

## Lanseria International Airport gets new signage, billboards

Outdated signage at Lanseria International Airport's check-in points was replaced with sophisticated LED fabric frame light boxes. The branding exercise, carried out by November 1, included the rollout of marketing campaigns for Blackberry and Mango. Wide-format fabric branding was used at check-in counters, the departure lounge and international arrivals.



[click to enlarge](#)

As branding specialists, the company piloted the revamp of various branding sites within the airport. This included the design, production and installation of new slim-line LED light boxes as well as non-illuminated fabric frames.

Sean Gouws, November 1 sales and marketing manager, commented, "The airport branding exercise is a definite highlight for us and we're very pleased with the results. The LED and fabric frame branding applications are sophisticated and effective - an ideal application for the airport environment."



[click to enlarge](#)



[click to enlarge](#)

For more, go to [www.november1.co.za](http://www.november1.co.za).

For more, visit: <https://www.bizcommunity.com>