



SILVERTIP SIGNS TRANSITIONS TO NEW OWNERSHIP

On September 21, 2021, Gord and Janice Shaben sold Silvertip Signs to local residents Adam Poole and Kate Lautens. The Shabens will continue to operate Silvertip Promotions with their business partner Shauna McGinlay.

Gord has been in the business since 1985, when he first opened Blue Ridge Graphics, a silk-screening business, adding signs and promotional material in the early 1990s. He then founded Blue Ridge Ventures Ltd. along with Copperside Foods. Janice joined Gord in 2002 after Gord founded Silvertip Promotions & Signs. In 2004, the pair bought out Blue Ridge Ventures Ltd. along with the building on Greig Ave. where Silvertip Promotions is today. “We promptly erected a sign that read, ‘Under Old Management,’” Gord quipped. Silvertip Signs moved from his home to its current location on Kenney St. in 2009.

“Those were dark days in a worldwide recession, but we decided to go for it,” said Gord, and they haven’t looked back since.

This year, Silvertip reached a new milestone as the Shabens passed the torch—at least for the sign side of the business. “This time the light at the end of the tunnel isn’t a train. Retirement is near,” joked Gord.

“We’d like to thank our valued clients, suppliers, and staff for being such a crucial part of Silvertip Signs’ success. We would like to give a big recognition to Community Futures 16/37 for all their help and mentoring over the years. Special thanks to Larry Jones (Zeek) for believing in me and keeping my nose to the grindstone. I would also like to thank the Northern Savings Credit Union for having faith in me all these years,” Gord said.

Gord and Janice have been working with the new owners in a mentorship role since the summer. Adam, who grew up in Terrace, comes from a background in project management roles at Northern Health and Island Health. He will be in charge of the daily operations. Kate, who grew up in the Lower Mainland and works at the City of Terrace, brings communications experience and will be helping with the business part-time.

“Kate and I are excited to be taking on this new challenge. We are grateful to be inheriting an enthusiastic, talented staff whose knowledge of this industry is second to none. We can’t thank Gord and Janice enough for setting us on the right path with their guidance and knowledge—we are committed to continuing their successes and ensuring it’s business as usual for Silvertip clients and suppliers,” said Adam.

“We couldn’t be happier to see Adam and Kate carry on the legacy of Silvertip Signs and wish them all the best as they begin their own personal journey,” said Gord. “We are confident that they will carry on the business with the same great reputation and reliable service this community has come to expect. We are very proud of Silvertip Signs and wish them the very best of luck.”

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Silvertip Signs is an industry leader in Northwest BC in high-quality, custom-built industrial signs, billboards, safety and traffic signs, window decals, vehicle decals, and more. From concept to completion, Silvertip Signs prides itself on its customer service, quality workmanship, and attention to detail. Visit silvertipsigns.ca.