

Melodie and Bryan Bunz.

RITEWAY SIGNS CELEBRATES 25 YEARS

By Rennay Craats | Photos by Michael Cudjoe Photography Inc.

Twenty-five years ago, Bryan Bunz established Riteway Signs, a full-service sign provider for real estate agents in Calgary and surrounding areas. Built from the ground up, Riteway Signs is now known for its unprecedented customer service and unparalleled quality.

Riteway specializes in installing and manufacturing residential and commercial real estate, property management and rental signs in Calgary and area, and the company has grown every year. Despite this growth, it has never lost its focus on providing exceptional customer service. It has remained a small operation, with Bunz and his wife Melodie as the sole shareholders, and as their business base grew, they began hiring contractors to help with the workload.

Now, 25 years later, Riteway Signs operates out of a modern workshop and office built on Bunz's property in southeast Calgary, and despite the fact that he now has employees, Bunz is a hands-on owner who is involved in every aspect of the business. He contracts three highly qualified and knowledgeable full-time residential installers and one commercial installer as well as a contract graphic designer to offer more value to customers. Riteway's signs can be seen extensively throughout Calgary and surrounding

communities.

Much has changed in the industry and within Bunz's business over the years and Riteway has been a leader in adapting to and initiating these changes in Calgary. Hand lettering and silk-screening gave way to digital printing, and Riteway offers in-house digital printing to clients. Riteway was also the first to abandon metal signposts in favour of PVC ones. Manufacturing that was previously outsourced is now done onsite, and Riteway can produce all products pertaining to real estate signage including residential and commercial signs, decals, banners and sandwich boards.

"Order processing has changed as well, and Riteway was one of the first to offer online ordering and sign tracking of real estate signs in Calgary," says Bryan Bunz, Riteway Signs founder.

Riteway has kept up with the technological advancements in the industry in order to offer clients the best possible product for the best price. It boasts two large format digital printers, a laminator and a Rollscroller Flatbed Applicator.

"This allows us to provide top quality signs in a very

Riteway Sign's modern and efficient workshop in SE Calgary.



efficient time frame,” he says.

This is important, as quality and efficiency are the backbone of Bunz's business. Riteway offers next-day sign installations and removals of signs ordered prior to 2:00, and Bunz ensures all signs are cleaned prior to installation. Clients can work with Riteway's designer to match colours, incorporate branding and create a unique, professional design on their signs.

Once they have their ideal sign, clients know that their signs will be installed right and on time. Riteway's reliable and courteous service means that someone always picks up the phone and is happy to answer questions or take orders. The personal touch makes a difference, and that along with the company's reputation for professionalism and providing quality products has led to its extensive list of longtime customers.

“Signing up with Riteway, you're not just a client. These are valuable long-term relationships to us,” Bunz says.

Many clients have been repeat customers for decades and Riteway's customer base continues to grow thanks to word of mouth and recommendations from satisfied customers. Riteway Signs currently serves thousands of clients across the city. At any one time it has more than 3,000 signs installed throughout Calgary and area, and the company does approximately 20,000 installations and removals each year. Between its competitive prices and the staff's attention to detail, Bunz does all he can to keep clients happy and coming back. He goes above and beyond expectations, offering superior

service at all times including holidays and offers clients sign storage at the workshop. The Riteway staff treats customers like family – and they know a little something about family.

In recent years, the family-owned and operated company has become even more of a family affair with daughter Jessica and son Bradley working full time. Jessica has learned at her father's hip since she was a kid and is preparing to take the company into the next 25 years.

And that future will bring continued upgrading of technology, provide good value and quality customer service, and cater to the customers that she has grown up around.

“I feel we care more than other companies because it's all about family. They aren't just customers. I know them personally, and that matters,” says Jessica Bunz.

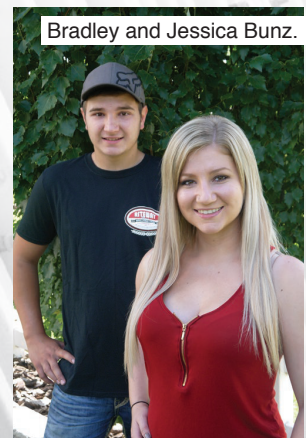
Riteway Signs is proud to be one of the city's top sign companies for real estate professionals, and the second generation is eager to carry its legacy into the next quarter-century.



Roland 54" digital printers.



Rollsroller Flatbed Applicator.



Bradley and Jessica Bunz.

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