

Signs of the Times - A Case Study

Back in 1993, Bournemouth Borough Council commissioned *Signs of the Times* to design and manufacture a set of 7 prestigious “Welcome to Bournemouth” signs, to be placed at the key entry points of the town.

Incorporated into the design were the respective crests of our two twin towns - Lucerne, Switzerland and Natanya, Israel, together with the logo of Britain in Bloom, and our own ornate, heraldic coat-of-arms.

The ensuing artwork was exceptional - it had been faithfully reproduced and was colour-perfect.

The signs were cast in polyurethane, a robust material that is structurally capable of being supported on two single highway posts.



Located in the grass verges and footways of heavily trafficked urban highways, the signs were subjected to all the rigours of vehicle & air pollution, salt spray from winter maintenance activities, and the usual adversities of the British weather.

In 2005, after 12 years service and having incurred a zero maintenance cost, it was decided to ask *Signs of the Times* to refurbish them.

This involved removing all the old paint, then meticulously repainting the fine detail from scratch, thus returning them to their original splendid condition.

No further revenue expenditure is anticipated now until at least 2017.

A further programme of similar signs has been rolled out in the suburbs of Boscombe, Springbourne and Winton, with more units planned for the future.

The excellent quality of the signs produced by the Company, together with the exemplary service and assistance provided during the various stages of design and production, is highly commended.

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Signs of the Times

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