



**DSA**SIGNAGE

[www.dsasignage.com](http://www.dsasignage.com)

**BRIGHTEN  
YOUR BRAND**





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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**





## OUR PRODUCTS





# OVERVIEW



DIRECTIONAL SIGN



INDOOR MENU BOARD



SPEAKER POST



PRE-SELL MENU BOARD



CLEARANCE BAR



TRIPLE PANEL MENU BOARD



BOLLARD



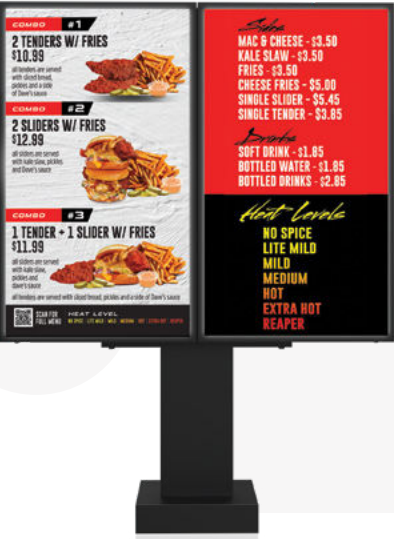
TRIPLE ALL-IN-ONE ORDER POINT CANOPY



DOUBLE ALL-IN-ONE ORDER POINT CANOPY



STANDALONE CANOPY



DOUBLE PANEL MENU BOARD



# OUTDOOR DRIVE THRU





# Pre-Sell Menu Board

## Drive Thru Signage

The Pre-Sell Menu Board is a durable and eye-catching display specifically designed to showcase key menu items to your customers. It can be used to keep your lines moving and influence your customers' purchasing decisions before they reach the main order point.

### Options Include

- STATIC / DIGITAL
- CUSTOM POWDER COAT COLORS



Aluminium Construction



### KEY FEATURES

- Showcasing high margin items
- Enables up-selling & promotions





# Double Panel Menu Board

## Drive Thru Signage

The Double Panel Menu Board is a durable and captivating design showcasing your menu. This high-quality menu board can be used as a pre-sell menu board to keep your lines moving and influence your customers' buying decisions before they reach the main order point. Or you can even use it as your main order point in combination with a speaker post and canopy.

### Options Include

- STATIC / DIGITAL / HYBRID
- CUSTOM POWDER COAT COLORS



Aluminium Construction



### KEY FEATURES

- Showcasing high margin items
- Enables up-selling & promotions

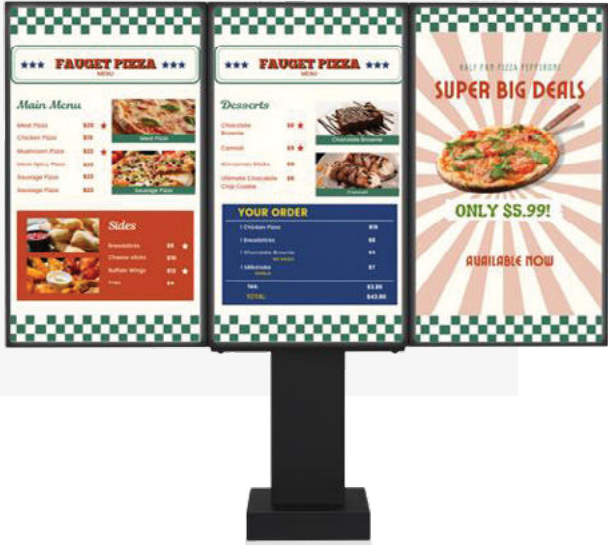




# Triple Panel Menu Board

## Drive Thru Signage

The Triple Panel Menu Board is a durable, sharp-looking display used to introduce your menu content to your guests and facilitate their selection as they utilize your drive-thru or make their way to your pick-up window. It is designed to illuminate and highlight your menu and can be used as your main order point with a speaker post and canopy.



