

# THE MAD SIGNIST



**CATALOG**  
JANUARY 2026

# OUR STORY

**O**nce upon a time—almost 20 years ago—there was a guy from Jersey who packed up his family, headed to Myrtle Beach, and set out to start a business. One day, needing a new sign, he called a local sign shop... and the quote he got nearly knocked him out of his flip-flops. It was so high he swore right then and there: “If I ever leave this business, I’m opening my own sign shop, and I’m charging people FAIR prices.” And so, in 2008... the legend begins.

**P**icture this: a two-car garage, a single desk, and a mission statement taped to the wall: Customers before transactions—always. But first... the name. We needed something bold. Something weird. Something unforgettable. Something that would make adults laugh and kids point. Hours of brainstorming later—and after launching roughly 47 wadded pieces of paper at the trash can—one final crumpled miss threw itself in... and POOF! **The Mad Sigtist** was born.

**A**rmed with a brand, a name, and a few trusty friends, we started collecting equipment and hunting down our very first customers. Fast forward to today: The Mad Sigtist has grown through five shops, each one bigger than the last. Our creativity has leveled up, our equipment has multiplied, and our team has expanded with talented friends who make the magic happen.

**A**nd in 2024, a new chapter began: The once-employee, long-time right-hand, and resident chaos coordinator (that's me!) officially became the owner of The Mad Sigtist. The torch was passed, the lab coats were handed over, and the mission stayed the same: keep people first, create cool stuff, and make sign-magic happen.

**N**early two decades later, with a tiny-but-mighty team, our priority is still YOU. And we're just getting started.



# MEET OUR STAFF



**KELLY** is our Chief Everything Officer! She moved to SC in 1994 and has a degree in Human Resources. Her exceptional organizational skills and her keen attention to detail keep our projects running smoothly and efficiently. She has a son, Josh, a recent Graduate from The University of Florida and a dog, Riley. She enjoys spending time at home with her family watching movies or hockey (Go Caps!)



**TIM** is our Chief Sign Slinger! He came to SC in 2004 with his wife and daughter from New Jersey. He has a degree in both Graphic Design and Culinary. He is a member of F3 Nation and enjoys spending time at home with his family and playing guitar. On Sundays in the fall, you can find him watching the Las Vegas Raiders on TV. Tim never fails to bring humor to the office every day, even on Mondays!



**TODD** is our Builder of the Impossible! He is an alumni of USC and has a degree in geology and marine science. He joined TMS in 2018 when he married our CEO! He is also a member of F3 Nation, Salty Gears. and is an avid racquetball player. Todd also enjoys watching hockey (Go Pens!) and spending his free time outdoors.



**MICHELLE** is our Chief Visionary! She walked into The Mad Signstist one day in 2015 after she and her husband decided to retire to Myrtle Beach. She just wasn't quite ready to retire, and the rest is history. She works remotely and her layouts and designs exceed every expectations of our customers. She enjoys periodic visits back to Ohio to visit her daughters and grandchildren and in her free time she enjoys sewing, gardening, reading on the beach and games of any kind.

# Why Choose Us?



## 1 Personal Service

Enter as a Customer, Leave as a Friend! We have established a reputation for consistently delivering exceptional customer service. This, in turn has led to long-term working relationships with our customers. We have even been known to vacation with them! We LOVE what we do, you will always have fun working with us!

## 3 Honesty

People before money! If we cannot do it, we will honestly tell you who can. Understanding our customers' needs have propelled us beyond customer satisfaction to customer loyalty.

## 2 Value for Your Money

We know your business has a lot of expenses, and we want to help.

We promise to offer the lowest prices with the same great quality products. While the competition tries to inflate the costs, we tend to keep them low so that it does not break the bank!

## 4 Efficient Turnaround

Your time is precious. We know how important it is to have reliable, prompt service. We take great pride in our expedited turn-around times and promise to ALWAYS return your call.

We realize that you have a lot of choices when it comes to choosing a sign company for your business. When you walk into our shop, you will see that we are passionate about providing all the solutions to your business needs. We recognize that the success of our customers is the key to the success of our business.

We LOVE being your neighborhood sign shop. Settling for average is not what we are about. The Mad Signist has stood the test of time over the last 18 years to emerge as an established and reputable sign company and we stand by our commitment to build relationships-not transactions.

