



THE INTERNATIONAL SIGN ALLIANCE

BRINGING THE WORLD'S BRANDS TO LIFE

Your single-source provider for

GLOBAL REBRANDING IMPLEMENTATION

The International Sign Alliance (TISA)

TISA provides the solution to all your development and execution requirements.

TISA's global partners alliance was created to provide end-to-end global rebranding solutions to parallel the global expansion and growth of our mutual clients - globally, regionally, and locally.

DELIVER YOUR GLOBAL BRAND TODAY

TISAGLOBAL.COM

NORTH/SOUTH AMERICA

NATE DONEY

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E: ndoney@tisaglobal.com

EUROPE & AFRICA

MARTIN HUDSON

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M: +44 (0)7726 995604

E: mhudson@tisaglobal.com

MIDDLE EAST & ASIA PACIFIC

ANURAG CHANDNA

M: +971 507 254 834

E: achandna@tisaglobal.com

We Understand the Power of Trusted Partners

Sign companies align to provide signage everywhere



2,000+ skilled
individuals
internationally

60+ countries
across
6 continents

300+ years'
combined
experience

1,400,000+ sq ft
of manufacturing
space



Innovation,
flexibility &
adaptability

Experience and
expertise from
around the world

'Big Picture'
understanding with
small detail focus

The partnership
is seamless & delivers
on promises

Philadelphia Sign, Pearce Signs, and Riemer Associates together make up the International Sign Alliance (TISA). With a sum over 360 years of satisfied clients, our ongoing customer relationships span six continents. From Singapore to London to New York City, we translate the creative expression of your brand that engages your customers. When your audience is across the globe, you need a brand implementation company that create a cohesion and connect with your audience with your brand – globally, regionally and locally.

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The Alliance Advantage

Your brand implemented worldwide by one centralized resource

- “Guardian” of the brand to keep a necessary coherence across all countries.
- Provide a primary point of contact so action plans are executed on schedule.
- Proven global presence and experience.
- Global network of manufacturing partners in multiple operating locations.
- 3 centuries of signage, brand implementation & large-scale program management.
- Provided more than \$1.6 billion (USD) of products and services worldwide.
- Centralized purchasing of common materials.
- Centralized invoicing to save time & money through increased productivity & efficiency.
- Local knowledge and local language to adapt to evolving market conditions.

We leverage our global teams and expertise through a single operating network, bringing seamless value to the table, delivering an exceptional brand experience to your clients in the built environment.

