



In partnership with



Park Entrance Sign Replacement Proposal

February 18, 2014

www.impressionsigns.com

651-328-6600

Why Impression Signs and Graphics?

Mission:

Our mission is to contribute to our client's success by creating first and lasting impressions through effective signage solutions.

Core Values:

Integrity:

Simply put, we don't lie.

Value:

We strive to listen to our client's needs and provide consultative input to deliver signage solutions that maximize the value of their investment and deliver results that exceed expectations

Partnership:

Our success is dependent on strong partner relationships with our clients, our suppliers, and in many cases, even our competition.

The Impression Pledge - Peace of Mind!

In concert with this philosophy Impression Signs and Graphics pledges complete peace of mind to our customer partners by delivering what was agreed upon in advance and then standing behind our work. Satisfaction Guaranteed!

We are part of SignWorld, a network of 270 independently owned and operated non-franchise sign companies across North America. The access to the cumulative expertise across this network provides enhanced consultative capability that ultimately benefits our clients.

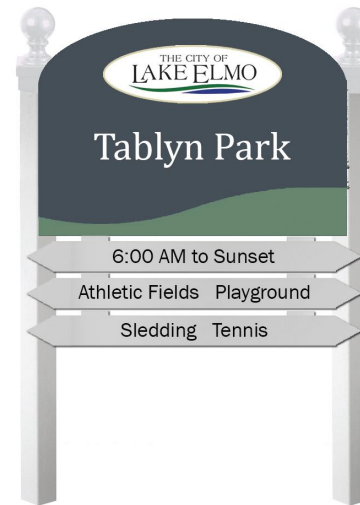
City of Lake Elmo Requirements

- Low maintenance/weather-proof material
- Modular design, so that the hours and activities can be replaced easily if needed
- Monument-sized, marking the entrance to the park; large enough to be visible at a distance
- We will need at least 17 of these signs produced

Design 1



Design 2



Lake Elmo Parks Signage

Design 1 – Sandblasted Extira



Main Panel

1.25" thick x 48"h x 96"w single side sandblasted Extira panel

Info Panels

Two 1.25" thick x 15"h x 96"w single sided sandblasted Extira panels

Finish

Panels painted up to 4 colors from client supplied vector artwork

Posts

6"x6" x 120" Cedar Post, painted 1 color, routed slots for sign panel mounting

Pricing

Per unit price for 17 signs - \$3300

Per unit price for 1 sign only - \$3950

Delivery to single location included in price

Optional Installation - \$TBD per sign

1 year warranty

Design Notes:

- Sandblasted Extira creates a rich dimensional signage look (see examples in upcoming slide).
- Depending on required viewing distance at each park location, larger signs, all caps text, or alternative font can be utilized to ensure desired visual impact.
 - Impression Signs and Graphics can provide additional design services if needed at \$75/hour

Lake Elmo Parks Signage

Design 2 – Sandblasted Extira



Main Panel

1.25" thick x 68"h x 96"w single side sandblasted Extira panel

*Oversized height requires edge lamination from 2 panels. A seam may be visible.

Info Panels

Three 1.25" thick x 10"h x 96"w single sided sandblasted Extira panels

Finish

Panels painted up to 4 colors from client supplied vector artwork

Posts

6"x6" x 144" Cedar Posts, painted 1 color, routed slots for sign panel mounting

Pricing

Per unit price for 17 signs - \$3975

Per unit price for 1 sign only - \$4975

Delivery to single location included in price

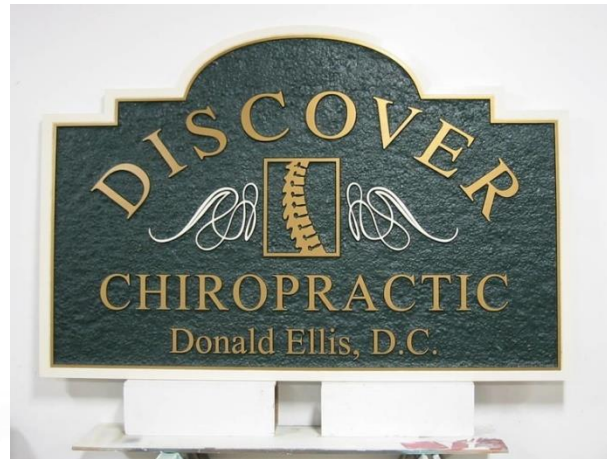
Optional Installation - \$TBD per sign

1 year warranty

Design Notes:

