

The  
**1894**  
Sign  
Co.

Buying Guide 2018



## Handmade. Unique. British.

The 1894 Sign Co produce a range of handmade enamelled signs, manufactured using traditional methods developed over 120 years and inspired by the world's oldest manufacturer of number plates. Established in 1894 in the steel manufacturing city of Sheffield, and in our fourth generation of Jepson family ownership, we are proud to bring our suppliers a handcrafted, timeless and unique range of sign products.

Available in a variety of sizes and capable of being tailored to your customer's specific tastes, this classic and evocative part of Britain's industrial heritage will mature with age and comes with a lifetime manufacturing guarantee.



## How they're made.

All our signs are completely handmade and are suitable for indoor or outdoor use. End to end, each one takes an average of four hours to manufacture in a six-part process:

**LIFETIME**  
manufacturing guarantee



1

Firstly, the personalisation is pressed onto the raw aluminium using digit dies, some of which are over 80 years old.

2

It is then chemically cleaned in an alkaline solution to remove dirt and grease, then rinsed in water before being soaked in a bath of alocrom solution. This prepares the surface for painting and gives protection against corrosion.

3

Each sign is made using two colours - one for the background and one for the digits. All of our paints are stove enamel and are carefully hand-sprayed then baked for 30 minutes at 125°C. The base coat (digit colour) is applied to the aluminium first.

4

The sign is then sprayed a second time with the chosen background colour.

5

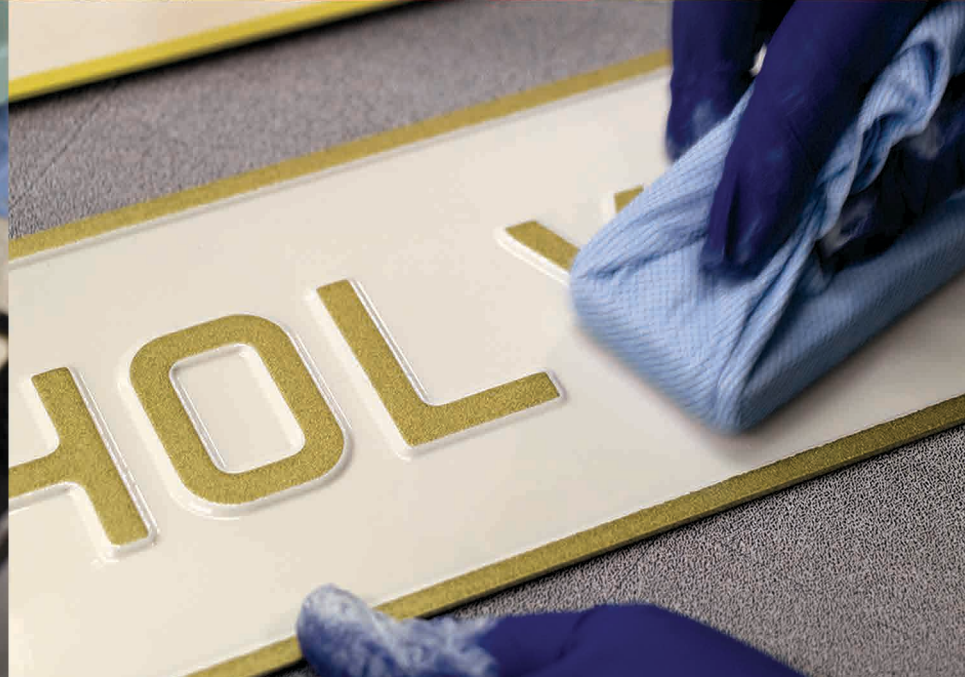
After baking the background colour, the top layer of paint is then removed from the digits by hand using thinners. This exposes the base coat and final digit colour.

6

Finally the signs are baked for a further 30 minutes then left to cool before being packaged and shipped.

**FACTORY  
VISITS ARE  
AVAILABLE TO  
ALL OF OUR  
SUPPLIERS**







E BY PLUM

STEEL

KIL

YORKSHIRE

EY UP DUCK

ENNIS

WINTER

FORGE

HILLSIDE

ENDCLIFF

SONS

FIELD

ANICAL

ARCTIC

WEDNESDAY



## Colours and finishes.

Our unique Sheffield-inspired colour palette includes twenty stylish colours that cater for any home or personal taste. The range may adapt annually to reflect changes in consumer trends. Our standard colours have a high gloss finish but other options are available.



### Matt finishes

Crucible Black, Steel Grey, Kelham Cream and Arctic White are also available in a matt finish. Please note that these paints can only be used as a background colour and there is a minimum order quantity of five for any matt finish signs.

### Classic Silver digits

A favourite for many of our Sheffield team and very popular with our customers, Classic Silver digits are a raw aluminium finish. Due to the nature of the material, the appearance of this finish may vary from sign to sign. Classic Silver is only available as a digit colour.