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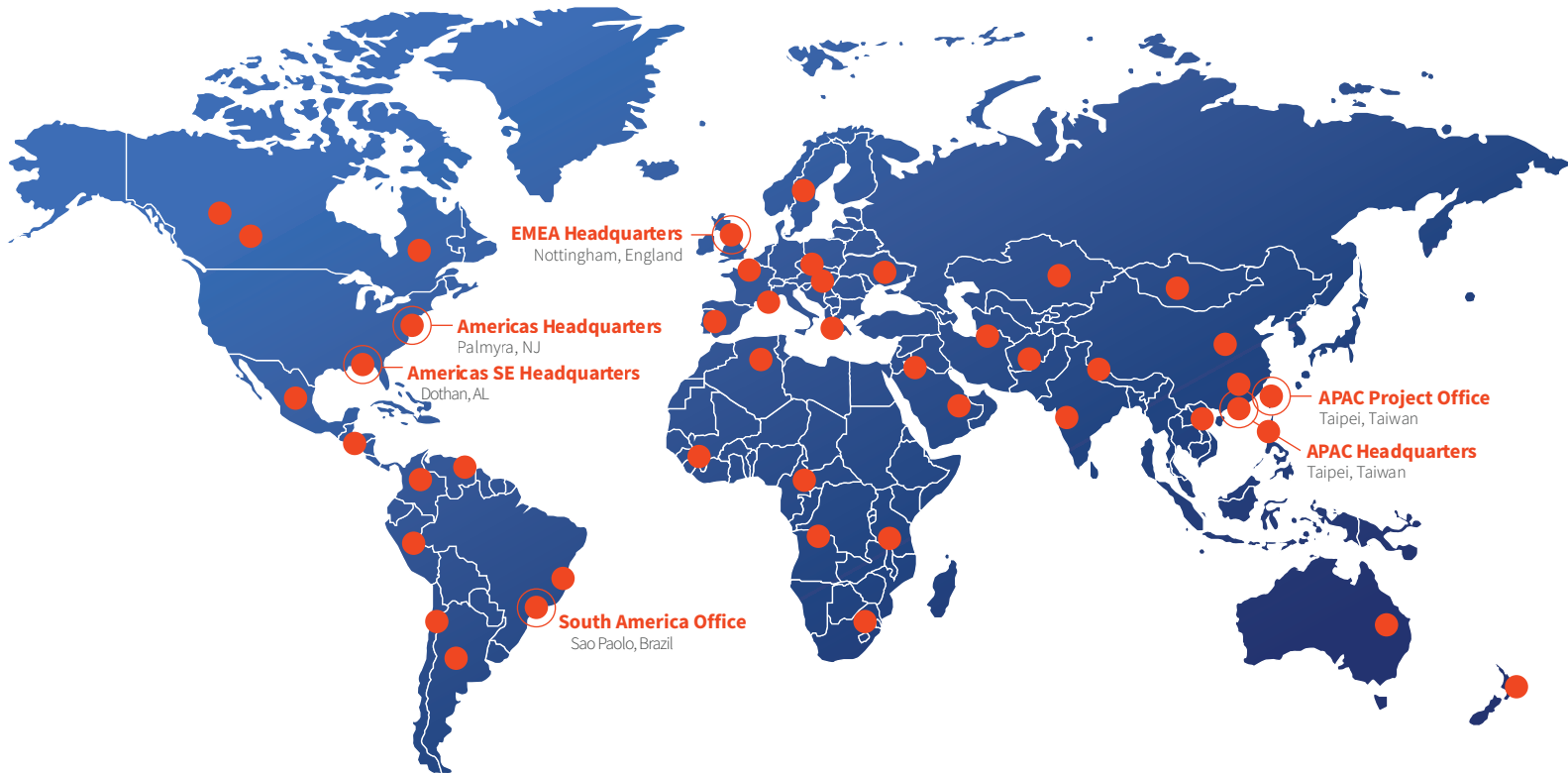
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Global Reach

With over 1.4 Million square feet of manufacturing space available and a network of over 2,000 employees we have the ability of taking on a project of any size quickly and efficiently.



Built to compete globally combining the strengths and ability to design, engineer, fabricate and install in all worldwide.

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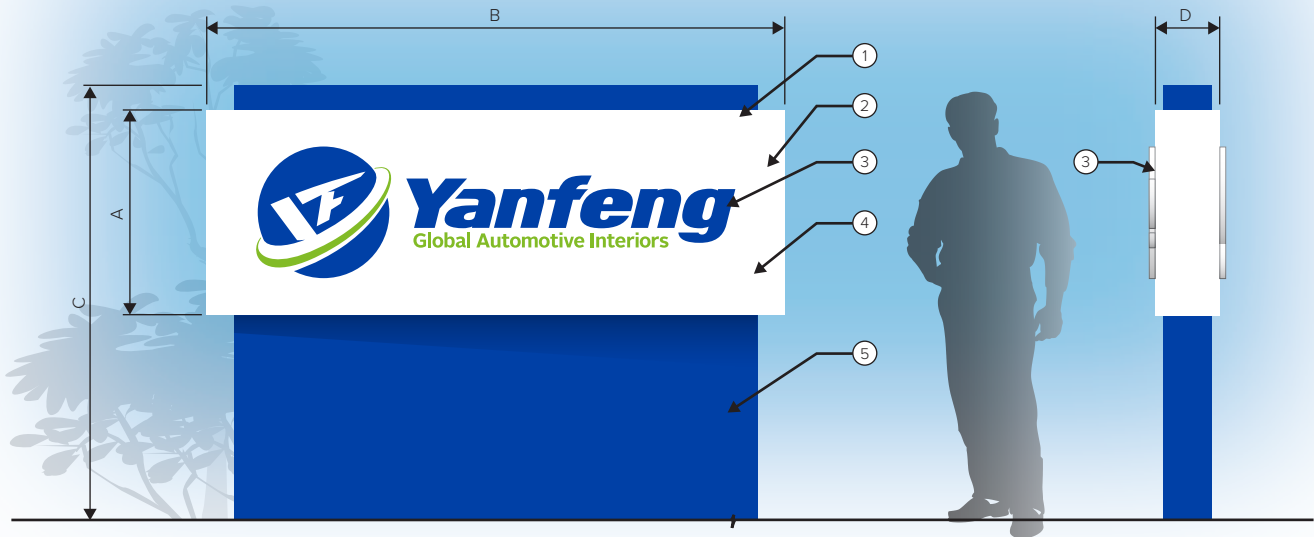
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DESIGN

