Universal Marketing

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Universal Marketing Product Catalog

Crafted Uniquely for You

Illuminated Letters



Front-lit Letters

Front-lit letters are the most commonly used type of illuminated signage.

The light source is embedded inside the letter and shines through the front surface, usually made of acrylic.

They offer high brightness, clear visibility, and are ideal for shopfronts, retail chains, restaurants, and commercial signage.



Back-lit Letters

Back-lit letters, also known as halo-lit or reverse channel letters, create a soft glow around the edges by projecting light onto the wall or mounting surface behind the letter.

This elegant lighting effect enhances brand identity while maintaining a high-end, modern look — especially popular for luxury stores, offices, hotels, and corporate signage.



Front & Back-lit Letters

Front & Back-lit letters feature both ace lighting and a soft halo glow from the back. This creates a bright, eye-catching effect day and night.

They are perfect for high-end stores, malls, offices, and other projects that need both visibility and elegance.



Full-lit Acrylic Letters

Full-lit acrylic letters are made entirely from acrylic material and emit light from the front, sides, and even part of the back, creating a fully glowing 3D effect.

Thanks to their seamless illumination and compact structure, they are ideal for indoor signage, boutique stores, reception areas, and mall displays.

Non-illuminated Signs

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Acrylic Letters 01

Made from high-quality acrylic, these letters offer smooth edges, vibrant colors, and a clean, modern appearance.

They are ideal for indoor applications such as room signage, logo walls, and wayfinding systems.

Lightweight and easy to install, perfect for cost-effective branding solutions.



Metal Letters 02

Crafted from stainless steel, aluminum, or titanium-plated materials, these letters feature premium finishes such as brushed, mirror-polished, painted, or electroplated surfaces.

They offer a sleek and professional appearance, making them ideal for corporate offices, reception walls, hotels, and upscale commercial signage.



Other Materials 03

Available in PVC, wood, glass, stone, ACP and more. Suitable for exhibitions, offices, scenic spots, and more.

We offer full customization in size, color, and finish—custom designs are welcome.

Lightbox Sign

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01

Lightbox Signboard

A lightbox signboard is internally illuminated to highlight graphics or text, offering high brightness and excellent visibility both day and night.

It is widely used for storefronts, retail chains, shopping districts, and indoor wayfinding.

We offer custom sizes, shapes, materials, and various styles including fabric lightboxes, vacuum-formed signs, and metal-frame lightboxes.



02

Advertising Lightbox

An advertising lightbox uses internal lighting to evenly illuminate posters or graphics, delivering high brightness and visibility 24/7.

Ideal for shopping malls, subways, airports, exhibitions, and outdoor advertising spaces with high foot traffic.

Available in various styles such as ultra-thin lightboxes, fabric frame lightboxes, magnetic snap lightboxes, and scrolling lightboxes, all with customizable sizes and replaceable graphics.



03

Wayfinding Lightbox

Wayfinding lightboxes integrate directional information with internal illumination, ensuring clear visibility even in low-light or long-distance environments.
They are widely used in hospitals, shopping malls, metro stations, airports, and parking areas.
Available in single-sided or double-sided lighting, with flexible mounting options including ceiling-hung, wall-mounted, or freestanding types.
Content layout, size, and structure can all be customized upon request.



Pylon Sign

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Auto 4S Center Vertical Pylon Sign

For highlighting service areas and branding.



Directional Wayfinding Totems

Used in campuses, hospitals, or parking areas for guidance



Commercial Plaza Pylon Signs

Ideal for showcasing multiple tenants or brands



Gas Station Post Signage

For fuel prices, logo display, and visibility from a distance.



LED Display Pylons

Integrated with digital screens for dynamic content and advertising.



Custom Post Signage

Tailored for various industries and functional needs.



Nameplates and Signage

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Commemorative Plaques

Used to commemorate events, individuals, or milestones.
Commonly seen in campuses, parks, or memorial areas.



Table Signs

Placed on desks, reception counters, or meeting rooms to display names, job titles, or department names.



Wayfinding Signs

Provide directional guidance, widely used in hospitals, shopping malls, campuses, and other public areas.



Room Number Plates

Installed on doors or walls to indicate room numbers or room functions (e.g., meeting room, office).



Toilet Signs

Used to indicate male, female, or accessible restrooms, often using internationally recognized icons.

Braille Signage

Braille Room Signs

Indicate room numbers, names, or functions. Installed near or on doors in spaces like offices, meeting rooms, and hotel rooms.



Braille Wayfinding Signs

Provide directional guidance, floor info, or navigation paths to assist visually impaired users in safely navigating buildings or campuses.



LCD Signage (Indoor use only)

LCD Wayfinding Signage

Displays floor directories, interactive maps, or real-time directional info.



LCD Advertising Signage

Used for brand promotion, promotional content, or event announcements to attract attention.



Gas Station Signage

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Gas Station Pylon Sign

Tall vertical signs placed at entrances or roadside for branding and visibility.



Canopy Fascia Signage

Mounted on the outer fascia of fuel station canopies to show logos or pump numbers.



LED Price Screen

Digital LED displays showing real-time fuel prices, visible from afar and available in various colors.

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Freestanding Landscape Letters

Large decorative letters installed directly on the ground, often used for branding, signage, or visual landmarks in outdoor environments. These signs are eye-catching and durable, ideal for plazas, parks, real estate displays, and commercial entrances.