### Colour combinations

Please choose your colours carefully. Endcliffe Green & Yorkshire Yellow, when used as base (digit) colours, can affect the background colour of the finished product. This is most noticeable when they are used under pale colours. Because this is a characteristic of the manufacturing process, slight colour variation may also occur with other colour combinations from our range. Our expert team are happy to guide you so please get in touch if you wish to discuss your colour choices.

### Punctuation (1 $\frac{3}{4}$ " digits)

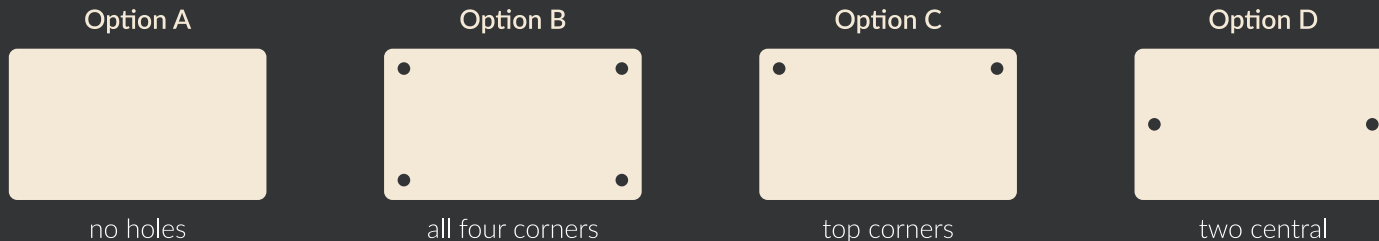
Punctuation options are shown in the image opposite and are only available in 1 $\frac{3}{4}$ " digits. Due to manufacturing tolerances, commas can only be used on a one-line sign or on the bottom line of a two-line sign. They cannot be used on the top line of a two-lined sign.

### Symbols (1 $\frac{3}{4}$ " digits)

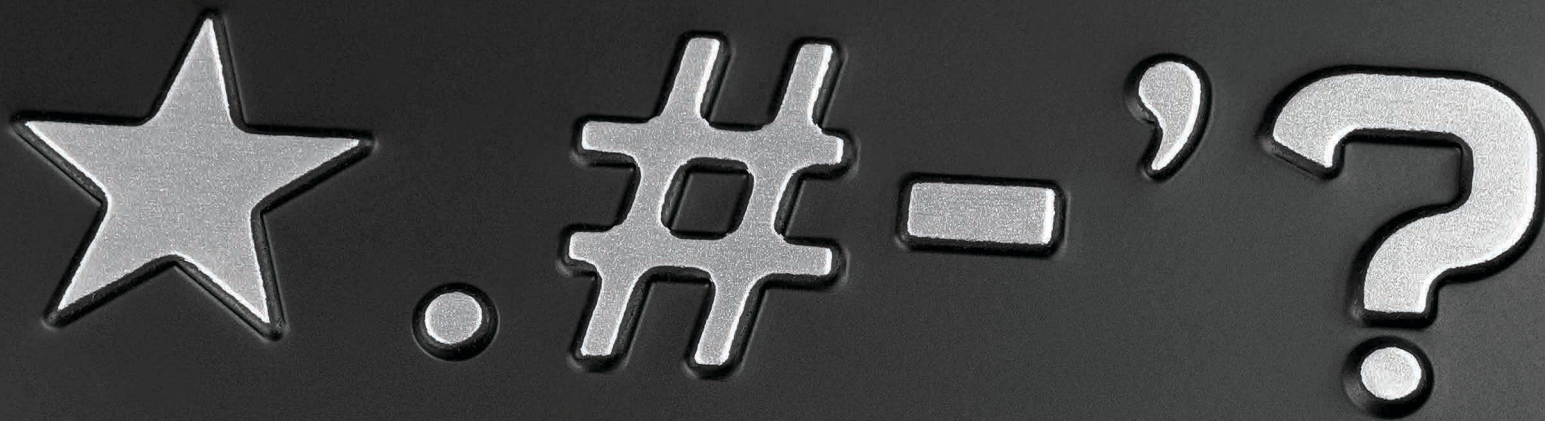
We recently introduced a range of symbols to our product line, which are also shown in the image opposite. They have proven to be very popular and are a beautiful addition to any personalised sign. The heart and the star are slightly wider than the other 1 $\frac{3}{4}$ " digits, which may affect the number of digits you can fit on any given sign size. In this case we would normally recommend a larger size but please feel free to contact us if you wish to discuss personalisation options.

