



DSA SIGNAGE

www.dsasignage.com

**BRIGHTEN
YOUR BRAND**



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MISSION & VISION

MBE, USA MADE, ETC

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OUR STORY

Our story begins in Madison, Wisconsin, in 1970, with a man named David Spradling. Driven by a profound love for photography and a fascination for backlit photographic images, Spradling founded DSA Signage. His background in commercial photography instilled an appreciation for the dramatic intensity of backlit images, which, according to Spradling, “popped” and attracted more attention due to their superior tonal range. The earliest products from DSA were a high-speed dryer for film processing and a photo paper storage device, inspired by Spradling’s intimate familiarity with the photographic process.

As our product range expanded to include lightboxes, drive-thru hardware, digital kiosks, and more, so did our leadership. Bob Riley took the reins as CEO following Spradling’s departure, contributing significantly to the company’s growth over his tenure. His successor, Shokouh Shafiei, has led DSA to even greater heights, facilitating our move to the expansive Rancho Dominguez facility.

Over the years, our facilities have grown along with our ambitions. From our humble beginnings in Madison, Wisconsin, to our current home in Rancho Dominguez, California, we have continually sought to increase our manufacturing capabilities to keep pace with our expanding customer base, like Starbucks, EssilorLuxottica, and more.

Our journey from a manufacturer of photographic products to a leader in display solution technology is marked by growth, innovation, and a relentless commitment to our customers. With each new chapter, our passion for crafting premium display solutions burns brighter. From our very first customer to our latest and from our smallest lightbox to our largest digital signage solution, every piece of our history is a testament to our dedication to quality, innovation, and customer satisfaction.



MARKETS WE SERVE



Food & Beverage



Retail & Luxury Goods



Sports & Entertainment



Automotive & Car Wash



Transportation & Airports



Healthcare



Museums & Iconic Landmarks



Education

MISSION & VISION

DSA Signage is a minority-owned, women-led business that values integrity, transparency, teamwork, and accountability. Our mission is to sustainably elevate and brighten your brand as a collaborative expert partner. We have a vision to be the most sustainable and reliable brand partner for our clients.



Minority Business Enterprise

Our Team/MBE

DSA Signage hires many people from the surrounding Los Angeles area. We are also certified by National Minority Supplier Development Council (NMSDC) as a minority-owned business and an Equal Employment Opportunity/Affirmative Action employer. We believe diversity is essential to our success as it brings talent and fresh perspectives from people of multiple backgrounds.



USA Made & Sustainability

Made in the USA

Our Manufacturing Expertise: We make all our parts from raw materials in our 40,000-square-foot Rancho Dominguez, California facility. By extruding the aluminum for each light box, cutting steel bases from dimensional stock, and hand-placing LED lights in each base panel, we ensure that every aspect of what we build fits together to your exact specifications.

Commitment to Sustainability

Technology and Development: We are continuously investing heavily in technology and research and development to continue pushing the boundaries of what is possible with signage solutions.

Recycled Parts & Materials: Through innovative partnerships with suppliers, we recycle parts and reuse raw materials for upcoming projects. Plus, our products pass the most rigorous testing and inspection processes and are mostly UL certified.



WHY CHOOSE US?



WE THRIVE ON EMBRACING INTRICATE PROJECTS THAT PUSH US TO CONTINUOUSLY LEARN, EVOLVE, AND ADAPT.



SUPPORT

We provide support throughout the project lifecycle: Successful partnerships are based on irreproachable service, responsiveness, and proactivity.

- Needs Assessment
- Concept Design & Prototyping
- Fabrication
- Distribution
- Value Engineering
- We offer expedited approval processes and lead times for our nationwide clients and large-scale projects.

IN-HOUSE EXPERTS

On-site Engineering: Our team of in-house experts will accompany you at every project stage to help create innovative and sustainable solutions using the latest technology.

- Engineering & Drawings
- Material Specification and Costing
- Production Schedules
- Quality control “Fit, Form & Function”
- Post-production Support
- In-house manufacturing

A GLOBAL COMPANY



SHIPPING ANYWHERE IN THE WORLD



OUR PRODUCTS



OVERVIEW



DIGITAL KOSK



HIDDEN HINGE

FRONT ACCESS



SIDE ACCESS



THIN PROFILE



FABRIC SEG



OUTDOOR

INDOOR

INDOOR



FABRIC SEG LIGHT BOX

Immersive and
Vibrant Illumination

Fabric SEG Light Box is one of our most popular static indoor lightboxes. The backlit illuminated lightbox offers a frameless appearance and offers a perfect mix of color saturation and brightness. The graphic is printed on Fabric Silicone Edge material which is lightweight and simple enough for anyone on your team to install as needed.

