2017 Sign Solutions Lookbook
At Principal LED we celebrate the art, ingenuity, and creativity of the sign industry every day. It’s nothing new to enter our offices while we’re raving about the latest design or creative application in a customer’s sign.

One of the ways we promote the amazing work of our sign clientele is to hold Sign Design Contests. These entrants range from distributors to sign shops. All of the signs featured in this Lookbook participated in the 2017 Lucky Day Photo Contest or the 2016 Summer of Cash Photo Contest.

After narrowing down to a few finalists, votes were taken online to select the top three winners who won a cash prize and trophy for all the glory. This P-LED Lookbook is a collection of project photos so you can see what people are doing out in the field with Principal LED products.

These testimonials cover a wide range of applications and design elements. We hope you enjoy - and if you have your own great testimonial you can submit them online at any time.

Thank you for all that you do!

Sincerely,
The P-LED Team

See more and submit your testimonials today:
www.p-led.com/testimonials

Trademarks shown in testimonial images in this publication belong to the rightful owner of same and Principal LED claims no ownership of such marks.
ALL HE SAID WAS “WOW!”

_Wade Flake Jr._
_Hank’s Neon & Plastic Service Inc._
_Evansville, IN_

PRINCIPAL LED PRODUCT
TAP OUT™ STIK
(PL-OP2-T03-P/ST-XX-YY-ZZ)

“Great product, it exceeded what I as a business owner needed. The first thing that happened is before we could finish the job we had to leave on an emergency call for someone else leaving the retro job half done (thus the photo).

Going back there that night to see how it was shaping up my brother had to take a shot because of the dramatic difference in lighting. He took the picture and then sent it to me... all he said was, ‘WOW!’

That same night the customer called my brother to tell him how elated he was with the difference. That always feels good when that happens. Then as far as my company is concerned the change out was as easy and looked as good as my GSG salesman said it was going to be, that’s hard to beat. “

-Wade Flake Jr
LIT WITH CARE

Justin Bellamy • Signarama
Houston, TX

“We use Principal LEDs on all of our projects. We used to use a HUGE name brand that also makes TVs, but found that the quality in Principal’s are on par and cost less. One major service they provide are the layouts and power supply count. This has made ordering and installing the LED modules simple and easy without having to manually calculate them.”

-Justin Bellamy

PRINCIPAL LED PRODUCT
STREET FIGHTER MIDDLEWEIGHT™
(PL-OP2-MW2-P-CC)

GREEN SECTION OF THE SIGNS
STREET FIGHTER SLIM MOD™
(PL-OP1-SL4-P-TW)
PUSHING THE LIMITS OF DESIGN

James Hubbell • Signs Now • Rockford, IL

“Principal LED’s innovative products really allow us to push the limits of design! This monument sign features 6” tall channel letters and 2 lightboxes that are only 1.5” deep. The Street Fighter Mini’s™ did a great job on the small channel letters, but the true MVP of this project was the Street Fighter Slim™. We were able to light the 1.5” deep lightboxes each with only a single row of modules. Even at that shallow depth with a 3/16” polycarbonate lens, the lighting is perfectly even and bright with no hotspots.”

-James Hubbell

PRINCIPAL LED PRODUCTS:
PRINCIPAL LED STREET FIGHTER MINI™
(PL-0P5-SF2-P-XX)

STREET FIGHTER SLIM MOD™
(PL-0P1-SL4-P-TW)
ACCENT HALO

Sign Company
Outdoor Dimensions • Anaheim, CA

“These are face and halo illuminated aluminum can logo halo lit channel letters. The monument is illuminated on top and sides with translucent white acrylic material.”

-Julie Knutsen

“These signs are stunning and very unique, love, love! The lighting is amazing.”

-Julie Knutsen

Client: ARA (American Realty Advisors)

PRINCIPAL LED PRODUCTS

ON THE SIDES
STREET FIGHTER KNOCKOUT™
(PL-OP1-KO3-P-TW)

LED POWER DRIVER
(PL-60-12-MU)

IN THE LETTERS AND NUMBERS
SPEC VALUE SHORT™
(PL-SP3-WH2-P LEGACY PRODUCT)
LOOKING SHARP
UPTOWN
Sign Company
Outdoor Dimensions
Anaheim, CA

“We could not be happier with our new sign; it looks great during the day and even more incredible at night. The way the sign illuminates the area around it is stunning, and the halo lighting really makes the text on the sign stand out. We truly could not have asked for a better result.”

-Julie Knutsen
Client: AMLI Residential

PRINCIPAL LED PRODUCTS
STREET FIGHTER HEAVYWEIGHT™
(PL-OP2-HW3-P/ST-XX-YY-ZZ)

(8) 60W POWER SUPPLIES
(PL-PS-60-12)
WE LOVE ‘ECSTATIC’ CLIENTS

Mike Reilly • Starfish Signs & Graphics • San Clemente, CA

“...We were very happy with how the project turned out, and more importantly, our client was, in their words, ‘ecstatic.’”