### Hole options

Whether it's ribbon, twine, chain or you're fixing your sign straight onto a wall, we can pre-punch holes in your signs, so you can display them however you like, indoors or outdoors. The options for pre-punched holes are shown below:







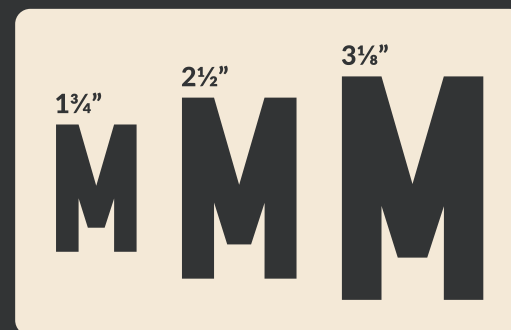
## How to place an order.

We will need the following information to process your order:

- **Personalisation** - What the sign will read. If the wording will be on two lines, please specify what you would like on the top and bottom. Also, keep in mind that spaces, symbols and punctuation in your wording count towards your total digit quantity.
- **Sign size** - This may be determined by what the personalisation reads.
- **Background colour** - Full description, for example Wednesday Blue.
- **Digit colour** - Full description, for example Arctic White.
- **Holes** - The number of holes required, if any (option A, B, C or D).
- **Digit size** - The size of digit required ( $1\frac{3}{4}"$ ,  $2\frac{1}{2}"$  or  $3\frac{1}{8}"$ ).
- **Quantity** - The amount required of each personalised design.



Digit sizes



### Personalisation guidelines

There is a maximum amount of digits you can fit on each size of sign, which is also determined by the size of digits you choose. The smaller the digits, the more you can fit. Pages 11 and 12 give a detailed guide on the maximum number of digits, for each digit size, on our top twenty sign sizes.









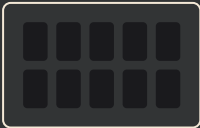

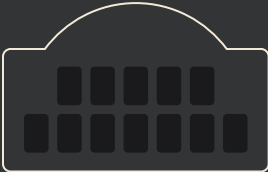


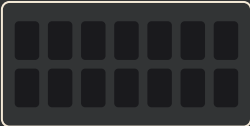








MUCKY PAWS  
LIVE HERE



# Sizes and digit quantity guide.

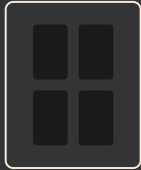
## 1 3/4" digits

1 to 8 digits	<div>Triangle</div>  <div>4 1/4 x 4 1/4"</div> <div>Tile</div>  <div>4 1/2 x 4 1/2"</div> <div>Shirt</div>  <div>5 1/2 x 4 1/2"</div> <div>Small Oval</div>  <div>7 1/4 x 4 3/4"</div> <div></div>  <div>5 x 7"</div> <div></div>  <div>12 x 3"</div> <div></div>  <div>8 x 6 1/2"</div> <div></div>  <div>Large Oval - 11 1/4 x 7"</div>
8 to 16 digits	<div></div>  <div>9 1/2 x 6"</div> <div></div>  <div>Arrow (left or right) - 20 3/4 x 4 1/2"</div> <div></div>  <div>House Plaque - 12 3/4 x 8"</div> <div></div>  <div>20 3/4 x 4 1/2"</div> <div></div>  <div>20 3/4 x 4 1/2" with border</div> <div></div>  <div>12 x 6"</div> <div></div>  <div>13 1/2 x 6"</div> <div></div>  <div>14 x 6"</div>
18 to 24 digits	<div></div>  <div>15 x 6"</div> <div></div>  <div>16 x 6"</div> <div></div>  <div>17 1/2 x 6"</div> <div></div>  <div>21 x 6"</div>



## 2½" digits

1 to 8 digits



6½ x 8"



Arrow (left or right) - 20¾ x 4½"

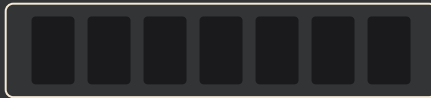


20¾ x 4½"

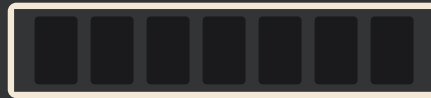


20¾ x 4½" with border

1 to 7 digits



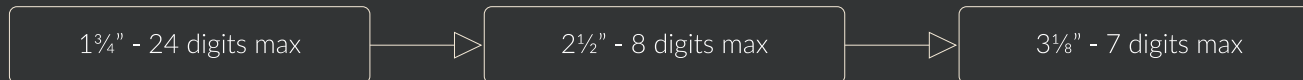
20¾ x 4½"



20¾ x 4½" with border

## 3⅛" digits

### Maximum digit quantities:



This guide is to help you see the possible sign and digit size options available for any given personalisation. The digit quantities here include any spaces, symbols and punctuation in the personalisation. Signs with a '1', '!' or an 'I' might allow more space on the sign. Please contact us if you would like any advice or further clarification on this information.