### Options Include

- STATIC / DIGITAL / HYBRID
- CUSTOM POWDER COAT COLORS



### KEY FEATURES

- Showcasing full spectrum of menu
- Target high margin & combos



Aluminium Construction





# All-In-One Order Point Canopy

## Drive Thru Signage

The All-In-One Order Point Canopy includes either a double or triple-panel menu board, a housing unit for your speaker and microphone at the bottom, and a canopy roof with four downlight LEDs. Its primary purpose is to provide your customers a comfortable and convenient ordering experience while protecting them from harsh weather conditions making it easier for your customers to make their final choice and communicate it to your teams.

### Options Include

- DOUBLE / TRIPLE
- STATIC / DIGITAL / HYBRID
- CUSTOM POWDER COAT COLORS



Aluminium Construction



### KEY FEATURES

- Showcasing full spectrum of menu
- Target high margin & combos





# Standalone Canopy

## Drive Thru Accessories

The Standalone Canopy includes four downlight LEDs. It is perfect if you want to create an order point with standalone components or if you want to add more shade to protect your curbside pickup and add comfort while customers finalize their choice and communicate it to your teams.



### Options Include

- ILLUMINATED / NON-ILLUMINATED
- SPEAKER + MIC ADD-ON
- CUSTOM POWDER COAT COLORS



Aluminium Construction

### KEY FEATURES

- Protects customers from harsh weather conditions
- Illuminates menu at night





# Clearance Bar

## Drive Thru Accessories

The pivoting Clearance Bar is engineered to safeguard both your equipment and your customers. These bars work by preventing the entry of oversized vehicles into your drive-thru.

### Options Include

- SINGLE / DOUBLE ARM
- CUSTOM POWDER COAT COLORS



Aluminium Construction

### KEY FEATURES

- Protects against property damage
- Pivots away from vehicle if struck and returns automatically





# Directional Sign

## Drive Thru Accessories

Our Directional Sign is key to streamlining your guests' experience by safely guiding them throughout your parking lot. Applicable at both the entrance and exit of your drive-thru, these signs are customizable with your unique brand identity, helping you stand out amidst competition while delivering valuable wayfinding information to your guests the directional sign enhances your drive-thru experience while reinforcing your brand's unique presence.

### Options Include

- SINGLE / DOUBLE-SIDED
- ILLUMINATED / NON-ILLUMINATED
- CUSTOM POWDER COAT COLORS



Aluminium Construction



### KEY FEATURES

- Navigates customers throughout drive-thru
- Illuminated for night visibility





# Standalone Speaker Post

## Drive Thru Accessories

The Speaker Post’s optimal positioning promotes effortless communication, enabling your guests to relay their orders to your team with absolute ease. Furthermore, it’s crafted for compatibility with your chosen menu board and a standalone canopy, allowing you to establish a comprehensive main order point.



### Options Include

- CUSTOM POWDER COAT COLORS 



Aluminium Construction

### KEY FEATURES

- > Allows for ease of communication between customer and employee





# Bollard

## Drive Thru Accessories

The Bollard is essential to safeguard your property and enhance vehicular navigation through your drive-thru lanes. Strategically placed near the payment windows, these bollards inform drivers of the optimal distance to maintain, thereby preventing damage to customer vehicles and the window surroundings. They also have illumination capabilities, enhancing visibility and ensuring safety during nighttime operations.



### Options Include

- ILLUMINATED / NON-ILLUMINATED
- CUSTOM POWDER COAT COLORS



Aluminium Construction

### KEY FEATURES

- Creates a protective perimeter around your business
- Directs customers through drive-thru





# INDOOR

ORDER DRINKS + PICK UP

## HANDCRAFTED LEMONADES \$3.95

can be made sugar-free (subtract 50 cals)



### NEW! RASPBERRY MINT

80 cals  
fresh lemon juice, raspberry,  
mint, pure cane sugar

### PINEAPPLE MANGO

100 cals  
fresh lemon juice, caramelized  
pineapple, mango puree, pure  
cane sugar

## HOUSE LEMONADES \$3.75

### CLASSIC 70 cals

fresh lemon juice, pure  
cane sugar

### LAVENDER ELDERFLOWER

130 cals  
fresh lemon juice, blue  
butterfly pea tea, lavender  
syrup, elderflower syrup,  
pure cane sugar

