailed information on our products, services, and educational offerings, or to explore how we can help enhance your projects, please visit [www.spandex.us](http://www.spandex.us), email

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