Complete in-house team

Signage connects us to our world and is an essential facet in the execution of a successful brand.

- Our designers can translate a corporate identity into a family of signs accompanied by an exterior branding decision tree that ensures a unified identity across a client's portfolio.
- TISA's design and engineering success is our knowledge on the latest technologies, materials, and coatings.
- Delivery of quality engineered signage and the successful communication of a corporate brand.



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MANUFACTURING

Local, Regional, Global

Europe, Middle East and Africa (EMEA)

We have 250 employees and 237,000 sq ft of manufacturing space.

North America

We have 400 employees and 467,000 sq ft of manufacturing space.

South America

Partners in Mexico, Colombia, Argentina, Brazil, Peru, Puerto Rico, Ecuador, Chile, and Venezuela

Asia Pacific (APAC)

Partners in Australia, Republic of China, Hong Kong, India, Japan, Korea, Malaysia, Philippines, Singapore, Thailand, and Taiwan



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PROCESS PLANNING

Project planning is key to a program's success.

- Organization of site list and development of database
- Establishing initial budget and schedule assumptions; setting and managing key client stakeholders' expectations
- Developing graphic design family standards and decision tree logic
- Developing and managing schedule and budget
- Planning and implementing individual site technical surveys
- Developing shop drawings for all key products; coordinating client approval process
- Development of first articles for all key products; coordinating client approval process
- Development of individual site rebranding recommendation books; client approval process
- Securing landlord approvals
- Securing permits
- Fabrication
- Existing sign removal, wall repair and restoration
- Installation
- As-built completion photo upload
- Financial closeout

Project Management is the discipline of planning, organizing, securing and managing resources to bring about the successful completion of specific project goals and objectives.

- Responsible for overall team performance
- Centralized Program
- Coordination of project timeline and milestones
- Client Visibility
- Developing a thorough understanding of the client's exterior and interior sign families

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ENGINEERING

TISA's global expertise means that we have a keen understanding of differing engineering standards depending on the locale.

We understand that signs are a key component of your branding strategy. In addition we recognize the importance of providing economical solutions to design challenges.

The mandate of our design engineering is to:

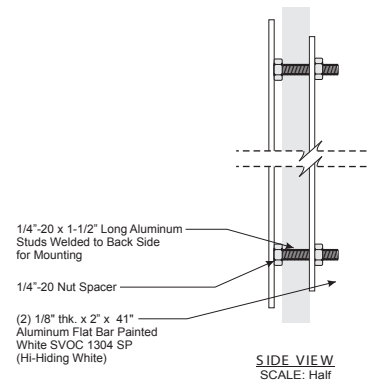
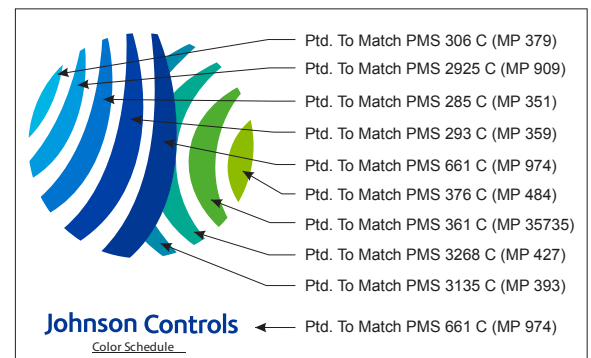
- Accurately translate your design intent into finished product.
- Work closely with your branding consultants and designers to achieve your branding vision.
- Permit Drawings, Construction Drawing
- Value Engineering

Our engineers:

- Have expertise in every facet of sign construction including: Mechanical, structural and electrical engineering.
- Are experienced with all materials, lighting & coatings.
- Provide prototypes for you to fine-tune design concepts and we can supply computer renderings for you to see what the signs will look like in place.