Choosing The Mad Signist means you will always receive one-on-one customer service. It means you will always receive fair and competitive pricing for your project. Choosing The Mad Signist means you will always receive a seamless and hassle-free experience and even have a little fun while working with us!

The number one comment we receive daily from our customers is "I didn't know you did that!" The Mad Signist may be small, but our possibilities are endless! We invite you to stop by our showroom to see samples of our products and chat with us. Let us surprise you with a creative explosion of what we can do for your business!

We Hope to See You Soon!



843.293.7446

Signs@MadSignistOnline.com

# EARN FREE SIGNS

## HOW IT WORKS

Refer a friend, score some Sign Magic! Send someone our way, and if they place an order, you get 10% of their first order total as a credit toward YOUR next creation.

Boom. Instant Sign-Science.

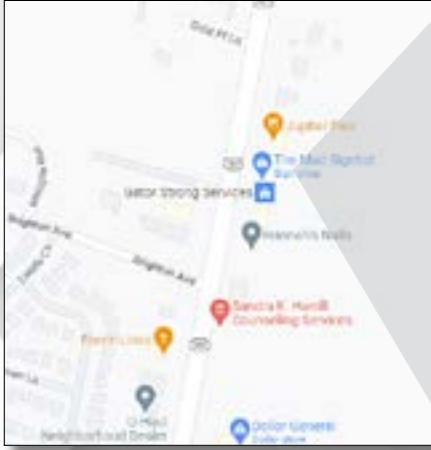
Earn FREE signs just for spreading the word!

### DISCLAIMERS

Your Referral MUST mention your name at time of order. All Credits must be used by the end of the calendar year. Real Estate agents CANNOT refer within the same company.

# CONTACT

## US



### Email

Signs@MadSightistOnline.com

### Call or Text

843.293.7446

### Website

www.MadSightistOnline.com

### Address

9261 Hwy 707  
Suite G  
Myrtle Beach, SC 29588

### Hours

Mon - Thurs	8am - 4pm
Friday	8am - 12pm
Sat & Sun	Closed

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# Box Truck and Trailer Wraps

Box truck wraps and graphics are the best way to capitalize on your existing assets. There is no better way to market or advertise your company than wrapping your truck. Many of our clients own and operate businesses which utilize box trucks for delivering products and servicing their customers. When you have commercial vehicle with no branding on it, you are missing the

biggest branding opportunity in your market. Vinyl wrap graphics have an extremely high retention rate and are more targeted than many business owners are aware.



## Promote Your Business!

- Heating & Air Conditioning
- Plumbing • Electrical • Hospital
- Roofing • Siding • Landscaping
- Moving & Storage • Flooring
- Painting • Cleaning Services
- Home Theater • Windows & Doors
- Automotive Dealership
- Construction

## Vehicle Graphics

*Fleet Package Pricing Available*

• Pick-Up Trucks • Vans • Box Trucks • Trailers  
*Maximize your visibility without  
draining your budget!*

### Low Coverage

Ideal for small budgets, this package includes logo and phone number on the doors only or equal area size on box trucks or trailers



### High Coverage

This package includes large size logos and phone numbers on both sides.



### Medium Coverage

Includes medium size logos and phone numbers on both sides.



### Premium Coverage

The best way to get your brand recognized and remembered. Full coverage on both sides and back.



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# Real Estate Signage



Aluminum or

## Corrugated Inserts and Riders

- Standard sizes 18" x 24"
- and 6" x 24"
- Custom sizes available

SALE PENDING

## A-Frame Signs

Fits 18" x 24" Corrugated or Aluminum Inserts



## Light Your Sign!



- Attaches to any type of sign. Perfect for real estate signs!
- Easy to use 3M Command Outdoor Strips attached
- Lights automatically turn on and stay lit for hours when the sun sets
- Daylight sensor turns lights off and unit automatically recharges during the day



## Single Arm Post Package



### Includes:

- White Vinyl Post and Arm
- One 18" x 24" Aluminum Sign
- Double Sided Full Color Prints
- One 6" x 24" Corrugated Rider
- Cap and Ground Stake



## Starbursts

Made of corrugated. Can be attached to sign frame with velcro or double sided tape.



## Photo Prop Signs

Laser Cut. Perfect for photo ops with your buyers/sellers. Customized in a variety of colors and wording!



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## Land Signs

Available with wooden posts, or make your signs look more professional by upgrading to clean, crisp vinyl posts.



