




**CAPABILITY
STATEMENT**

People Signs®







People Signs is a forerunner in the planning, creation, and fabrication of smartly designed, expertly integrated wayfinding sign systems. The People Signs team works with partners at the earliest stages of a new business complex or office expansion, collaborates with a team on the retrofit of an existing facility, or provides ongoing support for changing signage needs. After all, a well-planned and well-executed sign program helps establish the momentum and energy a business requires from day one.

Additionally, we partner in project planning and product selection. There are many benefits to planning a signage program at the earliest stages of a project. Understanding and anticipating the proper flow of a facility can provide essential insights into an overall plan and maximize efforts right from the start.

People Signs focuses on creating a dynamic flow throughout common spaces. We ensure that visitors and employees move accurately and with ease to their desired destination. Our interior wayfinding signs provide direction, identify rooms and personnel, alert visitors to prohibited areas and even guide them to safety in the case of an emergency.

At nearly any juncture of a project, People Signs evaluates both the physical environment and the feedback provided. We recommend the proper signage designed to meet the criteria of the Americans with Disabilities Act (ADA) and other national and local sign codes. The result is a comprehensive plan outlining the project scope through design recommendations to projected budget, providing the greatest flexibility to determine the best solutions for a business.





From our internal market review and industry feedback, we have identified your organization and respective territory as one with which we'd like to align. With your experience and reach, our goal is to spread People Signs throughout North America.

While we strive to further expand within the United States, this does not preclude that we haven't already been working nationally in varying capacities over the last 40 years. Those decades of experience include partnering on national accounts as well as some projects that have taken us offshore.

Our business model began with structure around partnering; therefore, wholesale relations are at the heart of our existence. We've worked across a broad spectrum of office furniture dealers throughout the Mid-Atlantic region and have perfected our behind-the-scenes service model. With that said, if a dealer wishes for us to work in lockstep with one of their customers, even billing, we are ready — and able — to assist.

Our products are often considered an accessory and the final detail of a project, but marketing them is time well spent. The profit dollars associated to sign sales, design, planning, installation, and even maintenance, can balance the decline in highly competitive products within your product portfolio.

While the definition of your service expresses that your organization is autonomous, we have existed over the years by building strong relationships with our partners. From the supply of effective marketing materials and samples to training and joint efforts in the marketplace, our team is ready and willing to help.



EXPERIENCE

Core Markets & Projects

CORPORATIONS

- **McCormick & Co.** - Baltimore, MD. 339,000 square foot building housing more than 2,100 employees.
- **Wade Clark Mulcahy, Attorneys:** Philadelphia, PA. Approximately 60 employees in a high rise office suite

HEALTHCARE

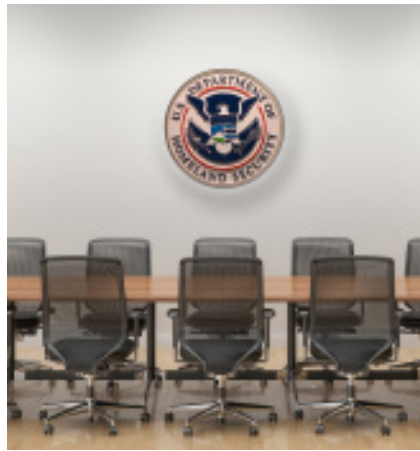
- **Bermuda Hospitals Board:** 264,000 square foot facility housing 1,800 employees and 327 beds in private, semi-private, and public wards treating over 34,000 patients.
- **Navy Medicine West Facility, US Naval Hospital:** Agana, Guam. 281,000 square foot facility housing 42 beds, two cesarean section rooms, improved diagnostic and ancillary capabilities such as MRI and CT scanning suites.
- **Summit Medical:** MD Anderson Cancer Center. Multiple locations throughout their health network in New Jersey.
- **US Naval Hospital:** Camp Foster, Okinawa, Japan. 443,000 square foot facility housing 1,000 staff members and 1,100 patients.