- Sandblasted Extira creates a rich dimensional signage look (see examples in upcoming slide).
- Depending on required viewing distance at each park location, larger signs, all caps text, or alternative font can be utilized to ensure desired visual impact.
 - Impression Signs and Graphics can provide additional design services if needed at \$75/hour

Sandblasted Extra Examples



Why Extira

- Durable Composite Material
- Rot Resistant
- High visual impact dimensional signage
- Green solution



With the Earth's natural resources in limited supply, choosing products that are manufactured responsibly is more important than ever. Extira uses sustainable products throughout its production processes, has initiated energy saving programs in its facilities, and has earned third-party certification for no added urea formaldehyde and the use of recycled content in its products. Extira products also contribute to industry green building programs.

See much more about Extira at www.extira.com

Limitations:

- Copy change on information panels will require new panel fabrication and installation

Lake Elmo Parks Signage

Design 1 –Aluminum – Hanson Series 7



Main Panel

7" thick x 48"h x 96"w series 7 panel.

Info Panels

Two 7" thick x 16"h x 96"w series 7 rider panels.

Finish

Panels painted up to 4 colors from client supplied vector artwork using Grip-Gard two part polyurethane enamel. Graphics printed direct to substrate sealed with polyurethane enamel

Posts

3"x 7" x 180" aluminum posts,

Pricing

Per unit price for 17 signs - \$7650, including delivery to single location via dedicated carrier

Per unit price for 1 sign only - \$8640 plus delivery (est. \$500, TBD)

Optional Installation - \$TBD per sign

Warranty – 1 year on materials and workmanship – 5 year paint warranty

Design Notes:

- Aluminum will provide a long lasting professional grade sign finish.
- Aluminum may be susceptible to elemental damage from hail, thrown rocks, etc.
- Depending on required viewing distance at each park location, larger signs, all caps text, or alternative font can be utilized to ensure desired visual impact.
 - Impression Signs and Graphics can provide additional design services if needed at \$75/hour

Lake Elmo Parks Signage

Design 2 –Aluminum – Hanson Series 7



Main Panel

7" thick x 68"h x 96"w series 7 panel.

Info Panels

Three 7" thick x 10"h x 96"w series 7 rider panels, mounted to two series 3 down tubes so ends of riders are over main posts.

Finish

Posts and Panels painted up to 4 colors from client supplied vector artwork using Grip-Gard two part polyurethane enamel. Graphics printed direct to substrate sealed with polyurethane enamel

Posts

3"x 7" x 180" aluminum posts,

Pricing

Per unit price for 17 signs - \$9150, including delivery to single location via dedicated carrier

Per unit price for 1 sign only - \$10,387 plus delivery (est. \$500, TBD)

Optional Installation - \$TBD per sign

Warranty – 1 year on materials and workmanship – 5 year paint warranty

Design Notes:

- This solution does **not** accommodate the ball finials displayed in design.
- Aluminum will provide a long lasting professional grade sign finish.
- Aluminum may be susceptible to elemental damage from hail, thrown rocks, etc.
- Depending on required viewing distance at each park location, larger signs, all caps text, or alternative font can be utilized to ensure desired visual impact.
 - Impression Signs and Graphics can provide additional design services if needed at \$75/hour

Hanson Series 7 Example



Component Signage Aluminum with Vinyl Graphics – Design 1



Main Panel

6" thick x 50"h x 96"w Painted Aluminum panel with premium printed cast logo and premium outdoor cut vinyl. (note – reflective vinyl upgrade available)

Info Panels

.125" thick x 16"h x 96"w painted aluminum panels.

Finish

Panels are degreased and etched in a chemical bath, then primed and painted with a durable outdoor grade satin polyurethane paint finish.