## Lock Boxes

Your listings deserve better than a boring lock box!

Customize your cover with your logo, colors and message for that amazing first impression.



“  
WE WANT  
EVERY REAL  
ESTATE AGENT  
IN TOWN!”

Kelly Bookheimer,  
The Mad Signist,  
Myrtle Beach, SC

“Big Crew,  
Bigger Savings.”  
When your brokerage signs up, we  
make sure your signs and your  
budget are both happy.

## Corrugated Shapes



## Feather Flags

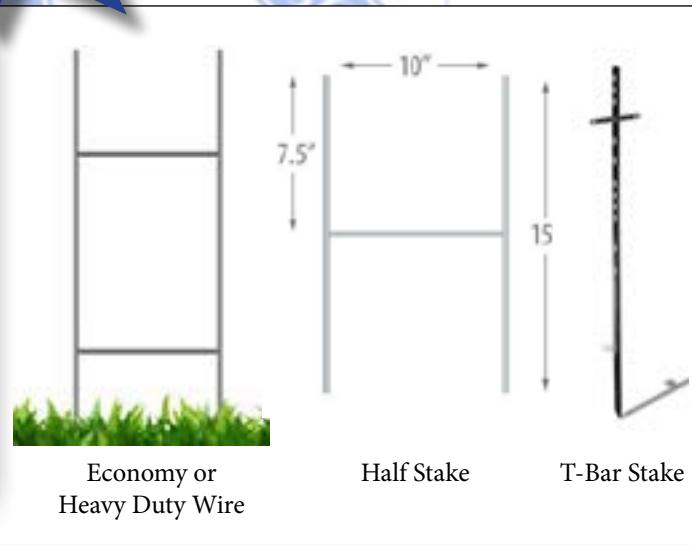
Great Eye Catcher!

- Easy to assemble and disassemble
- Indoor or outdoor use
- 7' high
- Black and red
- Kit includes 1 flag, 4 poles, 1 ground stake and carrying bag.

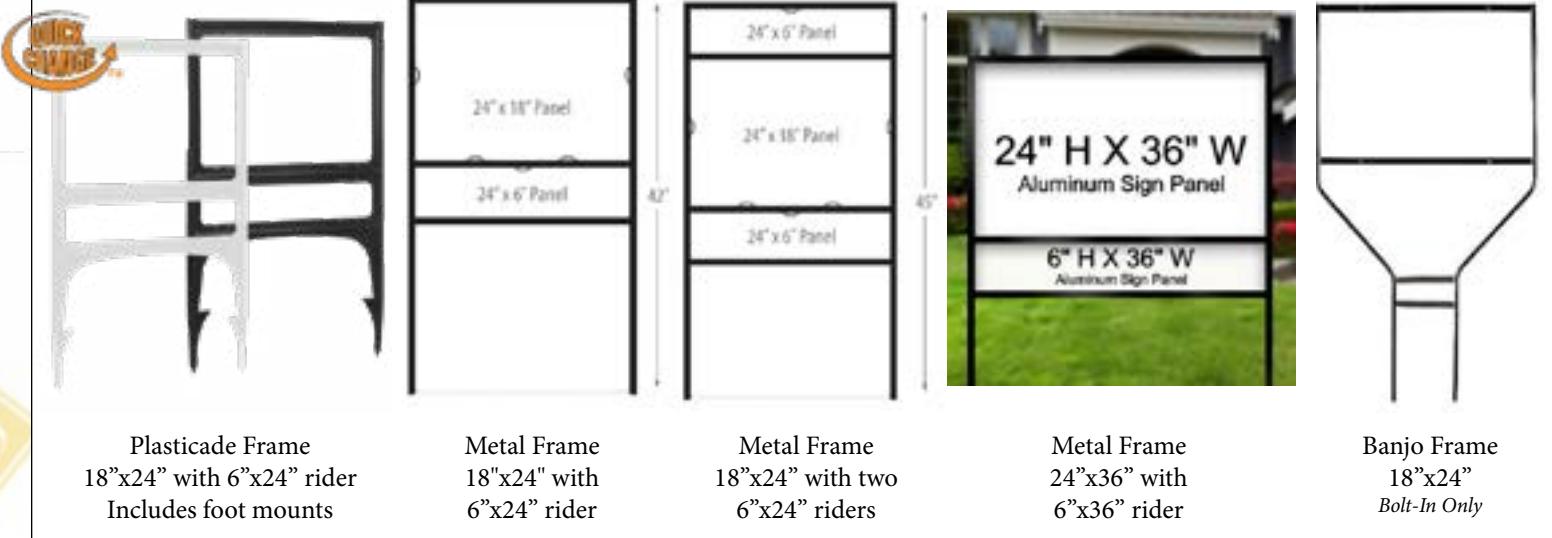


We work fast  
because your  
time matters!

