

## TrafficSigns.com Relies on Avery Dennison's TrafficJet™ Print System to Meet High Volume Sign Orders from Customers Across the Map

John Foley, president of TrafficSigns.com, knows the best way to keep customers coming back is to produce high quality products that he can get out the door as quickly as possible. Founded in 1988, TrafficSigns.com manufactures and distributes custom and standard Department of Transportation (DOT) and MUTCD compliant traffic, parking, road and street signs to meet the needs of government, industry and business customers in all 50 states.



**John Foley, President of TrafficSigns.com**

Like many business owners, Foley continually looks toward consistent growth of his company. He recognizes that technology is changing, customer expectations are changing and business operations are changing. He knows that to provide the best experience and outcome for his customers, he will need to keep up with that changing landscape.

With the high volume, size and urgency of its orders, TrafficSigns.com typically outsourced work that couldn't be produced in-house. Many of the company's orders are received with quick turnaround times that presented challenges for the production staff.

Ben Shoquist, a TrafficSigns.com sales team member, explained, "If a city called us and needed 100 street name signs within a couple of days, we would typically outsource it. The problem is it would take that company two to three days just to process the order."

Because of his work in a complementary business that had used digital printing in other areas outside of traffic sign production for 10 years, Foley was aware of the benefits this

technology brings. Seeking to improve his TrafficSigns.com customer offerings, he began investigating transitioning to a digital strategy in that market as well. He was confident that, with the right partner, the technology would seamlessly transfer.

He said, "Other traffic sign systems have appeared and disappeared, never making it to mainstream markets, or being too expensive to purchase and operate for our needs." After several years of due diligence, in November, 2014, Foley discovered and began using the TrafficJet Print System from Avery Dennison. TrafficJet is a complete, digital inkjet printing system for traffic safety and reflective sign producers as well as government agencies that produce or purchase signage. TrafficJet allows TrafficSigns.com to fill orders on demand, sometimes even printing and shipping the same day.

The results TrafficSigns.com experienced with the new system were immediate. In addition to cutting the company's production time in half, the company credits TrafficJet with reducing inventory and providing them with significant cost savings.



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—John Foley, President of TrafficSigns.com

With TrafficJet in its design fleet, TrafficSigns.com has been able to produce more items in-house, getting the product out to the customer much faster.

“TrafficJet has helped us streamline a lot of our internal processes,” said Foley. “We are able to deliver products much more quickly, and our business has grown significantly over the last year.”

The company also attributes TrafficJet’s ability to add customizable logos to finished signs to further improving its product and providing customers with exactly what they want.

“Our ability to turn jobs around quickly has definitely gotten the attention of many customers,” said Foley. “The products we are sending out are fantastic, and honestly TrafficJet is a big part of that. It has fit our needs perfectly.”

Foley said that in addition to his business growth, because of TrafficJet’s ease of use, his employees’ work lives are also easier and the solution allowed them to streamline their processes.

TrafficJet is an inkjet printing system that produces specification-compliant and warranted traffic signs. TrafficJet requires less space, equipment and inventory than traditional printing methods, while still providing high quality products.

TrafficJet can nest traffic signs of various types, sizes, and colors across the full sheeting width, allowing for reduced raw material cost and streamlined operations by keeping fewer sheeting widths and colors in inventory. TrafficJet is a simple, clean, cost-effective way to improve the product quality and production capacity of any traffic safety or reflective sign-making operation.



For more on TrafficJet’s benefits, including a video of TrafficSigns.com’s experience please visit <http://reflectives.averydennison.com/en/home/products-and-services/services/traffic-jet-print-system.html>



## TrafficJet™ Print System

**The Revolutionary Printer  
that will Simplify your World**