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SHED

## Delivery charges, weights and item numbers.

Delivery charges are calculated based on the weight of the order. If the order value exceeds £50, the order will be sent via FedEx. All orders are sent to production either on receipt of payment, or immediately if you have a 30-day account. Once in production, orders are dispatched within 10 working days. If your order is going overseas, please contact us for international postage charges.

Up to 750g = £3.00\* (post)

750g to 1kg = £4.20\* (post)

Over 1kg/£50 = £9.00\* (FedEx)

Sign size (inches)	Weight (grams)	Item no.
4½ x 4½	53g	V9400100
5 x 7	92g	V9400210
6½ x 8	136g	V9400220
8 x 6½	136g	V9400300
9½ x 6	148g	V9400400
12 x 6	188g	V9400600
12 x 3	94g	V9400700
13½ x 6	211g	V9400950
14 x 6	219g	V9401010
15 x 6	235g	V9401050
16 x 6	250g	V9401060

Sign size (inches)	Weight (grams)	Item no.
17½ x 6	274g	V9401110
20¾ x 4½	243g	V9401100
20¾ x 4½ with border	243g	V9401101
21 x 6	328g	V9401130
House Plaque	272g	V9402600
Small Oval	92g	V9402900
Large Oval	202g	V9402950
Triangle	48g	V9403400
Shirt	65g	V9403600
Arrow	243g	V9403700

*\*Information correct as of August 2018.*

## FAQs.

### **Are your signs handmade?**

Yes, we manufacture all our vintage signs by hand, meaning your sign will have natural manufacturing variability that is unique to you, and will age beautifully over time.

### **Can I have any colour sign?**

Yes, you can choose any colour from our unique range. However, please note that some colours, when used as base (digit) colours, can have an effect on the background colour of the finished product. Please see page 7 for more details.

### **Can punctuation be included in the personalisation on the sign?**

Yes, but in 1¾" digits only. Please see pages 7 and 8 for more details.

### **What size signs are available?**

Our signs range between a 4¼ x 4¼" triangle all the way up to a 21 x 6" rectangle. We also have shapes such as ovals, arrows and triangles. Please see pages 11 and 12 for more information.

### **Do you have colours available in a matt finish, rather than gloss?**

Yes, please see page 6 for more information. Don't forget, matt colours can only be used as a background colour and there is a minimum order of five.

### **Can I have pre-drilled holes in the sign?**

Yes, there are four options for pre-drilled holes. More details on page 7.

### **Can I put the sign outside?**

Yes, all of our signs are suitable for indoor and outdoor use.

### **Is there a minimum order quantity?**

No, not unless the sign includes a matt finish background colour.

### **How do I set up a trade account with you?**

You will need to complete and submit a New Customer Form and send your details to our Heritage Manager who will discuss trade prices & any questions you may have. Contact details can be found on the following page.

### **How do I place an order?**

We only accept orders from trade customers. Once your account is set up, you can place orders via email or telephone to our Customer Service team, or download our easy-to-use order form from the 'How to Order' section of our website.

### **Can I add to my order if I've forgotten something?**

All orders are processed as quickly as possible, so unfortunately we do not accept additions to previous orders.

### **How much does delivery cost?**

Delivery charges are automatically calculated based on the weight of the order. Please refer to page 14 for prices and more information.

### **When can I expect to receive my order?**

For proforma accounts, we aim to dispatch orders within 10 working days of receiving payment. For 30-day accounts, we aim to dispatch orders within 10 working days of receiving your order. Please note, delivery times may be longer over busy periods, especially in the lead up to Christmas.

### **What do I do if there is a problem with my order?**

Please contact our Customer Service team by calling 0114 273 1151, or by email at [sales@1894signco.com](mailto:sales@1894signco.com).



## Our website.

As a trade supplier, we want those who visit our website to be able to find you, their local supplier.

When entering a postcode, our website will show the top five closest suppliers in that area, potentially leading to more customers through your door!

We can list the following details for your company:

- Your company address.
- Directions to your shop using Google Maps.
- Your telephone number and email address.
- Your company website and any social media links.

We want potential customers to be able to contact you with ease. Supporting you in this way will help increase your online presence and potentially boost sales.

**[www.1894signco.com](http://www.1894signco.com)**



## Contact us.

### **The 1894 Sign Co**

c/o Jepson & Co Ltd,  
44 East Bank Road,  
Sheffield,  
South Yorkshire.  
S2 3QN.

### **Customer Service, Orders and Enquiries**

0114 273 1151  
[sales@1894signco.com](mailto:sales@1894signco.com)

### **Heritage Manager**

Alison Box  
07714 791946  
[alisonbox@1894signco.com](mailto:alisonbox@1894signco.com)

### **Marketing and Social Media Support**

0114 273 1151  
[marketing@1894signco.com](mailto:marketing@1894signco.com)



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YORKSHIRE  
BORN & BRED