## Sign Stakes



## Sign Frames



Plasticade Frame  
18"x24" with 6"x24" rider  
Includes foot mounts

Metal Frame  
18"x24" with  
6"x24" rider

Metal Frame  
18"x24" with two  
6"x24" riders

Metal Frame  
24"x36" with  
6"x36" rider

Banjo Frame  
18"x24"  
Bolt-In Only



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# RECOGNIZE GREATNESS

You've Got Winners? We've got bling that makes them feel like absolute legends!

Razor Sharp Laser Engraving

Wood, crystal, acrylic, metal – we make it look EXPENSIVE (without the painful price tag)

Perfect for:  Corporate flexing  Sports teams   
Employee roasting... we mean recognition  Weddings, retirements, & any other recognition you can dream of 

## FREE ENGRAVING

Turn "nice job" into  
"HOLY WOW, LOOK  
AT THIS!"



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# LASER ENGRAVED AWARDS



Reward Your Employees & Athletes  
with Custom Engraved

Awards • Medals • Trophies  
Plaques • And More...



ACRYLICS



GLASS



PLAQUES



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# Formed 3D Letters

Formed letters are one of the most effective and economical sign options for businesses for dimensional lettering. Available in Plastic, Metal & Acrylic. They can be used for both interior and exterior signage.



Whether your business is a leading retailer on Fifth Avenue or a small shop in Any Town, USA, effective signage speaks volumes to current and prospective customers. Popular material choices include metal and plastic — both alone and in combination with each other. Our wide variety of special finishes, colors and customization options will help you develop a brand that meets your exact standards.

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or  
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# Stand Off Signs

Standoff signs are made of glass, acrylic or metal and are different from other signs by the way they are mounted. Standoffs get their name from the brackets that mount them, often called standoffs. These signs are an inexpensive way to give a 3D look that will be pleasing in any setting.



## Stand Off Signs are Ideal For:

- Reception Areas
- Lobbies
- Mission Statements
- Directional Signs
- Donor Signs
- Room Number Signs



## Stand Off Mounts



### Wall Clamp

Designed from high-quality Stainless Steel for indoor and outdoor use. Provides a beautiful and simple look.

### Stainless Steel Projecting Flag

Perfect for all your indoor applications. The projecting flag will make any room or office easy to find.

### LED Stand Offs

Available in Red, Blue and White. LED inside the standoff mounts create a backlit display. Standard 120 voltage. Wires and transformer will need to be hidden inside wall.

### Desk Stand Offs

The elegant finishes that we carry will give your display a unique look that will make it stand out like no other!

1" brushed nickel stand off mounts



Various mount colors available



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# Layout & Design



## Logo Creation

Logo creation cost starts at \$150.

**A Professional Logo Is Essential To Help You Stand Out From Your Competition!**

Our designers will help you in creating design solutions that have a high visual impact.

We'll start with an initial meeting to get a better understanding of your business and what statement you want your logo to make.

We will provide you with a proof and you are free to make as many changes as needed until your logo is perfect for you!

Once the final layout is approved, we will provide you with a JPG, PDF, EPS & PNG File.



## Business Cards

A typical business card design cost is \$35

*Basic text changes to business cards like phone numbers and website are free of charge.*



*You may submit your own design files to avoid design fees. For Canva users, please export and provide the PDF for Print file. Files submitted in other formats may require a correction fee.*

## Postcards, Brochures & Rack Cards

Typical design cost is \$125



## Why Choose The Mad Signist for your project?

The biggest difference that we offer is we work in all forms of print, from signs to paper products, so we build designs that can work in every process. Most designers will only offer you a high resolution JPG and this file type does not work for wide format printing or apparel. Once we design a logo for you, we will provide you with a JPG, PDF, EPS and PNG file for you to use across any printing format.



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# A-Frames

A sturdy, affordable and portable way to display your message.

