

News Release

Contact: public relations, 805-781-2020

New National Restaurant Menu System from local company.

(San Luis Obispo)

LetterBank Sign Products Company (letterbank.com) was recently chosen as sole source to create and provide the novel menu at S'wich Restaurant in NYC.

<http://designnotes.info/?p=949>

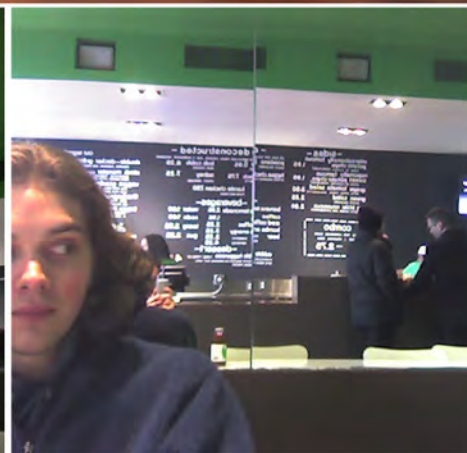
The project involved creating a template and working with a design theme with the restaurant founder, John Gariulo, formerly of Cliff Freeman and Partners Ad Agency in New York.

S'wich owner Gariulo chose LetterBank after evaluating many other changeable letter manufacturers. He stated that LetterBank offered more styles than anyone else nationally, as well as "expert consultation" for the important planning process, preceding the actual restaurant opening.

When Gariulo was interviewed by DesignNotes, a prominent publication, the following observation was made: (<http://designnotes.info/?p=949>) (DesignNotes commentary)"There's a couple great peripheral elements that help make S'wich unique such as all the green and white color, the magnetic wall near the front door that has the welcoming type, the large menu display, there's a plasma tv playing Swich tv, another plasma showing the music that is on, an interesting seating arrangement with a long table." (S'wich is at 104 8th Ave between 15th + 16th in New York City)

The LetterBank magnetic letters are die-cut, and are made in six different colors and styles.

"Before choosing LetterBank (where we make and sell over 1,000 different sign products)," says Joe Giral, owner/founder of LetterBank Sign Products Company, San Luis Obispo, "magnetic letters were pretty boring and all looked the same." He adds, "Now with our new die sets, we can offer the letter sets in six different timesteps, and sizes from one inch to 24 inches tall."



Since S'wich has chosen LetterBank, other restaurants in New York have come to San Luis Obispo's LetterBank for menu and magnetic sign ideas and products.

For more information, contact: public relations, 805-781-2020