



IN THE DARK: Declan Rowan under the missing sign yesterday.

Picture: NEON MARTIN

It's a worrying sign of the times

MEREDITH BOOTH

ADELAIDE recruitment company Extrastaff has moved quickly to reassure customers it is still in business after Bendigo Bank removed signage from its city headquarters.

Extrastaff, which rents one floor and recently bought naming rights for 90 King William Street, had thousands of dollars worth of signs removed and destroyed by Bendigo Bank

workers in the process of a rebranding of the CBD Adelaide Bank branch to Bendigo Bank at the weekend.

Extrastaff managing director Declan Rowan said he arrived on Monday to find six signs including the main lightbox on the street had vanished, some replaced by Bendigo Bank signs.

Building owners Angaet were equally surprised.

"We have paid a significant amount of money to obtain the

signage rights to the building and are in the process of installing the signage for the top of the building," Mr Rowan said.

"Extrastaff House is our head office building and as such, we have widely advertised this fact to clients and candidates alike.

"To have this goodwill and positive perception undermined by the removal of our signage will create confusion in our market place and will have a direct cost to our business."