

These custom channel letters at a Cole Haan store in Glendale, Calif., have a 1/4" white acrylic face with 1/16" stainless steel edges and LED lighting.

The Retail Niche

Sign shop focuses on high-end clientele

BY AMANDA MCGRORY



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FINDING THE PERFECT market niche is a trusted recipe for prosperity for almost any businesses. And for Irvington, N.J.-based Infinite Sign Industries, an architectural signage provider, the retail market was just that niche. With stylish clients like Coach, Burberry and Giorgio Armani, Infinite Sign Industries has found plenty of success and continues to make its mark in the high-end retail industry.

After first entering the retail sign business with a New York City shop, in the famous Manhattan borough, Bernard Alloysius, president of Infinite Sign Industries, began this signage venture by brokering to other shops, but this did not last long. Infinite Sign Industries rapidly expanded to its current 90,000-square-foot facility, where it now completes its own design, manufacturing and installation processes.

For Alloysius, retail has a particular appeal to him because he likes the upscale nature of the market's applications.

"I like to create high-end products. When you first go to a store, the first thing you see is signage, and we are part of that image," remarks Alloysius.

WATER JET-CUTTING APPLICATIONS

These high-end retail products often require exact cutting, and for this type of application, Infinite Sign Industries relies on its two OMAX water jet cutters, which Alloysius credits to growing his business and improving the workflow. The first OMAX water jet cutter was purchased in 2003, and a second OMAX machine with a larger table was acquired in 2007 to help with the increasing business.

"With the first machine, we were able to keep up the timing with all the clientele. It's a fast machine. It does precise cutting. Our business actually grew with our water jet because it can produce, it can take large quantities, and it's a one-man show," says Alloysius. "You program it, put in the materials and start cutting. It eliminates a lot of man hours of cutting."

Besides the water jet cutters' precision, Alloysius says they can perform on a variety of substrates at a substantial thickness, which is important for Infinite Sign Industries because its retail clients use a variety of media.

"In other cutting methods, you are limited in what you can do, but the water jet cuts glass, wood, metal, plastics, Sintra—practically any material," notes Alloysius.

Naturally, each application is different and may require different machinery. To complement the two OMAX water jet cutters, Infinite Sign Industries also owns Komo CNC routers,

a panel saw, automatic sanders and spraying booths. Completing the suite of equipment are polishing, fabricating and art departments. With all of the machines and departments, Alloysius says Infinite Sign Industries has the right pieces a sign shop needs.

NOT JUST SIGNAGE

But retail signs are not the only service Alloysius offers. Infinite Sign Industries also produces displays, pictures and woodworking products. In today's economic climate, Alloysius says these diverse product offerings help his business stay afloat while many others are suffering. Besides, Infinite Sign Industries already has the needed equipment for these other applications. To Alloysius, those other product offerings are simple additions and the perfect accompaniment to signage.

"It's the same customer," says Alloysius. "We service like a one-stop shop now to the same clientele, and it allows us to use the same employees on the same machines to do different jobs."

Alloysius believes providing premium service also is critical during these tough times and should be a priority for all businesses. After all, he points out that job security is a luxury of the past.

"Every day you see companies going bankrupt. We are trying to survive right now, and it's a challenge with the recession. But we have to keep making quality products and servicing the clients to keep them happy, so when the economy picks up, we have the same clientele," explains Alloysius.

In fact, quality service is such a staple of Infinite Sign Industries that Alloysius doesn't even employ a sales team. All of his traffic stems from word of mouth, which has been enough to keep Infinite Sign Industries plenty busy, says Alloysius.

Recession or not, Alloysius remains positive about Infinite Sign Industries' future. The economy will recuperate, and with a highly skilled team, superior service and fine products, Infinite Signs is positioned to continue its presence as a top retail sign shop—and much more. **SDG**



The free-standing Cole Haan shelf display is 14" x 1" with a polished face and edges, and the dimensional version behind a check-out stand at a new retail outlet in Carlsbad, N.M., is 18' x ¾" white Sintra with a finished face and edges.



The Ralph Lauren Black Label dimensional lettering measure ¼" x 64" with a brass nickel-plated, satin finish and feature sandblasted edges at a Costa Mesa, Calif., outlet.



The elegant marquee-style signage for Tommy Hilfiger is located at the 681 Fifth Ave. store in New York City. The letters are ½" bronze painted with a ½" painted aluminum logo. The face is polished with sandblasted edges.



Infinite Signs Industries lays out custom signage for Polo in the shop. The sign has ¼" x 54" brass cut-out letters, a polished face, sandblasted edges and is pin mounted to routed wood board.





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