

# Karl Uftring

## National Sales Director

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Karl is National Sales Director and head of American & Interstate Signcrafters Mid-Atlantic Division where he assists national retail brands and developers with their sign and branding needs.

Karl has over 15 years' experience exclusively dedicated to signage projects and programs. Karl is your main point of contact, oversees all aspects of a project, and manages stakeholder relations.

From upfront due diligence, code research and variance hearings to site analysis, design conception and value engineering, Karl helps developers and retailers achieve maximum impact on their signage at shopping centers, lifestyle centers, outlets locations and malls in almost every state in America. His work may be found in all 50 states.

He has helped many of his clients re-image and re-brand existing locations. Through site evaluation, analysis of current conditions and code, Karl helps his clients refresh their properties all within budget and time frame.

He provides design direction, client needs assessments, and site audits to ensure optimum consumer visibility and detailed artwork to minimize or eliminate the unknown.

A New York native, Karl earned his B.S. from Elizabethtown College in Pennsylvania, and currently resides in Richmond, VA.

### Industries

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- Financial Services
- Healthcare
- Communications
- Commercial Real Estate
- Education
- Entertainment
- Hospitality & Restaurants
- Insurance
- Premium Retail
- Specialty Projects
- Stadium and University

### Services

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- Architectural Metal Work
- Fabrication
- Install
- Design
- Service
- Project Management