



CELEBRATING  
55 YEARS



## **Poyant Signs - building your brand, building your success for 80 years**

August 31, 2018 - Spotlights

Shown is the Poyant Signs team

In 1938, Maurice Poyant started his sign shop in New Bedford, Mass. He called on customers during the day and lettered trucks, paper signs and sign boards at night. Before long he began building neon signs of intricate shapes and styles of his own design. Maurice endured to build

the foundation for what has become Poyant Signs. His son Len began working for Poyant in the 1950s and later took over the company in 1970 followed by his son, Richard, the current president, in 2002. Throughout this time, Poyant has maintained a driving desire to help their customers build their business through high quality sign products and services.

Richard Poyant

Poyant Signs

Poyant is still headquartered in its original city of New Bedford and has grown to become a third-generation family owned business. For 80 years, Poyant has provided custom design and manufacturing services to businesses throughout the United States. The company is comprised of a team of signage professionals that are behind some of the most recognized brands. They collaborate to bring their unique talents to each project and achieve extraordinary results. From custom signs to all-encompassing sign programs, Poyant has remained committed to providing superior quality to all of their clients, on time and on budget.

Poyant offers a wide range of services and specialties, including design, fabrication, installation and a national service program. The design team brings innovation, passion, and expertise, approaching each project as an opportunity to create great design with practical solutions while having a keen sensibility for fabrication. The team of fabricators ensure each sign is built to the highest level of quality, bringing each client's vision to life. In addition, Poyant has a fully licensed, OSHA certified and insured team of installation experts with national and local experience. Once a sign is installed, clients can take advantage of Poyant's efficient and dependable national service program. Poyant has had the opportunity to offer these services to a variety of notable clients including CVS/pharmacy, Dunkin' Brands, and Reebok.

Over the past 80 years, Poyant has truly experienced brand evolution. Since the beginning, the company has brought new ideas and innovations to our customers. We continue to evolve with the use of electronic signage, LED technology, and custom fabrication to build a better-quality sign more efficiently. We have implemented standard best practices throughout our company

from design, project management, survey and permitting, estimating, fabrication, installation and service which allow us to provide our customers with a turn-key solution for all of their signage and branding needs.

At Poyant, our singular focus is and always will be... building your brand, building your success.

Maurice Poyant's spirit of innovation and dedication to quality lives on through second, third, and fourth generations of family and skilled craftsmen. Here's to the next 80 years!

Richard Poyant is the president of Poyant Signs, New Bedford, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540