PERFECT FOR

- Branded graphics
- Large format projects
- Constant graphic updates

APPLICATIONS INCLUDE

Ceiling-hung | Wall-mounted | Horizontal or Vertical



FRONT ACCESS LIGHT BOX

A Functional Design

The Front Access Light Box has a designed frame that is accessible from the front allowing for quick and easy graphic replacement. This light box has a standard 3-3/4" profile, with bright and energy-efficient white LED backlit strips providing excellent illumination. It has all the necessary features for an excellent advertising display.

PERFECT FOR

- Robust and sturdy appearance
- Promotional activity
- Branded graphics
- Menu display

APPLICATIONS INCLUDE

Ceiling-hung | Wall-mounted | Horizontal or Vertical



SIDE ACCESS LIGHT BOX

A Functional Design

The Side Access Light Box is the perfect solution for displaying graphics. With its slim 5" frame and bright white LED backlit strips for even illumination, this light box adds a sleek touch to any atmosphere. It's easy to access and switch out graphics from the side of the box, so no installation hassle.

PERFECT FOR

- Art showcase
- Promoting activity
- Menu display
- Branded graphics

APPLICATIONS INCLUDE

Ceiling-hung | Wall-mounted | Horizontal or Vertical



THIN PROFILE LIGHT BOX

Space Saving Graphics Illumination

The Thin Profile Light Box is our thinnest light box yet! With an ultra-sleek design and minimalist frame, this light box is sure to draw attention to your business. It features edge-lit LED lighting for a stunning effect, and with its incredibly slim profile of just 7/8", installation is easy - simply snap it into place with your graphic insert.

PERFECT FOR

- Sleek and modern experience
- Menu display
- Promotional activity

APPLICATIONS INCLUDE

Ceiling-hung | Wall-mounted | Horizontal or Vertical



OUTDOOR



HIDDEN HINGE LIGHT BOX

Lockable Display for Indoor and Outdoor

Our Hidden Hinge Light Box is the ideal choice for any outdoor application or high-traffic environment. This aluminum frame is secured with keyed locks and door access to an internal snap frame to easily change displays. Utilize energy-efficient LED backlit strips to illuminate your graphic, film, or fabric displays for an impactful visual both day and night.

PERFECT FOR

- Unsupervised high-traffic areas
- Weather resistance
- Wayfinding

APPLICATIONS INCLUDE

Ceiling-hung | Wall-mounted | Free-standing



INDOOR/OUTDOOR DIGITAL KIOSK

Available in Single or Double-Sided

Our Digital Kiosk is the perfect combination of modern digital signage and multi-touch hardware. Our sleek, attractive design ensures your interactive kiosks will be seamlessly incorporated into any environment or setting. Built with tempered glass, our design offers superior durability and advanced safety to withstand heavy use in public areas. Its built-in internal memory makes loading your content a breeze.

PERFECT FOR

- Interactive in-store experiences
- Wayfinding
- Self-servicing tasks

APPLICATIONS INCLUDE

Ceiling-hung | Wall-mounted | Free-Standing



*The product in the image is a custom design

CHECK OUT OUR WEBSITE FOR ADDITIONAL PRODUCTS & SERVICES



DIRECTIONAL SIGN



CLEARANCE BAR

SINGLE PANEL MENU



DOUBLE PANEL MENU



TRIPLE MENU BOARD



TRIPLE ALL-IN-ONE CANOPY

TESTI-MONIALS

★★★★★

“Working with a brand like DSA that’s based right here in the USA makes it really easy to get all my deliveries out to my jobs as soon as I need them. My account manager has been extremely helpful in solving problems and changes along the way and sometimes even expediting deliveries for me.”

Fjallraven



★★★★★

“We want something that’s really high quality and presents our brand in the best way possible it’s been an excellent partnership with DSA Signage.”

Dave’s Hot CHicken



BRAND PARTNERS



BARNES & NOBLE



Ferrari

Salvatore Ferragamo

ZEGNA



BILLABONG.

LENSCRAFTERS®

QUAY

Cartier



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