Posts

6" aluminum posts

Pricing

Per unit price for 17 signs - \$3,600, includes delivery to single location via dedicated carrier

Per unit price for 1 sign only - \$3,650 plus delivery (est. \$500 ea, TBD)

Optional Installation - \$TBD per sign

Vinyl graphic installation included in "pre-installation" price per sign, TBD whether install prior to or after sign installation in ground.

Warranty – 1 year on materials and workmanship – 3 year paint and vinyl warranty

Design Notes:

- Aluminum will provide a long lasting professional grade sign finish.
- Aluminum may be susceptible to elemental damage from hail, thrown rocks, etc.
- All Graphics done in printed and/or cut vinyl. Reflective vinyl upgrade available.
- Low cost option for changing or refreshing graphics over time.
- Depending on required viewing distance at each park location, larger signs, all caps text, or alternative font can be utilized to ensure desired visual impact.
 - Impression Signs and Graphics can provide additional design services if needed at \$75/hour

Component Signage Aluminum with Vinyl Graphics – Design 2



Main Panel

6" thick x 68"h x 96"w Painted Aluminum panel with premium printed cast logo and premium outdoor cut vinyl. (note – reflective vinyl upgrade available)

Info Panels

.125" thick x 10"h x 96"w painted custom shape aluminum panels. Premium outdoor cut vinyl graphics color TBD. (note – reflective vinyl upgrade available)

Finish

Panels are degreased and etched in a chemical bath, then primed and painted with a durable outdoor grade satin polyurethane paint finish.

Posts

6" aluminum posts with ball finial tops.

Pricing

Per unit price for 17 signs - \$4,900, includes delivery to single location via dedicated carrier

Per unit price for 1 sign only - \$5,100 plus delivery (est. \$500 ea, TBD)

Optional Installation - \$TBD per sign

Vinyl graphic installation included in "pre-installation" price per sign, TBD whether install prior to or after sign installation in ground.

Warranty – 1 year on materials and workmanship – 3 year paint and vinyl warranty

Design Notes:

- Aluminum will provide a long lasting professional grade sign finish.
- Aluminum may be susceptible to elemental damage from hail, thrown rocks, etc.
- All Graphics done in printed and/or cut vinyl. Reflective vinyl upgrade available. Low cost option for changing or refreshing graphics over time.
- Depending on required viewing distance at each park location, larger signs, all caps text, or alternative font can be utilized to ensure desired visual impact.
 - Impression Signs and Graphics can provide additional design services if needed at \$75/hour

Component Signage Aluminum Examples



Additional Sign Panel Material Option

High Density Polyethylene (HDPE)

Benefits:

- Nearly indestructible material
- Graffiti resistant
- Price slightly higher than Sandblasted Extruded, depending on design and logo color requirements.

Limitations:

- Choice of color combinations – no exact color match – custom colors available for additional cost/lead -time
- Two color max per sign panel
- Limited to panels in 4' x 8' sheet size (not conducive to design #2)

We did not specifically price a solution using this material, but would be happy to do so after consulting regarding design, color match requirements, etc.

See

<http://www.kingplastic.com/products/all-products/king-colorcore/>

For more about engravable HDPE



Summary Comparison

	Sandblast composite Extra	Aluminum – Painted Graphics	Aluminum – Vinyl Graphics	HDPE – 2 color panels – limited color selection
Price/ea (17) – Design 1	\$3,300	\$7,650	\$3,600	TBD – design dependent
Price/ea (17) – Design 2	\$3,975	\$9150 (note – no finials)	\$4,900	TBD – design dependent
Low maintenance	Yes	Yes	Yes	yes
All Designs are Modular (can change hours/ activities) Cost to change info-	medium	high	low	medium
Expected life of sign	7-10 years	7-10 years	7-10 years	10+ years
Warranty	1 year	1 year workmanship – 5 year paint	1 year workmanship – 3 year paint and graphics	No explicit warranty on material life, but extremely durable and fade resistant.

Installation Estimate - TBD

Additional Information

- 50% Deposit due with initial order
- Balance due upon completion but prior to shipment.
- Estimated prices are based on our interpretation of the information submitted to us
- Any design changes could result in price variation, to be confirmed prior to order.
- Exterior signage useful life can vary based on location, weather conditions, and human elements beyond the control of the sign manufacturer.