CONSTRUCTION DRAWING



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INSTALLATION

The TISA reputation for quality workmanship and installation extends around the globe with our established world-wide network of qualified, licensed installers.

Pre-Installation

- Understand the existing environment in which new signs will be installed
- Pre-Installation Technical Survey allows the installer to identify and prepare for certain challenges during the installation of the new signs.
- Typical challenges include: electrical access, wall repair, and other site-specific concerns not always captured in the standard ground survey.

Installation

- Teams arrive at a site equipped with the information gathered during the technical survey.
- Installation teams are advised of the customer's installation expectations that include quality wall repair, cleanliness of installed products, and maintenance of a safe and clean work area.
- All installation teams are equipped with cameras to document completed work at a site and to identify any issues.

Inspection

- A lead installer heads each installation team and is charged with inspecting and evaluating the quality of the installed product.
- This experienced professional serves as a client advocate and views all aspects of the site with a critical eye.
- The installer also takes completion photos of the work at the site and the project manager reviews the product and workmanship in great detail.

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MAINTENANCE

Critical response time for outages or incidents

As an industry leader, many of our customers desire the convenience of using a single company to coordinate the maintenance of their signs. TISA realizes that well-maintained signage is important to the image of our customers and we have the ability to customize the service program to fit the individual customer's needs for interior and exterior signage.



Whether your signs require repairs or simply a refresh, TISA's responsive and licensed maintenance teams are located around the globe to be there where and when you need them.

- Pre-agreed schedule of rates for labor, equipment and materials
- Immediate emergency services for signs which impose danger to the public
- 48 and 72 hour standard service available or all service related issues
- We ensure that our maintenance crews are either direct employees of TISA, or one of our qualified subcontractors from across the Globe.

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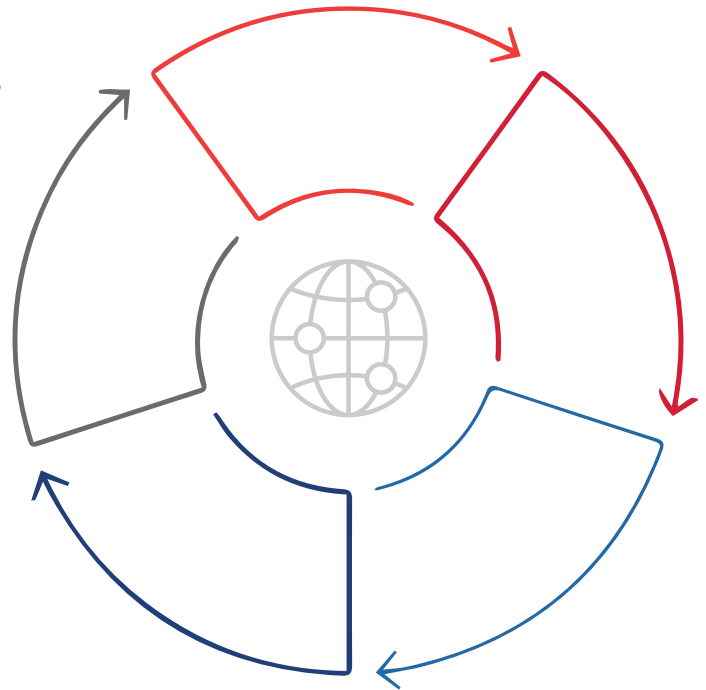
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CLIENT PORTAL

Communication is transparent and available

- Cloud based project management platform
- Access by secure client log-in for live project status
- Project milestone management
- File transfer to upload download.
- Image library
- Mobile-friendly
- Instant access to documents.
- Custom and unlimited reporting
- 24 / 7 Access
- Client approvals
- Exportable data



Site Audit Pro

Cloud based Site reporting software tool, for survey information, instant upload to internal system and Quickbase for site completion photographs, snagging and final sign-off documents.