- Aluminum or corrugated inserts
- Removable panels easily slide in and out so you can change your message as often as needed

Sizes available:

18" x 24" or 24" x 36"



## Magnets

### Vehicle Magnets

are an effortless way to increase your visibility and subsequently your sales volume by attracting potential customers while on the road. Standard size 12" x 24".

Custom sizes available.



### Business Card and Calendar Magnets

will keep your business name in front of your customers every time they open the frig door. *Printed on .030 Magnetic Sheeting*



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# Custom Cornhole Wraps

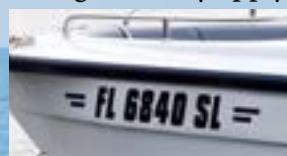


### Includes:

- Red/Blue Corn Hole Bags
- Carrying Case
- Tote Case for Bags
- Two Premium Wood Boards
- Custom Full Color Prints or Vinyl Lettering

## Boat Graphics

Boat graphics available in full color or vinyl lettering. Design fee may apply.



We also offer boat registration numbers. Sold in pairs.

## Canvas Prints

Send us your favorite picture in digital format and we will enlarge it and make it into a stunning canvas print wrapped around a wood frame.



### Standard Sizes:

- 12" x 12"
- 16" x 20"
- 20" x 24"
- 20" x 30"
- 24" x 36"



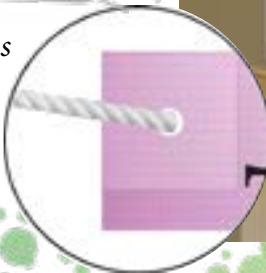
Other sizes available

# Banners

An inexpensive way of advertising. Popular for use as temporary signs or sponsorships for your event.

- 13 oz. or 18 oz. Vinyl
- Grommets included

(Upgrade to Bravo Tabs for more durable installation)



## Pole Banners

Pole banners are a great way to advertise special events, attractions and to promote a team or school.

- Available as single or double sided
- Widths available in 18", 24" or 30" brackets
- Can go up to 96" in length



## Hanging Banner System

- Snap Rail uses an easy-to-us spring mechanism to open and snap shut.
- Our poster display kit is a reusable poster hanging system that holds your material safely and securely in place.



## Mesh Banners

Perfect for windy conditions. Good for fence graphics, large building banners and outdoor advertisements.

- Mesh banners are sewn with 1" webbing on top and bottom to reinforce hems where grommets are placed.



## Floor and Tabletop Retractable Banners

Retractable banner stands are one of the most popular items to showcase your booth for any trade show or festival.

- Comes with a carrying case and sets up in seconds.



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# Business Cards



Keep your name in front of your clients! Having a professional, well designed business card ready to hand to your customers is essential for your business.

- 16pt UV Coated front & back
- Production time 4 days (Specialty cards require longer production time)
- Available in quantities of 250, 500, 1000, 2000
- Design fee may apply

**Specialty cards available:** Square • Painted Edge • Suede • Plastic • Folded • Oval • Round • Magnet



## Printed Items

If you can think of it, we can print it! Turnaround time varies depending upon the project. Design fees apply.

Letterheads  
Tablecloths  
Flyers  
Wine Labels  
Post Cards  
Stickers  
Rack Cards  
Carbonless Forms  
Brochures  
Appointment Cards  
Door Hangers  
Newsletters  
Tickets  
Sales Sheets  
Bookmarks  
Menus

Greeting Cards  
Thank You Cards  
Gift Certificates  
Badges / ID Tags  
Invitations  
Magnet Calendars  
Envelopes  
Window Clings  
Table Tents  
Roll Labels  
Work Orders  
License Plates  
Invoices  
Parking Passes  
Notepads  
Loyalty Cards



# Logo Mats

Custom Mats featuring your business logo and slogan.

- Available in a variety of styles for any type of business
- Indoor and outdoor mats available
- Samples located in our shop



**DigiPrint HD Custom Shapes** are excellent for featuring a custom logo or artwork printed with the latest innovation in dying technology in high-definition. This product can be cut into a custom shape.



**P.O.P.** Mats feature your custom logo or artwork on a dye-sublimated needle punch surface, capable of handling the most complex of art and gradients.



**SuperScrape Impressions** mats feature a custom logo or artwork on a SuperScrape mat. Multi-colored images are printed on vinyl and heat pressed into a nitrile rubber surface.



