

# Signs By Tomorrow of Fort Worth sees a bright financial future with EFI Pro 16h

After years of experience working in quality management for healthcare companies, Phil Fox never imagined himself owning a business. "I had no intention of purchasing any business," he says, "but one thing led to another, and next thing you know I was owner and operator of a sign business."

Fox purchased a Signs By Tomorrow® franchise location in Fort Worth, Texas, in May 2018 from a friend. He believed there was huge potential to grow sales and despite no sign industry experience, he quickly applied business practices he had learned in the healthcare industry. These practices included a customer satisfaction focus and job enrichment for employees.

Within just one year of acquiring the sign center and turning business around, it was clear that its existing technologies weren't sufficient to keep up with the growing customer demand. Looking to expand its capacity, Signs By Tomorrow of Fort Worth turned to an EFI™ reseller for guidance in selecting the perfect upgrade. The company landed on the EFI Pro 16h wide format LED hybrid flatbed/roll-to-roll printer, and it quickly revolutionized the franchise's production processes.

## Searching for the perfect solution

When Fox purchased his Signs By Tomorrow franchise in May 2018, the company was on track to match its 2017 sales of \$400,000. By the end of December 2018, however, Fox had grown sales to \$800,000. "The sales strategies and tactics that we put in place when we came into the business in June were what doubled sales for the year," says Fox, who took a proactive alternative to the reactive customer service and sales approach that had been in place at the franchise.



## Challenge:

"We have a limited amount of space and we use every inch. Hiring more employees wasn't a practicality or a total solution, so we had to figure out a way to apply automation to our sign making process."

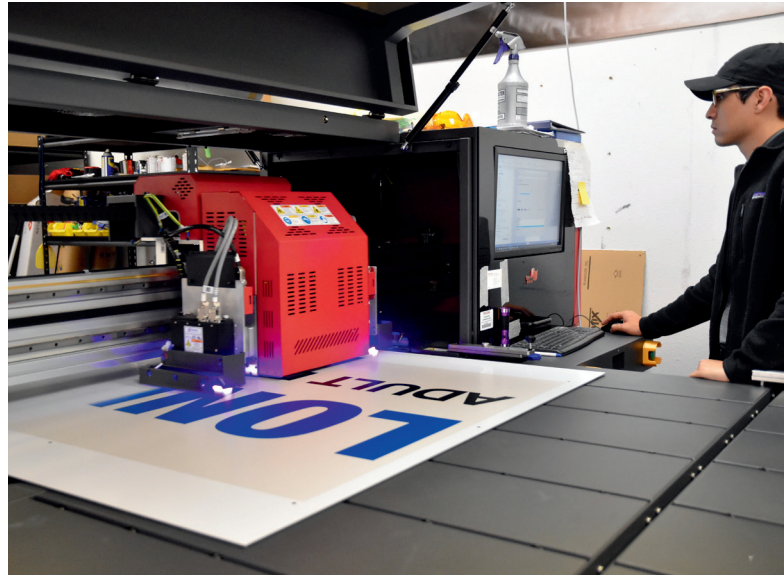
PHIL FOX, (LEFT)  
OWNER  
SIGNS BY TOMORROW FORT WORTH



Signs By Tomorrow of Fort Worth is a designer, manufacturer and installer of affordable, high-impact signs and visual communication solutions. The company's reputation as being more than "expert signage specialists" is reflected in its service versatility. The business offers a wide variety of solutions for custom indoor and outdoor signs, digital printing, custom graphics, decals, vehicle wraps, trade show displays and booths, event signs and other display solutions. Signs By Tomorrow's unrivaled industry experience and sign-making technologies provide companies high-quality visual solutions with maximum impact and cost-effectiveness. With more than two decades of experience, Signs By Tomorrow is the go-to signage service provider for businesses of all sizes in the Dallas Fort Worth area.

Signs By Tomorrow  
3509 NW Jim Wright Fwy  
Fort Worth, Texas 76106

(817) 626-7446  
info@sbtfortworth.com  
<https://www.signsbytomorrow.com/fortworthnw/>



*Signs By Tomorrow of Fort Worth's Albert Salas produces a sign on the company's EFI Pro 16h LED printer.*

By June 2019, the end of his first full year of managing the business, it had become clear that in order to meet customer demand and continue to grow revenue, Fox and his team needed to upgrade their technology.

Signs By Tomorrow of Fort Worth produces an array of products for its customers on a variety of substrates, ranging from corrugated plastic political signs, to aluminum real estate signage, vehicle wraps, decals, and more. The limitations of its existing equipment – including a latex printer and a cutting plotter – made the shop's production processes labor-intensive. "We would print vinyl on the latex printer. We had saws that we'd cut up the substrate, and then we'd put the vinyl on the substrate," says Fox. "It was a very manual process.

"We were growing so fast, we really had to do something to get more throughput," he explains. In weighing possible solutions, the company was faced with the physical limitations of the facility. "We have a limited amount of space and we were using every inch. Hiring more employees wasn't a practicality or a total solution, so we had to figure out a way to apply automation in our sign making process," says Fox.

## Solution:

"The EFI Pro 16h was a gamechanger for us. It's provided us with more business, more efficiency, and costs a lot less to produce a sign."

PHIL FOX,  
OWNER  
SIGNS BY TOMORROW FORT WORTH



## ***Making a million-dollar company***

"The Pro 16h was a gamechanger for us," says Fox. "It's provided us with more capacity for business, more efficiency, and it costs a lot less to produce a sign. It's higher quality, so it's been significant in terms of our ability to meet our customers' needs." Fox sees the biggest savings in vinyl thanks to the capability of printing directly on the substrate, saving labor costs.

Because of these efficiencies, Signs By Tomorrow of Fort Worth has been able to increase its volume of projects and increase profits. Total sales in 2019 shot to an impressive \$1.1 million – up 175% in two years.

The only constraints now facing the business are again spatial. With floorspace full and production now automated and maximized, the business will look into relocating into a larger space before it can grow business and add additional printers.

The success of Fox's Signs By Tomorrow location has caught the attention of other franchise sites as well. Fox has heard from other Signs By Tomorrow owners calling to ask about the Pro 16h, and Signs By Tomorrow's regional director made several visits to Fort Worth to see the changes for himself. Fox's location has won several franchise awards and has been recognized as one of the fastest-growing locations.

"We are very fortunate to be in an area where the economy is booming," explains Fox. The local Dallas Fort Worth area is experiencing a great deal of new construction in commercial and residential real estate, as well as in new road construction – areas for which signage is vital. "All of those things provide an environment where there's a lot of business opportunity for us, so now we're going after it."

## EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit [www.efi.com](http://www.efi.com) or call 650-357-3500 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DocBuilder, DocBuilder Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pegasus, Pegasus Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEk, the VUTEk logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.

All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.