### BLOOD ORANGE HIBISCUS 160 cals

fresh lemon juice, hibiscus  
tea, blood orange puree,  
pure cane sugar

### SUGAR-FREE CLASSIC 20 cals

fresh lemon juice, all-natural  
sugar free sweetener

### CARROT GINGER

80 cals  
fresh lemon juice, fresh  
squeezed carrot & ginger  
juice, pure cane sugar

### CUCUMBER MINT

70 cals  
fresh lemon juice, fresh  
squeezed cucumber juice,  
fleur de sel, mint, pure  
cane sugar



## WELLNESS BOOSTS \$1.95

MONIN Immunity Boost 50 cals

WELLER 10mg Broad Spectrum Hemp 0 cals

SKRATCH LABS Electrolytes 50 cals



## FRESH BREWED ICED TEAS \$3.75

GREEN TEA 0 cals  
Organic Fair Trade

BLACK TEA 0 cals  
Organic Fair Trade

## SKINNY ARNOLD PALMERS \$3.75

SKINNY BLUE 20-70 cals  
with Butterfly Flower Tea  
Classic or Sugar-Free Classic

SKINNY RED 20-70 cals  
with Hibiscus Flower Tea  
Classic or Sugar-Free Classic

## BOTTLED BEVERAGES

COLD BREW  
10-60 cals \$4.95

KOMBUCHA  
80 cals \$5.45

WELLER 25mg HEMP WATER  
0 cals \$5.95





# Digital Indoor Menu Board

## Indoor Signage

The Digital Menu Board is a high-quality, indoor-rated display that keeps your menu items, pricing, and promotions running 24/7 without burning out. You can choose from various menu board options to customize your ordering area by combining screens of different sizes and orientations. We can help you identify which technology works best with your environment and recommend content hosting and management systems that best fit your needs.



### Options Include

- ILLUMINATED / NON-ILLUMINATED
- CUSTOM POWDER COAT COLORS



Aluminium Construction



### KEY FEATURES

- Showcasing and scheduling menu at appropriate times (digital)
- Up-selling & promotions, limited time offers
- Global, regional or individual updates (digital)





# Illuminated Indoor Menu Board

## Indoor Signage

The Illuminated Indoor Menu Board LED lighting produces maximum brightness and an evenly distributed illumination, to avoid dark spots or low illumination areas. We offer various menu board options and sizes, so you can customize your ordering area by combining different menu boards together and associating different sizes and orientations. Our menu boards are designed with a snap frame, so you can easily update your content as needed, and we offer different customization options for you to select the best design for your environment.

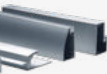


### Options Include

- ILLUMINATED / NON-ILLUMINATED

### KEY FEATURES

- Up-selling & promotions, limited time offers



Aluminium Construction



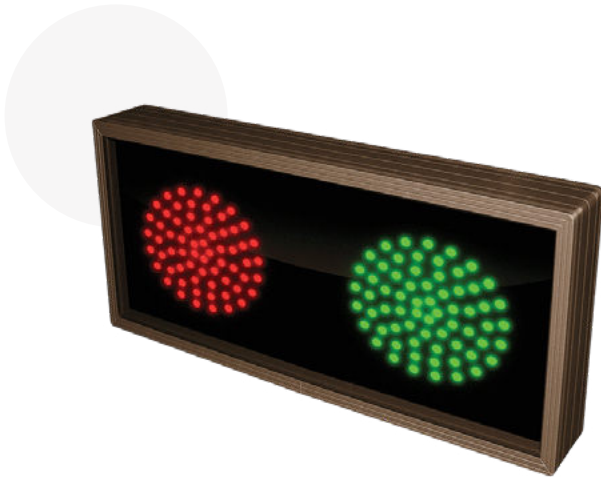


# Additional Accessories

INTERCOM SYSTEM



LANE CONTROL



CONTENT MANAGEMENT  
MEDIA PLAYER



ANCHOR CAGE





**CHECK OUT OUR WEBSITE  
FOR ADDITIONAL PRODUCTS & SERVICES**

**DIGITAL KOSK**



**FRONT ACCESS**



**SIDE ACCESS**



**THIN PROFILE**



**FABRIC SEG**



**HIDDEN HINGE**





# 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





## CONTACT US

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