GOVERNMENT

- **Herbert R. Temple Jr. Army National Guard Readiness Center:** Arlington, VA. 250,000 square foot building housing 2,500 employees.
- **Federal Aviation Administration Headquarters:** Orville Wright Federal Building, Washington, D.C. Approximately 500,000 square feet of space housing 4,000 employees.
- **National Science Foundation Headquarters:** Alexandria, VA. Approximately 660,000 square feet of space housing 2,100 employees.

COLLEGE/UNIVERSITY

- **DeSales University:** Center Valley, PA. Suburban campus with 480 acres housing 2,350 students and 330 employees.
- **PA College of Health Sciences:** Lancaster, PA. More than 1,750 students and a staff of more than 300 on a 320,000-square-foot environmentally friendly campus.





CHARLES J. KELLY, JR. Owner/President

Charlie has worked in the sign business for 40+ years and has served as a member of the Quality Control Board of the Government Services Administration (GSA). He has been a regular presenter at the International Sign Association's annual Sign Expos and other professional gatherings. Having grown up in the national sign industry, he entered the family business full time after college graduation and gained experience in all areas, from manufacturing to sales and marketing. In the mid-90s the company was sold to a British international sign company, and Charlie stayed on as General Manager of the US Division. He remained at the head of the company after an American-based manufacturer purchased it, and in 2003 he bought the architectural sign division. Since then, Charlie has expanded the company to include wayfinding consulting, sign program design, project management, installation, and ancillary services. He has earned a GSA contract for People Signs, produced significant sign programs for government installations, and become a trusted sign consultant. The AIA accredited his wayfinding presentation for the International Sign Association EXPO for continuing professional education. He has written articles on wayfinding for national sign trade publications and other writers covering the topic interview him frequently.

CORPORATE DATA

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Business Size: Small

DUNS: 045281529

Fed ID: 04-3748473

Cage Code: OGZM3

NAICS: 339950

GSA Schedule: GS-07F-0262L





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FULL SERVICE, PROFESSIONAL SUPPORT

Working with People Signs, you will have access to a full-service, knowledgeable staff capable of handling all aspects of visual communications projects. We are respected for our quality workmanship, outstanding customer service, timely fulfillment of orders/projects, and attention to detail. Owner/President Charles Kelly, Jr. has been a leader in the sign industry for nearly 30 years and has served as a member of the Quality Control Board of the Government Services Administration (GSA). He has been a regular presenter at the International Sign Association's annual Sign Expos and other professional groups.

Where required, all of our signs are compatible with and/or meet the standards of the Americans with Disabilities Act (ADA), HIPPA, NFPA, and ANSI and can be adapted to meet local government regulations. Our sign products are composed of aluminum and plastic components which are recyclable and many offer paper insert options, making them a desirable green solution for sustainability requirements and minimal maintenance demands.

PROCESS: Our typical step-by-step approach to a large-scale project includes the following:

1. Hold sign task force meeting and determine review/approval process
2. Conduct site review
3. Capture relevant data in prepared report and photographs
4. Determine a design solution and sourcing
5. Develop budget & timeline
6. Present samples for sign selection
7. Produce signs once the sign-off is complete
8. Install signs on pre-determined schedule, reflecting contractors' interface
9. Train internal staff on system management
10. Bring project to a close with complete reporting and assessment of program



WHY Choose People Signs?

- Decades of professional experience in producing attractive, quality signage on budget and on time.
- Experience working with client-focused sales representatives, project managers and customer service staff.

We Put PEOPLE First!™

Ultimately, everything we do at People Signs is about people. The customers we serve and the clients they serve.

And, in turn, the customers, patients, students, shoppers, and more - that those clients impact.

Our very name recognizes that the need for signs begins with people. Primarily, signs identify and direct – getting seekers or travelers from one place to the next. They pinpoint locations, designate departments and name names. They lead people. Redirect them. Stop them. Announce them. Caution them. Welcome them. Entice them. And sometimes, they frustrate them.

That's where we come in. With decades of experience in architectural signage and wayfinding, the community of sign professionals at People Signs provides the knowledge and know-how to produce impactful signage from a simple nameplate to campus-wide, full-scale programs.



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