**Berber Impressions HD** mats feature your custom logo or artwork digitally printed in high definition on a Berber mat. These mats can handle extremely high traffic.

## WHY LOGO MATS?

### Branding

- *Customized floor mats offer a great first impression to anyone walking through the door.*
- *Logo mats enhance the visibility of your brand.*
- *Branded floor mats state how a company feels about its image and business.*



**Waterhog Impressions HD** mats feature your custom logo or artwork printed on a hybrid application where the surface can scrape and dry your feet while being able to withstand extremely high traffic.



**WaterHog Inlay** mats feature your custom logo or artwork inlaid on a polyester fabric where the surface can scrape and/or dry your feet while being able to withstand extremely high traffic.

### Functionality

- *Logo mats help prevent slip-and-fall accidents.*
- *Logo mats create a clean and safe working environment.*
- *Anti-fatigue logo mats increase employee productivity and comfort.*



**DigiPrint HD** mats are excellent for featuring a custom logo or artwork printed with the latest innovation in dying technology in high-definition.

Call  
or  
Text

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# Trade Show Displays



***Customize your  
Trade Show Display  
with The Mad Signstist!***

A professional, custom-designed trade show display will do wonders for your image. Choose from a wide variety of:

- Table Cloths
- Backdrops
- Flags
- Table Displays
- Tents

**Check out  
our catalog  
on our  
website.**



Ask us about  
designing & printing  
your brochures &  
hand-outs also!



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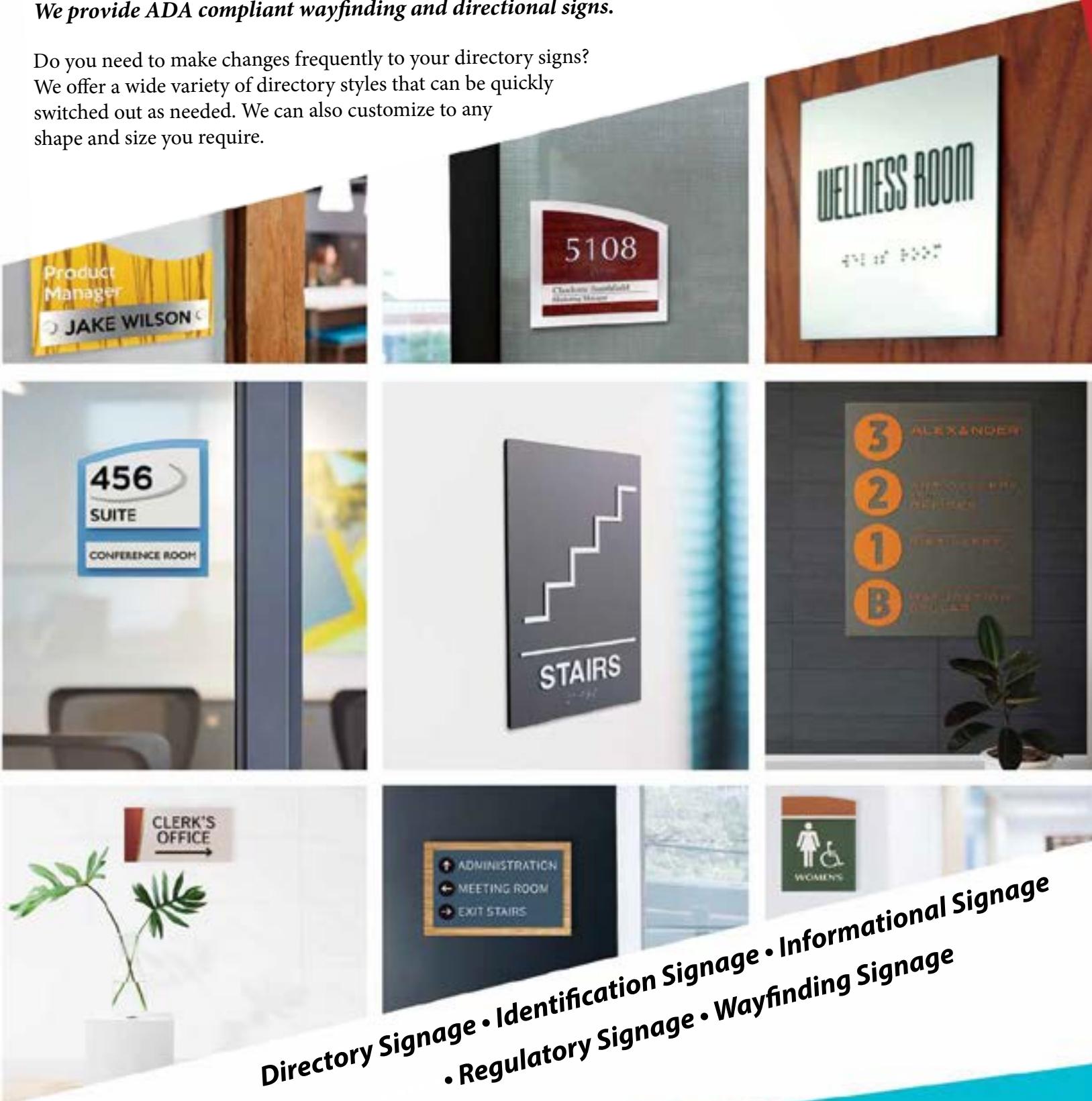
# Directory Signs → → → → →

