

News Release

For Immediate Release

Contact: Laura McLeod Palker

Email: laura@tradeshowsolutionscenter.com

Telephone: 243-4051

Backgrounder: tradeshowsolutionscenter-newsroom.com

Research Debunks Myth Linking Signs to Traffic Accidents

SBA reports that on-premises signage actually helps drivers navigate unfamiliar roadways more safely

BAY SHORE, N.Y. (January 27, 2005) — Validating studies that claim signage actually improves driver safety, the federal government has finally concluded that on-premise signage cannot be linked to traffic accidents.

“Properly designed and constructed on-premise signage is absolutely safe,” says Thomas Claus, director of government relations for the International Sign Association. “We are all familiar with situations in which we are looking for a business, but because of restricted sign sizes, we cannot see them. On-premise signage increases the amount of time a driver has to read, react and stop. This increases the safety of the roadway by decreasing erratic driver maneuvers.”

Laura McLeod Palker, owner of Trade Show Solution Center in Bay Shore agrees that quality on-premise signs make the roadways safer. “Drivers can see marquee, awning or monument signs from a distance,” she says. “Legible, well placed signage decreases the amount of time that the driver is looking away from the road. Within seconds they can read the name of the business and prepare to turn into the property. What’s more, studies show that lighted signs can also be a major crime deterrent.”

This issue has been rife with debate for decades. Government studies have even been conducted in attempts to prove that on-premise signage is unsafe, according to the Small Business Administration (SBA). But not one study has found that on-premise signage is linked to an increase in traffic accidents. Rather, the SBA reports that highway vehicle accidents actually decrease at intersections where there is commercial signage.

“Each year, 40 million people travel more than 1.7 trillion miles by automobile,” Laura McLeod Palker says. “Signs are an important link between transportation and communication. While businesses use on-premise signs to attract customers, they can also feel good in knowing that high quality signs are making the roads safer.”

Trade Show Solution Center has been serving the exhibition needs of the Greater New York area since 1985. For more information contact Laura McLeod Palker at laura@tradeshowolutionscenter.com or (631) 243-4051.

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