

# Sign & Screen

ND Graphic Products Limited  
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Merry Christmas  
From

ND Graphic Products Limited



## From Basement Hobby Shop to 10,000 square foot High Tech Business

Gregory Signs & Engraving Limited had a modest beginning in 1981 as a hobby enterprise, providing retailers and industrial firms with small-scale engraving jobs. At that time, the business was located in a basement and the production equipment consisted of one small jewellery engraver.

It wasn't long before customers began asking the company's founder and owner, Mr. Gregory Kaminsky, for more complex signage. So the company opened its first shop in 1983 as a full-time venture. Two years later in 1985, business was brisk enough to expand again to a 3,500 square foot facility, giving Mr. Kaminsky the space and opportunity to incorporate new production techniques and technology into his work methods.

As the sign industry itself changed, so did Gregory Signs. New, computerized equipment was added to the growing facility, along with more value-added services and greater trade knowledge and expertise. Now, as well as getting a first-class job produced, customers can get professional advice regarding the most appropriate design, material selection, sign-style and sign system to meet their requirements.

Besides the traditional engraved items that were the starting block for Mr. Kaminsky's success, Gregory Signs provides customers with large commercial signage that includes banners, cut and printed vinyl, pylon signs, illuminated sign boxes, canopies, channel lettering and neon signs.

"Our production capability ranges from the smallest engraved name badge to the most sophisticated custom-built display" says Mr. Kaminsky.

In 1989 Gregory Signs moved to its present 10,000 square foot facility located in Downsview, Ontario. Included in the staff of fourteen are Gregory's wife and son in what is now a family business.



technology in order to serve the requirements of a wide range of corporate clientele across Canada.

"Our clients include a number of financial institutions, insurance companies, architects, national restaurant chains, property developers and other franchisees" states Mr. Kaminsky, who attributes the success of his company to an unwavering commitment to both quality and service. In fact, service doesn't end with the design and production of a customer's sign. Gregory Signs is also equipped with a 35-foot boom truck, which they use for installations, repairs and maintenance.

Over the past nineteen years, with the help of his dedicated staff and family, Mr. Gregory Kaminsky has worked hard to turn his basement hobby shop and his dreams of success into reality. The business and client base continues to grow, as the word spreads about the quality of service and workmanship that has become the trademark of Gregory Signs.

"There is nothing more exciting than watching a hobby escalate to a full-scale operation, especially as it continues to expand with each passing year," says Mr. Kaminsky.

"We are still very much a family oriented business and like to give our customers the personal touch", says Mr. Kaminsky. "Customization is the key in our industry and our staff are fully committed to doing whatever it takes to get the job done".

The company is home to a Sabre router, a Gerber Edge and a 15" and 48" Gerber plotter, all of which run on Gerber software packages. The machines are running day and night and the demands on production are growing at a healthy rate. Gregory Signs need the most up-to-date

## SystemCare Support

### Customized Technical Support from ND Graphics

With just a quick look around your shop, you can probably see several thousands of dollars worth of equipment. Computers, printers, plotters and routers are all essential to get jobs out of the door - and cash into the bank. So, it goes without saying that a technical problem or equipment failure anywhere in the production process can have serious consequences for your business.

The service technicians at ND Graphics are ready to respond to your needs with telephone support, on-site or depot service, a temporary equipment loan or an equipment tune-up. Our service contracts entitle you to lower depot and on-site service rates, travel charges and telephone support. ND Graphics offers SystemCare Gold, Bronze and Silver Plans for each piece of Gerber equipment, so you can choose the level of service that best meets your needs and budget.

When you consider the equipment investment your business represents and the revenue stream it generates, an ND service plan is really a modest but necessary cost. If your equipment performs reliably throughout the year and there have been no service claims, ND Graphics will gladly credit a portion of the SystemCare fee back to your account at the end of your contract term. This credit may be applied to the next service contract. Call your ND Graphics representative today to discuss the best SystemCare option for your business. Or, call the Tech Centre direct, on 1-888-634-5898.

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