



In partnership with



Park Entrance Sign Replacement Proposal (v2)

February 25, 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
Concept



Lake Elmo Parks Signage

Option 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 168" Cedar Post, painted 1 color, routed slots for main sign panel mounting

Pricing

Per unit price for 17 signs - \$3445

Per unit price for 1 sign only - \$4310

(note, slightly higher than originally quoted due to longer posts, actual post length to be determined on final design spec based on desired ground clearance from bottom panel and pricing adjusted if applicable)

Delivery to single location included in price

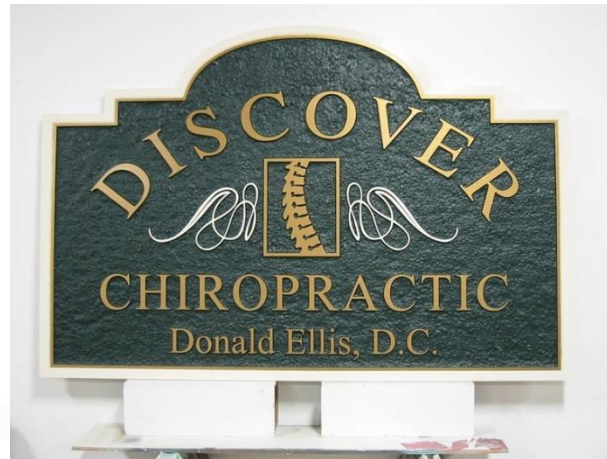
Optional Installation - \$800 per sign

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

Option 2 – High Density Polyethylene (HDPE)



Main Panel

3/4" thick x 48"h x 96"w single sided CNC routed 3-ply HDPE. (logo in design represented by single color of the panel)

Info Panels

Two 3/4" thick x 15"h x 96"w single sided CNC routed 3-ply HDPE. Panels attached via angle brackets for easier change out if necessary.

Finish

HDPE Standard Colors of choice (see next slide for color options)

Posts

6"x6" x 168" Cedar Post, painted 1 color, routed slots for main sign panel mounting

Pricing

Per unit price for 17 signs - \$3485

Per unit price for 1 sign only - \$4360

Alternative to achieve full color logo – routed oval in main panel with PVC panel mechanically fastened with printed vinyl graphic attached.

Delivery to single location included in price

Optional Installation - \$800 per sign

1 year warranty

Design Notes:

- Sandblasted Extruded 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

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, but cost prohibitive for a project this size due to large lot requirement
- Two color max per sign panel
 - Can route out and mechanically fasten other materials where other colors are required.
- Limited to panels in 4' x 8' sheet size, seaming not recommended on sign panels.

See

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

For more about engravable HDPE

Standard Color Choices



Summary Comparison

| | Sandblast composite Extira | HDPE – 2 color panels – standard colors | HDPE – 2 color panels – standard colors with printed full color logo graphic attached |
|---|----------------------------|---|---|
| Price/ea if all 17 ordered at once. | \$3,445 | \$3,475 | \$3,700 |
| Low maintenance | Yes | Yes | Yes |
| All Designs are Modular (can change hours/ activities) Cost to change info panels with same material | Approx \$700/ panel | Approx \$700/panel | Approx \$700/panel |
| Alternative panel change cost (HDU with printed vinyl graphic) | Approx \$350/panel | Approx \$350/panel | Approx \$350/panel |
| Expected life of sign | 7-10 years | 10+ years | |
| Warranty | 1 year | No explicit warranty on material life, but extremely durable and fade resistant. This is the material many park play systems are made of. | |

Optional Installation Estimate - \$800/sign

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.
- If installed by Impression Signs and Graphics, City to coordinate Gopher One Call line marking prior to installation at each park site
- Installation leftover dirt to be cleaned up by the city
- Optional Installation estimate to be evaluated and adjusted up or down as appropriate based upon final sign design, size, and locations.