

Case Study | Lloyd Signs

From trainee sign-writer to nationwide retail signage supplier



The Customer

Birkenhead based Lloyd Signs are in their 74th year of trading and are a leading supplier of signage solutions across the UK, working with a number of nationwide retail chains.

After starting out as a trainer sign writer, George Lloyd set up Lloyd Signs after the second world war, and they have since gone from strength to strength.

The Challenge

Like many businesses the biggest challenge over the last 18 months has been the global pandemic, with them experiencing issues with staff isolation and various supply chain challenges. However, as the supplier of signage to an essential retailer they were granted a letter of authority to continue to work throughout the pandemic and were therefore able to continue supplying in-store and external signage and signage maintenance.

Peter from Lloyd Signs says, **“As a result of the pandemic one of our key customers experienced a delay in the construction of their planned new stores but we were able to continue to supply their maintenance signage throughout the pandemic and the planned construction has now resumed so we are back providing all of the new signage for these new stores.”**

Case Study | Lloyd Signs

From trainee sign-writer to nationwide retail signage supplier

The Solutions

Lloyd Signs are one of our long-standing customers, purchasing both their inks & media and have worked with the hardware team on several Mimaki & Rollover investments over the years.

Peter from Lloyd Signs says, **“Signmaster always go the extra mile. Glen has got in his car and delivered things to us at 8am when we had a rush job on, and we will never forget this as it got us out of a tight spot and meant that we could deliver to our customer on-time.”**

He goes on to say, **“Signmaster offer superior products, excellent pricing and availability and you can rely on their service and their communication is excellent too. The support we have received with material choices and machine profiles is also fantastic. This enables us to carry out our work, knowing that Signmaster is always there to support us.”**

The Future

The future looks bright for Lloyd Signs and Peter says, **“One of our biggest national customers is expanding with more sites, and we have been successful in winning the contract for their signage allowing us to invest in new vehicles and cherry pickers to support this growth”.**

He goes on to say, **“We are really excited about the future and believe working with Signmaster will help us to continue to grow and deliver excellent products to our customers.”**

To find out more about what Lloyd Signs offer call them on **0151 653 8053** and to find out more about our products and services visit www.signmaster.co.uk