

## **Landmark Sign Company Installs Three New Signs for Travers Automotive Group**

*The sign design and installation company's new projects feature [LED message boards](#) that help set them apart from traditional, static displays.*

St. Louis, MO ([PRWEB](#)) January 08, 2015 -- In January 2015, [Landmark Sign Company](#) finished installing the latest of three new signs it had designed and fabricated for Travers Automotive Group. Built for the company's new locations, the signs can now be found throughout the St. Louis area, with one at Travers Automotive just 2 miles west of I-270 on Manchester, another at GMT Auto Sales in Florissant, and the third at Motor City Auto in St. Louis at 2783 Dunn Road. As Travers Automotive Group has been a major client of Landmark Sign Company for several years, the company is proud to be part of the business' continuing journey.

The project began in the summer, with Landmark Sign Company brainstorming ideas with Travers Automotive Group and beginning the design work. The business eventually decided to install three large pole signs, also called marquee signs, with lighted cabinets on the top and full-color LED message boards below. This type of sign offers companies great visibility, as the LED boards allow users to include videos, moving images, and interchangeable messages that set it apart from other, static displays.

Once the design was created, Landmark Sign Company and Travers Automotive Group worked on facilitating the planning process, which often means working with town and city ordinances to meet local regulations. For their Motor City and Travers Automotive locations, Travers successfully petitioned the St. Louis County Board of Adjustment to allow them to install taller signs than the ordinances typically permit to enhance public visibility and improve traffic flow.

Other outdoor sign companies might have been happy to leave this task to their client. However, Landmark Sign Company was an integral part of this approval process, even going before the board with Travers Automotive Group to help win the variances.

“We do it all from start to finish,” said Mike Butler, President of Landmark Sign Company. “We design the signs, handle permits -- even variance work when necessary, -- fabricate, install, and service the signs.”

Once the projects were approved, Landmark Sign Company began installing the signs to help complete the business' new locations. A 50 foot tall, 150 square foot sign was installed at the Motor City dealership, about a week after the location opened; then a 30 ft tall sign at Travers Automotive went up in mid-December, shortly after that location's opening. Finally, Landmark Sign Company installed a 25 ft tall sign at the expanded GMT Auto Sales location in the first week of January, finishing before the official opening.

All three signs are wirelessly connected, giving whoever handles each display complete control over what is shown. The signs use simple software that is both quick and easy to use, allowing operators to change the content at will. Importantly, the signs will not require much maintenance, as they are very reliable. However, if any problems arise, Landmark Sign Company will make the necessary repairs.

Landmark Sign Company is pleased with their work and excited for Travers Automotive Group to see the benefits of their new installations.



“Travers Automotive Group is a great, fast-growing client of ours,” said Butler. “We’re happy to be able to provide signs that will help them stand out from their competition.”

About Landmark Sign Company:

Landmark Sign Company offers quality sign solutions to companies in the St. Louis area and beyond. They manufacture a wide variety of sign types, including monument signs, LED message centers, [channel letters](#), vehicle wraps, banners, window graphics, and more. They advise clients on the appropriate sign type for their business, location and needs. To learn more, visit <http://landmarksignusa.com>



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