



JULY 2025



SirSpeedy®

SIGNS • PRINT • MARKETING

INNOVATE.  
CREATE.  
BE BOLD.

# Basically Business

a monthly newsletter published by Sir Speedy

## Transform Your Space

Interior signage serves a broader purpose beyond informing or wayfinding—it's a critical component of brand storytelling, facilitating the customer experience and spatial efficiency.

### Create Lasting Impressions

First impressions are shaped by interior signage, beginning the moment customers enter your space. High-quality signage immediately communicates key messages and elevates aesthetics.

- Solidify brand recognition
- Seamlessly direct foot traffic for a frictionless experience
- Enhance ambiance with intentional design
- Deliver essential information clearly and concisely

### Versatile Design & Function

The flexibility of interior signage ensures it meets both aesthetic and functional demands.

- Eye-catching murals and dimensional lettering
- Practical directory signs
- ADA-compliant signage for accessibility
- Digital displays for dynamic messaging

### Practical Benefits

Interior signage also delivers measurable operational benefits.

- Improves navigation in complex spaces
- Meets requirements for safety and accessibility
- Streamlines internal employee communication
- Supports subtle marketing

### Strengthen Brand Identity

Custom signs integrate logos, colors and themes for visual consistency. Strategic placements—like lobby displays, directional floor decals, or interactive kiosks—act as silent brand ambassadors, highlighting promotions or values where engagement is highest. Creative signage transforms blank walls into storytelling tools, reinforcing brand culture.



# WeDo

# Elevate Your Marketing Materials with Specialty Finishes

Response rates tend to go up when we add bells and whistles to printed pieces. These can include gloss varnish, spot UV, lamination, metallic inks and other treatments. Besides their cosmetic appeal, many finishes improve a print piece's longevity and shelf life. Here are some specialty techniques that can enhance your marketing materials:

## Varnish:

Varnishes come in a variety of finishes—gloss, matte, silk and UV. Designers often use varnishes to selectively draw attention to a specific element, such as a logo. A side benefit of varnish is that it acts as a protective shield over the ink and helps reduce rips and tears in the paper. Varnish is frequently used on corporate brochures, annual reports and direct mail.

## Lamination:

Much like varnish, lamination comes in gloss, matte and satin finishes.

The difference between the two treatments is that lamination is a thin layer of plastic, providing a slick tactile finish. And because it adds a protective membrane to the paper, it affords some level of waterproofing to the piece. Lamination is ideal for printed pieces that are handled frequently, like procedure manuals.

## Embossing and Debossing:

There is nothing like the feel of an embossed or debossed print piece. The distinction between the two treatments is that one is raised (emboss), and the other is indented (deboss). The effect lends a high-end look to the finished piece. It is often used on corporate communications such as business cards, folders and letterhead.

## Foil Stamp:

This is the epitome of the “bright shiny” object. Foil stamping has been popular for years and is a popular technique for brochures, corporate letterhead and

business cards. Its highly reflective surface is the result of pressure-applied metallic foil using a metal die and a hot foil stamping machine. For a gleaming print piece, foil stamping is a showstopper.

## Die-Cutting:

Die-cutting is a custom effect that is well worth the effort, from presentation folders with pockets to intricate symbols and pattern cutaways. The cutout shape conveys a 3D sensibility and an opportunity to reveal a tease as to what's inside.

For companies seeking to elevate their look – and feel – these techniques are sure to add a sophisticated touch and surprise to your marketing materials.



# Leveraging Direct Mail Personalization



The latest Salesforce State of Marketing Report reveals key trends proving direct mail's enduring value in an increasingly digital world. As marketers look for innovative ways to cut through the noise, these insights highlight how direct mail—when executed strategically—can deliver measurable results.

## Hyper-Personalization for the Win

The report underscores how high-performing marketing teams prioritize unified, cross-channel experiences. Direct mail offers a distinct advantage through variable data printing, enabling personalized messaging that cuts through the noise.

## Precision Through Data

With just 31% of marketers confident in their data integration efforts, direct mail's ability to leverage customer insights for targeted campaigns is critical for boosting response rates and reducing waste.

## Omnichannel Integration

Top marketers personalize across six channels. Direct mail enhances digital strategies with QR codes, personalized URLs, or trackable promo codes for an integrated customer journey.

## Measurable ROI

With growing pressure to prove revenue impact, direct mail's trackable features like unique codes, phone numbers and dedicated landing pages, provide clear attribution. These tactics help marketers quantify campaign success and optimize future efforts.

## Why It Matters

The Salesforce data confirms direct mail's unique ability to combine direct mail's physical engagement with digital strategies. For brands seeking differentiation, this tactile appeal offers a competitive edge in an oversaturated digital landscape.

## Did you know?

Direct Marketing Services, when done well, can far exceed a company's expectations – but when done poorly, can be disastrously disappointing. Executional gaffes that can quickly derail your marketing results include: dated or unprofessional design, mistargeted, mailing lists, insufficient personalization and failure to track campaign returns.

Have a marketing plan or project on the horizon? We have all the resources you need to create, execute and manage a successful direct marketing campaign.

We can help you drive sales, boost loyalty and maximize ROI. We're your source for direct marketing expertise, including personalized URLs, email marketing and more. It's direct marketing done right.

Give us a call to get started today.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketingtango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### Leveraging Direct Mail Personalization

### The Power of Direct Mail's ROI in the Digital Age

Amid digital fatigue, Sequel's Direct Mail Report research proves direct mail delivers unmatched engagement and conversions. The data proves physical mail isn't just surviving—it's thriving as a performance channel.

- 1. Higher Action Rates:** 82% act on mail immediately vs. 45% for email.
- 2. Better Response:** 70% higher customer acquisition rates than digital.
- 3. Personalization Wins:** Dynamic content drives 2-3x more conversions.
- 4. QR Code Boost:** Digital integration lifts responses by 40%.
- 5. Millennial Appeal:** 76% find mail more memorable than digital ads.

The report highlights direct mail's strengths—tangibility, targeting and seamlessly omnichannel integration. For marketers who want to make an impact, these findings create a compelling case for direct mail's role in today's campaigns. By implementing these tactics, you can ensure your mailers stand out in a crowded mailbox.

## Navigate Business Spaces



The image shows a modern interior space with a blue wall and a wooden reception desk. On the wall, there is a large, white, triangular wayfinding sign with three levels: 1 LEVEL Showroom, 2 LEVEL Cafe, and 3 LEVEL Exhibits. Below the sign is a small white sign with a wheelchair icon and the word 'Elevators'. To the right of the sign is the logo for 'NEWCOMB INTERIOR DESIGN CENTER'.

**Give Your Business the Visibility It Deserves  
with ADA and Wayfinding Signage.**

From placement,  
compliance and  
dimensions to design,  
production and  
installation, we've got  
you covered!



**WeDo**