

SMALL BUSINESS

Sign Craft, Atlas sign on for merger
Teaming Sign Craft, Atlas creates Indy sign powerhouse



By Tom Spalding

Posted: September 13, 2008

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Two prominent Indianapolis sign-making companies are merging, giving them the leverage to go after even bigger-name clients.

Sign Craft Industries is acquiring rival Atlas Sign Co., creating what will be one of the largest businesses of its type in the state.

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companies, we will be able to. . . expand our footprint outside the Central Indiana market," said Sign Craft President and CEO Greg Beyerl.

Atlas owner Mike Gilley said he is "excited about the opportunities this deal brings to the table."

Sign Craft's 45 employees and Atlas' 35 workers were informed of the merger on Friday.

Both are privately held companies. Financial details were not disclosed.

Both companies were already large by industry standards.

Only 10 percent of the nation's 35,000 or so sign-making companies have

Both Sign Craft and Atlas have a list of well-known clients and high-visibility jobs, including providing exterior and interior signs for Lucas Oil Stadium.

They plan to use their combined strength to tackle bigger assignments in an industry that generates \$15 billion per year in revenue.

"By combining the excellent personnel of these two fine

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ATLAS SIGN CO.
» Headquarters:
3150 Rand Road.
» Owner: Mike Gilley.
» Employees: 35.

SIGN CRAFT INDUSTRIES
» Headquarters:
8920 Corporation Drive.
» CEO: Greg Beyerl.
» Employees: 45.

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more than 20 employees, according to SignCraft, a trade magazine published in Fort Myers, Fla.

The Sign Craft and Atlas teams will continue to operate from their current facilities under separate nameplates as options for the combined operations are considered.

The two companies started talking about a merger three to four weeks ago.

This deal follows the acquisition of Sign Studio by Sign Craft in June.

Beyerl was quick to praise the work of Atlas, which has been around since 1984 and has focused primarily on neon signs.

Atlas was responsible for producing the 14- and 16-foot-high lettering on the four sides of the new \$720 million stadium.

Among Sign Craft's accomplishments were in helping in the rebranding of Marsh Supermarkets since its purchase by Florida-based Sun Capital Partners in 2006.

Call Star reporter Tom Spalding at (317) 444-6202.

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