

# New Mindset



Rethinking your Business

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First Class Signs & Engraving (FCSE) was established to sell in the UK a range of professional Signs and Nameplates including Engraving, Screen Printing, Kick-plates and Finger-plates.

## The challenge:

To improve the marketing presence of First Class Signs in a highly competitive market and to focus on a specific segment (dentists) segment to increase sales.

## The Solution:

New Mindset worked with First Class Signs to develop a new branding and logo to reflect the organisations qualities as an excellent supplier of engraved signs. This was complemented with a website and promotional literature.

New Mindset targeted dentists and co-ordinated a highly successful direct marketing campaign including tele-sales to generate awareness of First Class Signs and its ability to deliver quality signs to this market.

First Class Signs is now entering the next phase of its rapid growth development and New Mindset will provide strategic consultancy work shops to help First Class Signs focus on objectives.

Something missing?

Quality as Standard

With 20 years experience, we aim to work closely with our customers to deliver a first class service and quality product at affordable prices.

FIRST CLASS SIGNS & ENGRAVING LTD

Dental Signs

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Email. [sales@fcse Ltd.co.uk](mailto:sales@fcse Ltd.co.uk)  
[www.fcse Ltd.co.uk](http://www.fcse Ltd.co.uk)

A nationwide service where no task is too large or small.

For more information on FCSE visit  
[www.fcse Ltd.co.uk](http://www.fcse Ltd.co.uk)

Think you have what it takes.....  
Are you ready for a New Mindset...?

...then contact our Head Office on  
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