**Directory signage is an absolute essential for every building and enables your visitors to easily locate and navigate to the correct location within your facility.**

We provide ADA compliant wayfinding and directional signs.

Do you need to make changes frequently to your directory signs?

We offer a wide variety of directory styles that can be quickly switched out as needed. We can also customize to any shape and size you require.



Directory Signage • Identification Signage • Informational Signage  
• Regulatory Signage • Wayfinding Signage



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# Cable Systems

## Cable Acrylic Display Holders

(right) are the perfect option for a wide array of different uses.

Whether doing a one-time project or one that will expand as time goes one, this is a great project option to effectively display any marketing or office material, while being able to swap out items easily and effectively. Great for work displays.



## Aluminum Cable Supports

(left) are perfect for indoor applications. The elegant finishes available will give your display a unique, eye-catching look! Great idea for directional signs.

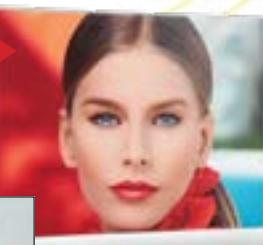
# Mounts



Why limit yourself to walls and ceilings? Use the beautifully designed **Standing Sign Base** to create an incredible and portable sign display!



Stop in  
our office  
to see  
samples!



## Desk Mounts and Table Top Mounts

Perfect for Lobbies, Reception Areas and Trade Shows

Set up a single- or double-sided display with our **Mighty Mounts**. The heavy-duty steel base makes setup a breeze and the adjustable width allows for materials up to 1" thick.

**NEW  
PRODUCT!**

LOOKING FOR A UNIQUE WAY TO  
LEAVE A LASTING IMPRESSION?

Introducing Customized Laser Engraved Wooden Tokens!



- ★ Made From High-Quality Birch for a natural, elegant look
- ★ Customizable with your logo or special message
- ★ Ideal for Promotions, Giveaways, Business and Social Events!

THE MAD  
**SIGNIST**

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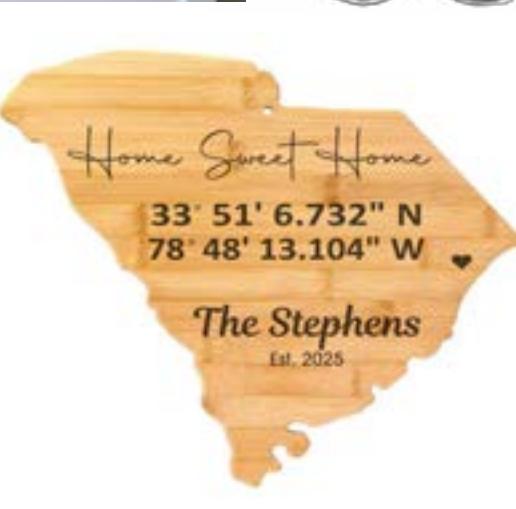


## Laser Engraving

We are excited to have added a Laser Cutter & Engraver to our collection of sign tools! Maybe you are in need of a custom laser cut sign for your business. Or perhaps you're looking for a meaningful and personalized gift for a colleague or loved one. Either way, you've come to the right place! We can engrave / cut acrylic, wood, leather, plastic, metal, aluminum and glass.



