

SD

Established 1971

50

YEARS

All Gates



Chapels
Men

NEC

Celebrating 50 Years

Baggage Locked?
Firearms Declaration
Film Warning



www.signsanddecal.com

Signs+Decal is celebrating its 50 year Anniversary in 2021. The company is an international success story, celebrating years of hard work, ruthless efficiency, intergenerational support and an embrace of the trends that have built modern New York to turn a one room shop in Tanzania into a National powerhouse for fabrication of American's most famous monumental signs and architectural elements.

In the next eighteen months we will be telling stories of our founding and history, but we would like to start by outlining the broad history of our organization. We will be exploring at length the people, processes and projects that have helped define us.

Pre-history | 1961-1971

Before our company's founding in New York our founder, Babu Khalfan was the leading sign painter in Tanzania, responsible for supporting the rapidly expanding infrastructure of the young country. Fleeing minority prosecution he came to America and as a recent immigrant in New York City, and was able to establish a small sign company.



Our Founding | 1971-1979

We established our first shop in 1971 in Northern Boulevard in New York and we have remained a pillar of manufacturing to this day. Like most shops we started small, specializing in engraved room signs, but starting to exhibit the innovation and efficiency that would make us a powerhouse in later years.



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Designer and High End Fabrication | 1979-1998

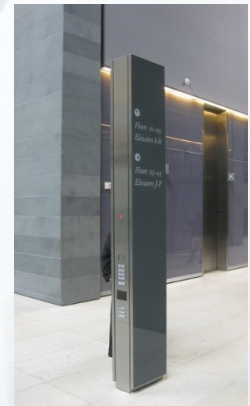
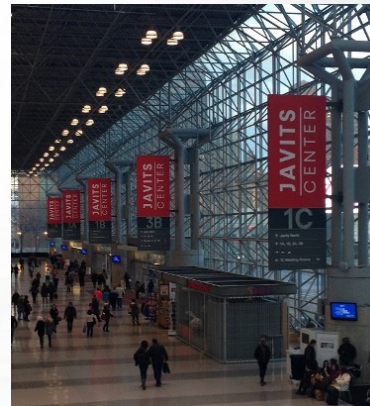
Signs+Decal entered the 80's with a bang based on a relationship with two of the greatest designers of their generation, the late Rudolf De Haarak and Richard Poulin. In addition to developing specialty signs for designers and landmark projects like the World Trade Center and 599 Lexington, Signs & Decal began its first transit projects for the City of New York MTA.

Landmark Projects at a Grand Scale | 1998-2020

In 1998 we started taking over large scale projects with Pennsylvania Station and JFK Airport. Our efficiency and dedication to value engineering and problem solving brought the firms bigger success and an expansion from regional to national projects. Moving into the 21st century our company also began to pass the torch to the next generation and taking a leadership role in the community.

The Next 50 | 2021 and Beyond

Signs+Decal is now the preeminent sign company in New York and one of the nation's leading architectural fabricators for major transportation, mixed use and infrastructure projects. We are also have launched major initiatives that will take us into the future including a major renovation of our building that will help support manufacturing education for and job training as well as developing our SD Works Brand for specialty glass and metal details.



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