Customizable:
Material, size, font, and lighting options can be tailored to fit your design needs.



Trash Bin & Waste Collection Pavilion



We offer custom fabrication of various types of trash bins and garbage pavilions based on your drawings or design requirements.

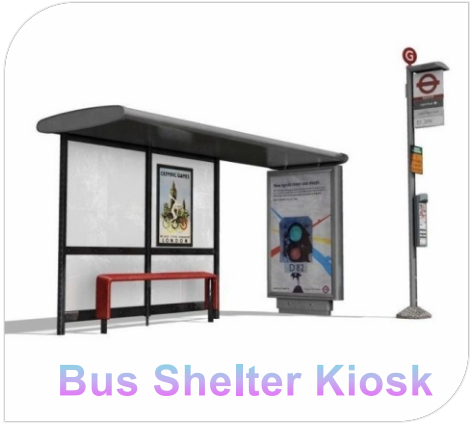
Supports customized l ayouts for waste classification.
Ideal for residential areas, parks, schools, and industrial zones.

Rainproof structures ensure reliable performance in all weather conditions, and custom logo silk-screen printing is available for branding or public signage.

OEM & ODM services are fully supported.

Information Kiosks

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Bus Shelter Kiosk

Designed for outdoor public transportation areas, combining shelter with route information displays, lighting, and optional digital signage.



Photo Booth Kiosk

Compact unit used for ID photo or event photography, supports fast photo capture and printing, often found in public service centers or malls.



Other Custom Kiosks

Tailor-made kiosks designed according to client needs, including ticketing kiosks, tourism info booths, interactive displays, and more.

Neon Light

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Neon lights are visually striking lighting elements made with flexible LED tubes or traditional glass tubes, designed to display glowing text, logos, or graphic patterns. They offer a retro-modern aesthetic and are energy-efficient and long-lasting.

Perfect for use in cafes, bars, retail stores, home décor, weddings, events, exhibitions, and commercial signage.

Available in custom sizes, fonts, colors, and designs. We support logo reproduction, personalized quotes, and multi-language text to meet your branding or decorative needs.



Marquee Letters

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Marquee letters are illuminated 3D signs with built-in bulbs, perfect for creating eye-catching displays with a vintage flair.
**Widely used in events, weddings,
storefronts, bars, and interior décor.**

Customizable Options:

Text: Letters, numbers, symbols, logos

Color: Bulb light color and letter body color

Size & Font: Fully customizable to match your brand or event theme

Material: Metal / stainless steel / galvanized sheet













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Complete Guide to Sign Installation Methods (All Types)



Standard Installation Methods

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Ceiling Hanging Installation

Signs are suspended from ceiling structures using rods, wires, or chains—ideal for open and spacious environments.

Example Applications:

- Corporate front desk logos
- Restaurant façade illuminated letters
- Mall floor layout maps

Side Mount Installation

Signs extend horizontally from walls using metal brackets—ideal for foot traffic areas and double-sided visibility.

Example Applications:

- Double-sided shop lightboxes
- Corridor department signs in hospitals
- Projecting ads on building exteriors

Wall Mount Installation

Signs are attached flat to walls using screws, adhesives, or mounting brackets—clean and quick to install.

Example Applications:

- Corporate front desk logos
- Restaurant façade illuminated letters
- Mall floor layout maps

Ground-Standing Installation

Signs are installed on the ground using posts or frames, in two ways:1.Base-mounted – fixed on hard surfaces with bolts or flanges. 2.Embedded – set in concrete for better stability outdoors.

Example Applications:

- Park info boards
- Real estate signs
- Campus wayfinding signs

Embedded Installation

Signs are built into background walls, lightboxes, or fixtures, blending seamlessly with the environment.

Example Applications:

- Built-in glowing signs in malls
- Brand walls in showrooms
- Recessed department signs in hospitals

Rooftop Letter Installation

Signs are installed on rooftops via steel structures and must meet wind, lightning, and corrosion resistance standards.

Example Applications:

- Corporate rooftop logos
- Mall or hotel rooftop signs
- Factory building name signage

Special Scene Installation Methods

Desktop Installation



Signs are placed on desktops using L-shaped bends, self-standing acrylic, or support frames. Commonly used for temporary notices or identity display.

Example Applications:

- Bank service window nameplates
- Meeting seat name cards
- Front desk information signs

Magnetic Mount Installation



Signs attach magnetically to metal surfaces without drilling, allowing easy removal and frequent content updates.

Example Applications:

- Warehouse shelf number signs
- Replaceable wayfinding systems
- Temporary display area signage

Sliding Rail Installation



Signs are mounted on sliding or ceiling tracks for lateral movement, ideal for flexible zoning and dynamic layouts.

Example Applications:

- Sliding department signs in hospital corridors
- Functional guide signs for exhibition zones
- Adjustable zone signage in open office spaces

Mobile & Modular Installation



Mobile Stand Installation

Signs are installed on wheeled or portable stands, allowing flexible placement and temporary use in various scenarios.

Example Applications:

- **Temporary promotional signs in shopping malls**
- **Welcome boards at exhibition entrances**
- **Instructional signs for training or event venues**

Modular Combination Installation

Multiple signage units are assembled using tracks, slots, or clips to create a modular and integrated wayfinding system.

Example Applications:

- **Multi-floor hospital wayfinding systems**
- **Floor index boards near office elevators**
- **Zoning maps for commercial districts**



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Thank you for watching