

Neonic Signs makes its

A DYNAMIC new force has emerged in the signage industry in the form of Neonic Signs – a company which is destined for great success if the owner's enthusiasm is anything to go by.

Established only a few months ago by Marc Levy – a young entrepreneur who at the 'ripe old age' of 21 is a man with vision, determination, ambition, and most of all, the driving force to put his words into actions – Neonic Signs looks set to become a force to be reckoned with. And as actions speak louder than words, it's plain to see that Levy is already accomplishing what he has set his mind to – and that's producing spectacular eye-catching neon signage.

As the new 'kid' on the block, Levy has a fresh new approach to the signage industry in general and is brimming over with ideas for ways to inject a bit of 'oomph' back into the neon signage industry – which he feels is lacking at present.

At the same time, he wants to improve the 'image' of neon and encourage its use as a display medium. "Many people are under the impression that neon is not an affordable option when weighed up against other forms of signage," says Levy.

"However, I want to change the way people view neon and offer



Neonic Signs manufactured this sign for Diesel clothing which will shortly be installed in Sandton Square.

Neonic Signs manufactured this sign for Neonic Signs in Johannesburg.

this option to businesses which had previously not considered neon signage as an affordable or viable option," he continues.

This attitude has already caused quite a stir out in the marketplace, with prospective clients sitting up and taking notice of what Neonic Signs has to offer. One such business which Levy approached with a prototype neon sign produced at his Raedene, Johannesburg premises, was a well known retail clothing company. They were so impressed with the sign – which Levy initially produced at his own expense – that the sign will shortly be installed at the company's Sandton Square outlet.

With a B.Com firmly under his belt, having majored in economics and business management through Unisa, and currently studying for an Honours degree

in finance, what is it that made Levy choose to go into the neon signage industry? Considering his father, Leon Levy owns the well acclaimed Kling-shield – which was established over two decades ago and deals with the installation of window film at homes, factories and on vehicles, as well as other signage-related products – Levy had the opportunity of gaining first-hand experience of the industry and learning what running a business entails from a very early age.

Levy's fascination with 'neon' from as far back as he can remember coupled with his creative talents and

appreciation of colour and design translated into him wanting to establish his own neon business – and three years later he is on the map, as keen as ever to give the guys a run for their money.

"I started this business to produce interesting signs – not just the norm! I want to do outrageous, different stuff," says Levy bubbling with enthusiasm.

And he has had plenty of opportunity to see what the rest of the world is doing when it comes to producing spectacular neon signage. Levy explains that he was exposed to a lot of exciting products and ideas whilst travelling extensively

By Lucia Kaszynska

"VManc!!"



These signs were manufactured by Neonic Signs.

throughout the United States and Europe. During his travels he decided without a shadow of a doubt that he wanted to be involved in the signage industry.

After conducting extensive research into the neon industry utilising local and international sources and after encountering a few 'set-back' tactics Levy was in a position to open his own business – and at long last, Neonic Signs was on the map!

Trying to utilise modern technology as effectively as possible, Levy spent countless hours surfing the Internet, gathering information and learning all he could about the neon industry. He found this to be so effective that he is currently constructing a major fully comprehensive Neonic Signs page on the Web. It is this interactive approach that is reflected in Levy's new company. "We want to

produce personalised, customised signs for our clients," he says.

Not wanting to rest on his laurels – despite his relatively short involvement in the signage industry – quite impressively, Levy has already secured the agency for Neon Film from Tape Technologies situated in the USA. Levy explains that this product is a pressure sensitive vinyl that turns any sign into a neon sign. "This patented product cuts, weeds, and applies like conventional vinyl, with one big difference... it glows like neon at night," he explains.

"Neon Film is going

to change the face of store fronts and interior signs as we know it. Even with the aid of shop lighting, conventional graphics and messages tend to fade into the background as the sun goes down. With Neon Film, your store fronts will provide the maximum impact on overcast days and at night. Your message will be seen 24 hours a day," he continues.

Levy mentions that he is currently in the process of carrying out a research and development phase in respect of the future of this product – but it looks set to be a winner. And if that wasn't

enough, he gave Sign & Graphics a sneak preview of a new signage product which he has developed. As his 'invention' is currently patent-pending, we can not divulge any details as yet – but watch this space and all will be revealed at a later date!

And what about Levy's long-term plans? Well he definitely doesn't strike us as someone who wants to limit himself too much judging from his reply: "Given time I want Neonic Signs to offer a full spectrum of signage products including point-of-purchase, vehicle graphics, inflatable signage, screen-printing, billboards, indoor and outdoor signage. Eventually, I am looking at achieving a full media graphic company."

One leaves Neonic Signs with the feeling that great things are about to happen. Judging from things so far – anything's possible!

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