

The signage system that transformed AA Signs' operations

A rollout of 5,000 EnduraFrame 1500 units enabled AA Signs to decentralise operations, improve safety and significantly reduce labour, transport and storage costs.

Client: AA Signs

Location: UK, Various

Sector: Events

Application: Temporary Site Signage

Product: Oxford Plastics EnduraFrame 1500



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WE'VE GOT IT COVERED

5K

5,000 EnduraFrames deployed



Central holding depot eliminated



Used at the UK's biggest events



Decentralised self-service deployment



Lower labour, logistics and safety costs

Background

AA Signs is a leading provider of traffic management (TM) and directional signage for major UK events, including festivals such as Reading & Leeds, Latitude, and high-profile sporting and national events such as Wimbledon, Silverstone Grand Prix, Royal Ascot, and major airshows.

The Challenge

Previously, AA Signs relied on traditional metal frames that required pre-rigging with signage at their central production hub in Redditch. These were then transported across the UK to event locations and manually assembled on site. This process was labour-intensive, time-consuming, and carried higher safety risks for operatives. It also resulted in significant transport requirements, increasing both operational costs and carbon impact due to extensive vehicle usage.



The Solution

AA Signs partnered with Oxford Plastics to adopt the EnduraFrame 1500 system. Following an initial trial of 1,000 first-generation frames, AA Signs collaborated closely with Oxford Plastics on product development and refinement. Based on this successful partnership, they expanded their deployment with a further 4,000 units incorporating improvements driven by real-world feedback.

Key Benefits

- Significant labour savings through simplified installation
- Reduced transport and logistics costs
- Lower carbon footprint through reduced mileage and fuel usage
- Improved health & safety through easier handling and reduced injury risk
- One-size-fits-all system simplifying operations
- Proven durability in demanding environments



Durability in Action

The robustness of the EnduraFrame system has been demonstrated in real-world conditions, including surviving being driven over by a double-decker bus at the Farnborough Airshow.

The Result

While the EnduraFrame system represents a higher upfront investment, approximately three times the cost of traditional metal frames, the total cost of ownership presents a compelling business case. Savings across labour, transport, storage, and operational efficiency far outweigh the initial cost.

Operational Transformation

The EnduraFrame 1500 has enabled a fundamental shift in how AA Signs operates. Lightweight, multi-use frames are now distributed across regional hubs, allowing local teams to access and deploy signage on a self-service basis. This has eliminated the need for centralised pre-rigging and significantly reduced transport requirements.

As a result, AA Signs revalued its national storage and production operations, leading to a significant cost saving.

“These frames have been a game changer for us and drove a complete shift in how we operate. We’ve made significant savings in labour, transport and storage costs, which have streamlined our operation. Internally, we’ve also seen real health and safety benefits – our teams are delighted as the frames are much easier to handle, a real one size fits all solution.”

Rob Trevethick, AA Signs

Benefit-driven:

Talk to us about replacing outdated metal signage systems with lightweight composite solutions.

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