

Business

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Ahern Sign Design strives to satisfy

Client service, experience are owner's keys to success

By AMANDA HAYBRYCK
The News Dispatch

Kristie Ahern said she opened her business, Ahern Sign Design, in order to offer the area a variety of options for signs and graphics.

And along with that, Ahern said, making the customer happy is one of her main goals.

"I'm really going to strive at customer service," she said. "Even if it is a project I can't do, I'll research it and get back to them."

Ahern makes a variety of signs, banners, logos, decals, magnets and business cards. She also makes sand blast signs, etched glass, wood signs, vinyl lettering and window lettering. And, she said, vehicle, boat and motorcycle graphics are also available.

Etched glass is becoming popular for business windows, she said. Ahern makes traditional etched glass signs and also offers window decals that look like etched glass.

That way, she said, "if you get tired of it, you can remove it."

Most recently, she made signs for Perimeter Concrete and More, Judy K's Salon, Pitter Specialists, Newborn Bar and Grill and the Wheel Chair Shop. Ahern said her company also can do artwork for T-shirts and has designed shirts for



Photo: Anthony L.

Ahern Sign Design owner Kristie Ahern works at a graphic machine in her home office.

the Waterford Iron motorcycle club. Ahern has been making signs for more than 10 years. Presently she worked for Crisman Graphics and Alarus Design. "I decided with the economy the way it was, I might as well just work for myself," she said.

While at Crisman Graphics, she said she gained experience by working on the Michigan City signs in front of a number of the

city's departments. "Crisman really taught me my trade," she said.

An experienced artist, Ahern graduated from the American Academy of Art in Chicago. Many of the promotional materials she has created for clients have been drawn freehand.

"I love art," she said. "I love design."

Ahern said she enjoys her work because every job is different. She

also likes the advantage of being her boss. "Because she works from home, she is available hours a day, seven days a week."

"If they need it right now do that," she said.

For non-rush projects, ah turn-over can take anywhere from 24 hours to a month, depending on the project. She pointed

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Signs

● CONTINUED from Page D1 that sandblast signs take longer than business cards.

Most of her designs are made on a computer, and she can produce magnets or decals at the click of a mouse. She can also print magnets in different shapes as well as in four colors, which allows business to incorporate photos into the design.

Ahern said that if she knows what the business is, she can create a menu bar of designs for them

to choose from. "I can come up with different looks," she said. "They can choose or mix and match what they want to do."

After a project is completed, Ahern said she looks forward to seeing the signs she has created. "It's nice to see your work on a vehicle," she said. "It's rewarding."

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