

From U₂ to Rock Star



Bill Kovacevic
Senior Technical Advisor
Pattison Sign Group

Bransilsav (Bill) Kovacevic has more than fifty years of sign industry experience. His career includes starting out as a commercial artist apprentice with Lunan Advertising to later becoming the Vice President of Research and Development at Transworld Signs, a Visual Products Corporation company. In July 2011, Bill joined the Pattison Sign Company as a Consultant. Among the many sign programs he helped develop were Royal Bank, Shell, Canada Post, U.S. Postal Service, Petro-Canada, Couche-Tard, National Bank, Reitmans, Irving Oil and Hyatt. In the course of his career, Bill successfully introduced new methods and materials to the sign industry including but not limited to: Thermoforming plastic with pre-applied vinyl; SMC and CPM polymers; Polymer thermo-formed channel letters; and, Frameless-faced channel letters.

Bill has been married to Laura for 49 years, is a father to his daughter Kristina and a proud grandfather to Shelly and Liora.

Presented by: