

Technology Leader

SignArt's dedication to being a technology leader is exemplified by :

- SignSmart Certified©, LED, T-8, and other low energy electronically powered sign products designed and produced by trained technicians using the newest standards and equipment.
- Material specification and usage is optimized through continuously evolving computerized engineering and sourcing.
- Product uniformity and consistency is achieved through the use of process descriptions, database files, and computer-aided manufacturing machines.
- Manufacturing is not compromised due to inadequate space, inadequate equipment, untrained workers, or loss of quality and control due to reliance on outside sourcing of signs.



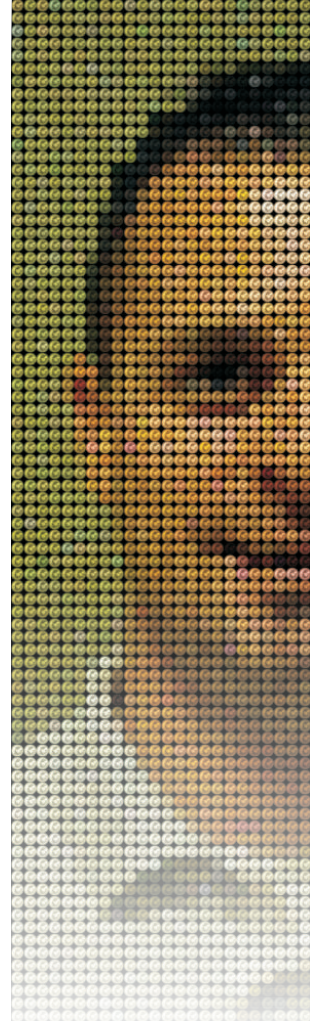
Selecting a Sign Provider

When it comes to the complexity of lighted and architectural sign products, finding the right supplier may appear difficult. However, it does not have to be difficult if you select the provider by determining and evaluating the following:

- How long have they been in business?
- Is on-premise signage the company's primary product?
- Have they demonstrated their abilities, experience, and capacities?
- Are they professionally managed with a consistent track record?
- How are their employees motivated?
- Are the metrics of performance defined and measured?
- Is their manufacturing facility well equipped and large enough?
- Do they present themselves and their product professionally?
- Are their multi-location project managers well trained and experienced ?
- Do they have deep due diligence experience and a current data base of municipal ordinance information?
- Do they have internet based and well developed "real time" reporting systems?
- Do they have a network of rated installation and maintenance subcontractors?
- Who are their customers?
- Does the proposal reflect value through service and quality as well as through price?
- Do they respond quickly, efficiently, expertly, and in a comprehensive manner?

The SignArt logo, featuring the word "SignArt" in white text on a blue rectangular background with a green horizontal line underneath.

SignArt, Inc.
5757 E. Cork Street
Kalamazoo, MI 49048
269.381.3012
signartinc.com



**IGNITING BRANDS
WITH SIGNS!**

The SignArt logo, featuring the word "SignArt" in white text on a blue rectangular background with a green horizontal line underneath.

SignArt, Inc.
5757 E. Cork Street
Kalamazoo, MI 49048
269.381.3012
800.422.3030
Fax 269.381.0999
signartinc.com

Andy Goldberg
Assistant Service Manager
Cell 269.207.3587
agoldberg@signartinc.com

Introduction

SignArt was founded in 1971 as a sign design, manufacturing, installation, and maintenance provider of commercial, electrical, and architectural signs. SignArt has been ranked by the International Sign Association, since 1996, as a National sign manufacturer and project management company.

The name SignArt evolved from a sensitivity to a growing public awareness of the visual environment. As time has passed, corporate values have expanded to include value engineered production of environmentally more sustainable, low energy, safe, SignSmart Certified© sign products.

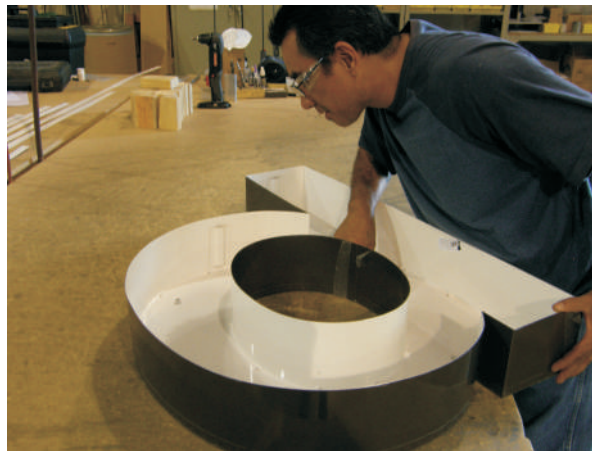
Proprietary computer based design, information, and manufacturing management yields a culture of excellence.



Production Capabilities

Investments reflect the dedication of SignArt to research and improvements in our technology, processes, and ultimately the products and services provided. Equipment, technology and ability is apparent in the conveniently located, 100,000 square feet of modern sign manufacturing speciality facilities.

Continuous education means the best new components are adapted to sign products. This, coupled with deep inventories and motivated employees, means great signs are produced and installed when needed. Components, raw materials, and equipment advantage is realized by exposure and bench marking against the other and same industry best practices.



Customer Service

Customer service and value are not just a buzz words plugged conveniently into the SignArt vocabulary. Proactive customer service and value are the most important elements of the value chain provided. Through an experienced, determined organization products are produced with passion and the sense of urgency needed to exceed customer expectations.

SignArt professionals use established sign designs or work with customers to adapt brands to the physical constraints of the signage medium. Sign Branding Guides can be developed for use in a sign program.

When a Sign Branding Guide does not provide for an acceptable solution, custom sign design services and products will be proposed. SignArt is proud that almost all standard and custom sign products sold are designed and manufactured by our own employees.



Small or Large

From a single sign to a multi-sign multi-location rebranding program, SignArt does it all . . . efficiently and professionally. For regional and nationwide accounts our rated network of experienced installation and maintenance sub contractors provide local expertise and influence on the permitting process, as well as installation and maintenance of the signs provided by SignArt.

No matter how large or complex the project, SignArt account supervisors have the experienced administrative, technical and production staff, as well as, the systems in place that are necessary to achieve optimal performance and customer satisfaction. Products are much more than the physical sign which at some point is installed. It is the visual format of a sign, color selection, completeness of the sign system, the process of obtaining permits/zoning variances and the expert management of a project that makes the difference. Management, communication, feedback, and motivational systems are continuously evolving.

Whether a project involves one location or hundreds, there is the experience, ability and systems in place to perform. These systems allow tracking of each order during its project cycle so the customer can be easily kept informed on its progress. This systems methodology allows necessary changes to be affected quickly and efficiently.

Clear, concise, and well-organized proposals are provided to assist in the decision making process. Coordination of every aspect of the process from inception to completion is provided. The goal is to provide the right sign products and services **the first time, every time.**

