

FASTSIGNS[®]

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Local FASTSIGNS[®] Achieves Largest Sales Percentage Increase in the Country

(IDAHO FALLS, Idaho) March 2, 2011 – The Idaho Falls FASTSIGNS[®] sign and graphics center, located at 340 E. Elva, has earned the distinction of achieving the highest percentage sales increase last year of any FASTSIGNS center in the country.

“We are still a fairly new center so to hear that we were being honored with this award was very exciting,” said Nathan Smith, owner of the Idaho Falls FASTSIGNS. “While we didn’t use a new, groundbreaking technique that helped us achieve this award, we have put a lot of hard work into mastering the fundamentals.”

The Idaho Falls center’s impressive 106% increase in sales was recognized with the Sales Achievement Award at the 2011 FASTSIGNS convention recently held in Las Vegas. Smith converted his independent sign shop into the Idaho Falls FASTSIGNS in October of 2008.

“My center’s success is due in part to the FASTSIGNS system,” explained Smith. “I think the system’s focus on networking along with emails distributions, direct mailings and referrals from happy customers has made all the difference.”

Smith said that once he returned home from convention, he felt even more incentive and passion to work to build business at his FASTSIGNS center. Additionally, Smith already has his goals set for the future.

“I have great hope for the future of my business. I have seen that it is possible to prosper even in a recession by simply being proactive,” said Smith. “I saw many great examples at convention of owners that prospered at a high degree when others weakened. It seems they did it not by doing extraordinary things, but doing simple thing extraordinarily well. That is what I plan to do.”

FASTSIGNS[®] helps businesses, organizations and events solve their visual communications and marketing challenges—large and small. From the simple... to the simply impossible™. The Idaho Falls FASTSIGNS[®] sign and graphics center provides consulting, file transfer, design, production, delivery and installation for a full range of custom sign and graphics solutions. For more information, call (208) 522-1355, visit www.fastsigns.com/552 or use a smartphone to visit m.fastsigns.com/552. To view the Idaho Falls FASTSIGNS fan page visit <http://www.facebook.com/FASTSIGNS552>.

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Editorial Note:

Please [click here](#) for a photo of Nathan Smith (l), owner of the Idaho Falls FASTSIGNS[®] sign and graphics center, with Susan Last, Chief Operating Officer for FASTSIGNS International, Inc., at the 2011 FASTSIGNS[®] Convention in Las Vegas.