



Intersign Creates Impressive Results Quickly and Easily with Design Software

Product Spotlight:
GERBER EDGE®

Intersign
Houston, TX

People often can be heard saying, "They don't make 'em like they used to." Machines of mass production don't always produce the same quality products that were possible with hand crafting. Three years after opening in 1980, Intersign, of Houston, Texas, decided to replace most of their hand crafting with sign-making on computerized equipment from Gerber Scientific Products.

Today, the busy 4000-square foot shop earns annual sales of \$300,000 and only sees customers by appointment. Owner Mark Roberts says, "I've always been a craftsman, so the finished work looks pretty much the same today as it did before I started using Gerber equipment. My customers may not even know we have the faster tools."



Intersign specializes in dimensional signs but also does cut vinyl signs. Designs are created on Gerber design and output software which is often used in conjunction with a Dimension 200® router from Gerber.

The shop uses Gerber software exclusively. Roberts says, "We had a different system, but we quit using that. Gerber software is a lot easier, and the results are more consistent. The other system's letters did not look like true letters. There were quirks that I didn't like."



This may look routed ... but look again! Flat Alumaply sign with Gerber high-performance vinyls. Designed with GRAPHIX ADVANTAGE.

Gerber design and output software is the most advanced vinyl design and output software available. It is the only software with digital color imaging specifically designed for sign making. Designing is done in Composer, a Windows®-based, user friendly environment. Featuring full-sized "what you see is what you get" design capabilities, Composer bridges the gap between creativity and production. GSP Plot and Quick Plot provide the interface to any Gerber or HP-GL™ plotter, the GERBER EDGE® digital color imaging system, and many popular large format inkjet printers,

including ENCAD® NOVAJET® and Hewlett-Packard®.

The designs that Intersign produces can be very complex. Prior to purchasing Gerber design software, the shop relied on a projector. They would create film positives of designs and project them on the wall before making paper patterns.

"Now we just use templates, and we'll pull up sign shapes right on the Gerber design software," says Roberts. "It's a lot more efficient because we can pull up finished signs on the Composer, move elements around within the sign, and know exactly what it will look like." The shop spends less on labor because they no longer have to make patterns by hand.

This relieves a lot of stress and aggravation. "We would, perhaps, project a pattern, and maybe it would fit, maybe it wouldn't. We spent a lot of time redoing the art, trying to make it work. Now there's no guesswork," he says.



Some of Intersign's most artistic pieces are for theme parks like Six Flags. Many of these signs are destined to mark attractions within the park, like the dimensional signs the shop did for a park in Houston. Theme park signs that Gerber design software. Roberts says, "I was a sign painter before I had any computer equipment. I've always done flashy, nice work. Gerber design software helps me do that work quicker."

Roberts particularly recalls making a sign for a company in his business complex that manufactures pumps for oil wells. The cut vinyl letters were given a prismatic look. An Alpa Medium font was cut out of black vinyl. Gold film was cut in the same font and applied inside the letters.

This was a two-color vinyl job, and the part that would remain gold was weeded. He says, "For the areas of the prismatic letter that would normally be left white, we put gold in there and had a nice 3-D gold look to it. The customer was very excited.

"I didn't really tell them what we were going to do or show them a drawing up front; they kind of left it up to me. I just played around and experimented and turned out a great looking sign. Every time I see them, they still thank me for how good it looks."

Roberts regularly uses decorative borders and panels within signs, sometimes importing them from other CD-ROMs. "I like the import feature of Gerber design and output software. It's so easy to use. We just grab the corner, and drag to what size we need. Then if we're off, we can go to the percents on the menu or punch in the exact size. It has really come in handy. We can deliver signs quicker than we used to," he says.

The software also allows them to make color presentation drawings which are output on their color printers. This scale drawing of the sign is given to customers for approval.

Roberts will attest to the fact that Gerber design software is an easy-to-use program that you can count on. He says, "My favorite thing about the software is that it's the easiest I've found. It's really a no-brainer." He and his employees were able to load the software and start using it from the first day.

After using Gerber design and output software for almost three years, he says, "The software has never let me down yet. Whenever I sit down to design something, I don't get up until it's finished. It has never stopped or crashed on me."

This caliber of reliability comes as no surprise to Roberts, a self-described "Gerber person" since 1983 when he bought his Signmaker® III. He still uses the Signmaker as a plotter. "If it's not broke, we don't fix it," he says. "It's our original machine and it's still going."

At Intersign, they also use supplies from Gerber such as vinyls and Gerber Gold™ router bits. Roberts says trying other brands of vinyl proved a disappointing experience, so he prefers the 3M™ vinyl available from Gerber. He says with confidence, "I'm a big Gerber fan. Anything they put out I can be sure is first class. When it comes to sign making products, Gerber is beyond compare."

So maybe they don't make 'em like they used to. They make 'em even better.

Visit the Intersign web site at: <http://members.aol.com/markrobt> or contact them at:

3M is a trademark of 3M Corporation.

Windows is a registered trademark of Microsoft Corporation.

HP-GL is a trademark, and Hewlett-Packard is a registered trademark of Hewlett-Packard Corporation.

ENCAD and NOVAJET are registered trademarks of ENCAD, Inc.

Six Flags is a trademark of Six Flags Theme Parks Inc.

©2007 Gerber Scientific, Inc. All Right Reserved