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# Window, Wall & Floor Graphics

Give your windows a professional look and deliver your branding message with vinyl graphics. Perfect for store-fronts and car windows.



**The Mad Signist only uses premium indoor/outdoor vinyl that will not fade or peel.**



**Your floors and walls are also effective in conveying your message or brand.**



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# Substrates

We have a wide variety of substrates available. We'll help you choose which one is best for you for your specific application.



**Corrugated** -Coroplast is a fluted polypropylene substrate, great for those looking for an economical material for digital and screen print applications.



**Acrylic** - Designed to be more durable and much lighter than glass, Acrylic offers a high-quality solution where safety and ease of handling are factors. Acrylic has a low molecular weight and is great for general signage, illuminated signage, thermoforming, framing, and making displays.



**Wood** - Wood is versatile and can be designed to match a variety of situations, from rustic or vintage, to elegant, modern, charming and bold. They're truly personalized. Wood offers a unique alternative to the traditional forms of signage and advertising. Laser cut or engraved wood can achieve a level of detail that is unmatched. The width of the laser beam is less than a human hair and provides a high degree of precision.

## Aluminum

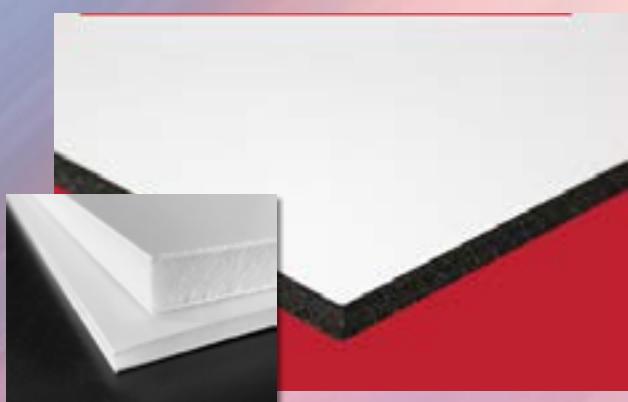
Aluminum has remained a staple in the sign industry. It can take on years of wear from the elements and still show bright, beautiful coloring. Aluminum



is a lightweight material that is heated and extruded — or pushed through a shaped die — into flat, thin sheets. These sheets are cut and used for a multitude of purposes, including outdoor signage. The material comes in several colors, but is also receptive to paint, printed inks and finishes.

## Max Metal

-Max Metal is the standard in ACM, or aluminum composite material. Comprised of two, pre-painted .15mm aluminum panels bonded to a solid polyethylene core, it is lighter and more durable than MDO and solid aluminum panels. The low mineral core makes Max Metal easy to fabricate, and its low thermal conductivity allows for a quick cool down.



**UltraBoard** - UltraBoard Classic foam core board is a popular and versatile foam board product that can be used for a variety of applications. Easily cut with die cut, drag knife, router and more, UltraBoard can be fabricated to meet the needs of almost any job. With up to 10-year durability, UltraBoard is an ideal solution for interior permanent displays and signs and is offered in several thickness and color options.

# Oracal Vinyl Color Chart



# THE MAD SIGNIST POLICIES

- Quotes are valid for 30 days
- Quotes must be signed and returned before production can begin
- Any orders totaling \$500 or less requires full payment at time of ordering
- Any orders totaling over \$500 requires a 50% deposit at time of ordering
- No design proofs will be sent until payment is received
- The Mad Signist is not responsible for the final product of any artwork that is customer supplied
- Acceptable files for large format printing include AI, EPS or PDF. JPGs are NOT acceptable.
- All items must be picked up within 5 business days after completion or a \$10 late fee will be added to the balance
- No items or vehicles may be picked up until final payment is made
- Once final approval is received, any costs incurred to make changes will be the sole responsibility of the client
- If a project is cancelled for any reason, the deposit amount will be refunded less any design fees and expenses incurred
- If a permit is required for a project, we MUST get a permit.
- The Mad Signist warrants our products and labor to be free from defects in workmanship and material, under normal use and conditions, for a period of one year from the original invoice date
- Colors on finished products may vary slightly from the proof colors due to the difference in screen pixels and print colors
- All vehicle installations will require a vehicle contact to be signed
- With our expedited turnaround times, a rush charge will apply if delivery of the project is required earlier than normally scheduled.
- All quotes must be in writing. No text, verbal or over-the-phone quotes will be given.



