

**THE HOWARD COMPANY**, founded in 1950, is an employee-owned point-of-purchase display manufacturer located in Brookfield, Wisconsin. We specialize in menu boards, branding products and services, as well as permanent and semi-permanent retail merchandising displays.

## DIRECTIONAL SIGN

### OVERVIEW

Our Howard illuminated directional signs offer an opportunity to further brand your store while aiding customer traffic flow through your parking lot. Use our standard directional messages or customize the sign face to include your branding and message, and color-coordinate the can and post to match your car wash menu board.

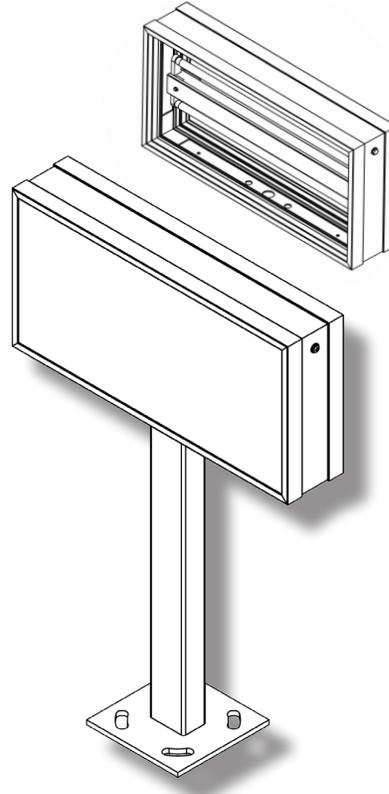
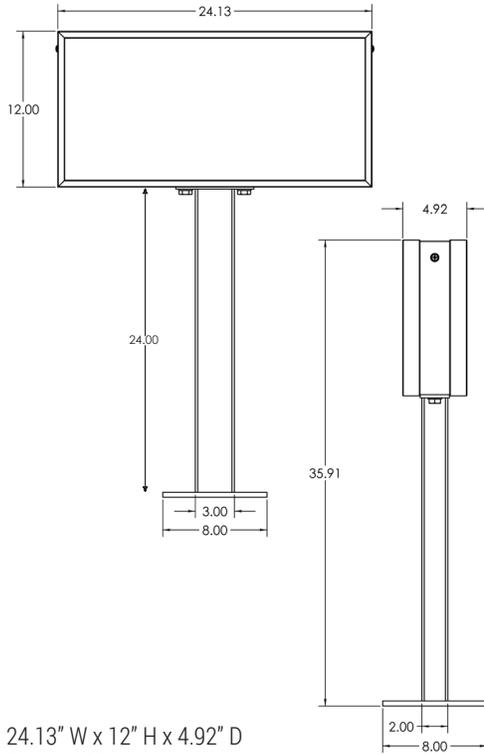
### FEATURES

- Energy efficient T-5 lamps with bright, even illumination
- Custom graphic inserts available with branding identification
- Standard height of 36 inches (top of unit to grade)  
Optional heights available  
3 x 2 pole, 14 gauge steel
- Direct burial option available
- All units come J-Box ready (not included)
- Lead time: 10 working days for standard colors and sign faces
- Ships via truck or UPS

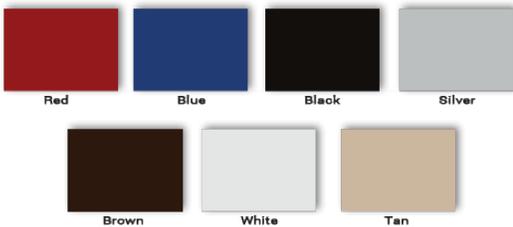


# DIRECTIONAL SIGN

## SPECIFICATIONS



## STANDARD METAL COLOR OPTIONS



Custom Options Available • Additional fees apply

## STANDARD COLOR FACE EXAMPLES



## STANDARD MESSAGE CHOICES

ENTER →	WELCOME
← ENTER	THANK YOU
EXIT →	DO NOT ENTER
← EXIT	
CAR WASH →	NO LEFT TURN
← CAR WASH	NO RIGHT TURN

Longer lead times and additional fees apply for custom face and color