



Smithfield

Alive Pharmacy approached Expressway Signs to create, design, and install new signage in their North Queensland stores as part of their 'Rebranding Campaign'. The aim was to work with existing signage elements such as the illuminated 'alive' and produce new signage solutions that worked cohesively. We needed to leave an impact on the customers of Alive Pharmacy to keep them attached to the store. As part of the brief for this project, we were required to utilise some of the old brand elements and incorporate them into the new design. This not only kept the brand's history alive but also helped reduce the overall costs for the client.

We at Expressway Signs, designed and manufactured over 100 signs for this project including:

- External & Internal Walls
- Bulkheads
- Turnstiles
- Gondola Signage
- Aisle Displays
- Pylon Signage
- Lightboxes
- Window Graphics
- Painting

“The Team at Expressway Signs have assisted the ALIVE Pharmacy Warehouse Brand over many years. From helping us create exciting new brands to refurbishing existing stores from Townsville to Cooktown they've constantly exceeded my expectations and delivered in a timely and professional manner signage that looks great with minimum fuss. Their advice on cost effective solutions is invaluable and I would highly recommend them to anyone looking for great service from a supportive and highly efficient team based locally in Cairns.”

Nick Loukas,
Founder and Director
Alive Pharmacy Warehouse

ALIVE PHARMACY



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Orchid Plaza, Cairns