-Mike Reilly

PRINCIPAL LED PRODUCT
ECO-FLEX™
(LEGACY PRODUCT)
DESIGN, INNOVATION, AND EFFICIENCY

David Wade • ADART • Flower Mound, TX

“Principal LED offers a wide range of products to enable us to push the limits of design, innovation and efficiency. They always go above and beyond with impeccable service as a valued industry partner. All that coupled with a warranty second to none- we couldn’t ask for anything more.”

-David Wade

PRINCIPAL LED PRODUCT
FUSION 2™
(PL-FS2-WW1-P)
WRAPPING THE DEN

Matt Goodman, N. Glantz
Melinda Arko, YESCO
Case Western Reserve University
Cleveland, OH

“Melinda’s employees that worked on the project said that this was the easiest product to work with. The job turned out amazing and has opened up more opportunities for them and me.”

-Matt Goodman

PRINCIPAL LED PRODUCT
STREET WRAP BORDER™ RED
(PL-LE3-SC3-P-RD)
SHINING BRIGHT IN EL CAJON

Rick Beam • Rick’s Signs • Alpine, CA

“\nIt’s the brightest sign in El Cajon. Thanks so much for your help, and having a great product for my customers.”

-Rick Beam

PRINCIPAL LED PRODUCT
QWIK STIK™ DOUBLE-SIDED
(PL-QS18-XX-DS)
Mounted to the building corner located in the heart of downtown Long Beach, Pine at 6th is central to the best that Long Beach has to offer. This is an aluminum cabinet with 2” aluminum angle frame with one face removable for interior access. 3/4” acrylic push through copy and logo with applied translucent vinyl.”

-Julie Knutsen
Client: Sares Regis

PRINCIPAL LED PRODUCTS
FUSION POD™
(PL-0P2-PD1-P-TW)

CLASS 2 LED DRIVER (240V/60W)
(PL-60-12-U)
A SOLID RETROFIT: NEON TO LED

*Rick Beam • Rick’s Signs • Alpine, CA*

"Here are the photos of 3 buildings I repainted the metal, and retrofitted from neon to your 7000K Street Fighter™ I did for Northrop Grumman in San Diego."

-Rick Beam

PRINCIPAL LED PRODUCT
STREET FIGHTER STANDARD™ 7000K
(PL-0P2-SF3-P-TW)
OUTSIDE THE BOX

Paul Olsufka • Love Sign Co. • Grand Island, NE

"Original scope of this project was to re-cover and re-lamp existing fluorescent-lit awnings. Center half-barrel awning is 4'-6" tall x 8'-4" deep; side awnings are 5'-0" tall by 2'-0" deep. The existing lighting consisted of a single row of two-lamp fluorescent light fixtures.

Instead of re-lamping the awning with conventional HO fluorescent lamps, the customer opted to go with LED. With guidance from Principal, the existing lighting was removed and replaced with three rows of Street Stik HD™ LED’s; top and bottom rows are double-sided adjacent and middle row is single-sided.

Installation of the Street Stiks™ went smoothly, we started with one section and made slight spacing adjustments as needed for even lighting before continuing with the remaining sections.

The customer was extremely pleased with the end results, as the illumination is much brighter than what used to be there, with the bonus of lower energy consumption. All in all, we feel this is an excellent product for use in awnings, and would recommend this to others. As long as one is willing to think outside of the box and gets direction from Principal on awning lighting, the project should be a success."

-Paul Olsufka

PRINCIPAL LED PRODUCT

STREET STIK HD™
(PL-OP2-HW3-P/ST-SS/DS-XX-YY (HD))
BRINGING IT TOGETHER WITH CLASS

Sign Company
*Troy Schweinberg • Metro Signs • Oklahoma City, OK*

Distributor
* Matt Smith • GSG • Dallas, TX*

"The really cool part is the horse head. It is wrapped in the Avery Blue chrome wrap vinyl! Nice way to bring together an electrical sign and using a very expensive wrap vinyl to give it a very different ‘classy’ look."

- Matt Smith, Sign Segment Manager

Principal LED Product
Horse Head
Street Fighter™ Blue
(PL-OP2-SC3-P-BL)

White Letters on Bottom
Street Fighter Heavyweight™
(PL-OP2-HW3-P-XX)
RGB CONTROL

MATT GARVES • LACROSSE SIGN • ONALASKA, WI

“This is a router cut aluminum face with acrylic push thru letters and opaque vinyl on the face of the letters. We used the Principal RGB Fusion 2™ LEDs for this project and gave the customer a controller to change the colors as they saw fit.

Customer was extremely happy with the sign and the staff here was happy to put out such a cool sign that could change lighting colors anytime the customer wanted. This is the first sign we have done like this with changing LED colors, but it won’t be our last.”

THE KING OF LEDS

JON SPALIDING • NORTHWIND INVESTMENTS • MT. PLEASANT, MI

“The product that was used is 6, 60” Street Stik Slim™ double-sided. The ease of installation is superior to any other products on the market. No one can beat the 5 year warranty.”

APPROACHING BRIGHT

AUSTIN SHERMAN • GSG • HOUSTON, TX

“This a customer of ours that uses a good amount of Principal Street Fighters™. The pictures show the Street Fighter Batwing™ and the Street Fighter Heavyweight™.”