

A Wild Sign Co.'s work visible all across Tier

ANNE NGUYEN, Correspondent 5:18 p.m. EDT October 1, 2015

They started the Owego sign business 23 years ago



(Photo: ANNE NGUYEN / Correspondent photo)

Business: A Wild Sign Company

Proprietor: Sharon Wild, 47, of Owego

Location: 3360 Day Hollow Road, Owego

Started: August 1992

Hours: Call for appointment or visit the [website \(http://awildsignco.com\)](http://awildsignco.com)

Phone: (607) 748-3986

Website: [awildsignco.com \(http://awildsignco.com\)](http://awildsignco.com)

Sharon Wild was born and raised in Owego. She attended Union-Endicott High School and Broome Community College and graduated from Binghamton University with a Bachelor of Arts in Business.

After college, Sharon worked in retail. She has experienced in kitchen designs and worked as a ceramic tile designer for home remodeling.

QUESTION: How did the A Wild Sign Co. start in Owego?

A: One day, my parents went on a business trip for my father back in 1992, and had a conversation with my uncle who had a friend in the sign business. My father called me around 3 a.m. Eastern Time and said definitively, "We're going into the sign business."

Both my sister Diane and I were ready to make a change in our jobs so we just went along with the idea. It was a sudden [start], and it has been a lot of fun. We quit our jobs and started the sign business 23 years ago.



Sharon Wild is the owner of A Wild Sign Co. in Owego. *(Photo: ANNE NGUYEN / Correspondent photo)*

A Wild Sign Co. has the family last name "Wild," and we have handcrafted and designed more than 400 business and personal signs over the years.

My father started the business with my sister and I. My mother, Dorothy, also helps out with the business and is the keeper of the calendar.

My sister got out of the sign business but as a family we are always there for each other and to help each other with our projects.

Q: What process do you have with a client who wants a new sign?

A: I start an interview process with the client. I take photographs and get an assessment of what the area and building looks like. We would discuss the specifications of the sign such as size, look of the sign, visibility or location, whether the sign is one or two directions and maintaining industry guidelines.

I will help research industry guidelines if clients need help with this before creation of the sign.

We approach it from more of an artistic style and as more of a design rather than a commercial approach. I like to make signs that I consider a piece of art. I really try to make sure that all the signs look beautiful with the buildings and nice in the area.

The signs are carved by hand. It takes about four to eight weeks for a sign to be completed based on job load and weather. If there is a high humidity season, then the paint dries slower. I am very particular with the speed at which I design the signs because we put our names on all of the signs and want to make sure it is ready to release.

Q: Who are your clients that you have designed signs?

A: We do have some repeat customers, such as a local trucking company in town that needs signs for their trucks. We have another company who needs quite a few aluminum signs for their job sites throughout New York and Pennsylvania. Usually we work with a customer one-on-one to create their initial business signs or road signage.

You can view many of our handcrafted, painted signs that we have designed on our website www.awildsignco.com.

Q: What is unique about A Wild Sign Co.'s signs?

A: We have had signs that last 12 to 18 years. The signs are designed from a variety of substrates, such as High-Density Urethane (HDU) foam board that are really durable. I do fabrication and graphic design on backlits and awnings, custom designs and painting on murals, vehicles and vinyl signs.

We try to play on the business name and come up with different ideas for them. Some businesses already have their logos so we work with them on their logos with a release that we can dissipate and we build upon their existing logo.

I do all the design concepts and hand carve, dimensional signs. I build the signs as an artist and propose the concepts to fruition of handcrafted signs.

Q: What future plans do you have for A Wild Sign Company?

A: I plan to catch up on projects and continue to build beautiful handcrafted signs. I want to work on different styles of signs. I have upgraded a design software program and will be learning new techniques to enhance design concepts for my clients.

As told to correspondent Anne Nguyen.

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