Site	Date	Status	Item	Priority	Assignee	Start Date	End Date	Completion %	Notes
1000000000	2010-01-01	Open	Item 1	High	John	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 2	Medium	Jane	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 3	Low	Mike	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 4	High	Sarah	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 5	Medium	David	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 6	Low	Emily	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 7	High	Chris	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 8	Medium	Alex	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 9	Low	Olivia	2010-01-01	2010-01-01	0%	
1000000000	2010-01-01	Open	Item 10	High	Noah	2010-01-01	2010-01-01	0%	

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GREEN INITIATIVE

Solar Powered Facility



Solar Powered
Maintenance &
Manufacturing Facility

910 Kilowatt System



2 SMA 500 KW
Solar Inverters

Manufacturing from
100% renewable energy



1.1 Million Kilowatt
Hours Per Year

Maintenance office run
from 100%
renewable energy



4.5 Million Dollar
Installation

4,790 Mage
Solar Panels



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CLIENT OUTCOMES

The scopes of these programs included site surveys, design intent, sign family development, construction drawings, first articles, brand books, permits, manufacturing, installation, and patch and repair work.



209 sites / 61 countries



When Adient, the world leader in automotive seating, needed a global rebrand, they turned to another industry leader: TISA. The scope of the rebrand encompassed 191 sites over 32 countries. TISA's global program team was well-positioned to manage the scope and scale of the project. TISA worked collaboratively with Adient's design firm to develop consistent standards, guidelines and prototypes. Adient relied on TISA for the highest quality fabrication, detailed surveys, comprehensive project management and reliable installations around the globe. TISA's continued success in meeting the objectives of this worldwide company has resulted in a continuing relationship, including work on their Adient's most recent conversion.

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A merger of Dell with EMC meant a global rebrand was required for locations worldwide. Because there was no design firm involved, TISA collaborated directly with Dell to set standards and create the art. TISA then fabricated and installed interior and exterior signage for 209 sites in 61 countries. TISA's global capabilities meant that communication flowed seamlessly even though contacts were in different time zones and on different schedules. Dell's project stakeholders were in tune with the progress of the project every step of the way. TISA's showed accessibility and flexibility during the rebrand. Dell employed TISA to brand more sites as the first phase of the program neared completion.

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433 sites / 34 countries



Johnson Controls chose TISA to launch their global rebrand, a large-scale conversion project of 433 sites in 34 countries. As part of the project, prior un-resolved issues with dull signage had to be addressed. TISA engineers developed new standards for the Johnson Controls brand, and made recommendations to correct the illumination issues. TISA's experienced project management and manufacturing teams ensured the program was completed on time and to a high standard. The Johnson Controls conversion was a success and today the company's brand logo shines brightly at every site.

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326 sites / 69 countries



NTT Ltd. is a leading global technology services company that partnered with TISA to embark on the implementation of interior and exterior signage throughout 326 sites in 69 different countries. On the exterior, TISA added channel letters to the exteriors of buildings and vinyl on glass exteriors. In the interior of various locations, TISA applied vinyl on the glass interiors in places such as conference room glass walls and reception areas. In addition to signage and vinyl implementation, NTT had many of their offices painted by the TISA team. The offices have the NTT signage on the exterior and interior to showcase their brand around the world provided by the experts of global brand implementation, The International Sign Alliance.

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40 sites / 10 countries



Yanfeng Global Standards chose TISA to work with their team to develop the interior and exterior concepts for over 40 sites in 10 countries. In consultation with Yanfeng's design team, TISA worked to develop a sign family. After the initial pylon and freestanding designs were presented to Yanfeng, a complete sign family progressed. The foundation of this successful global rebrand was based on a joint effort.

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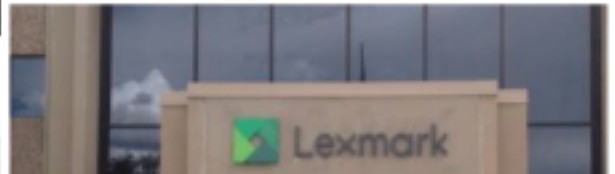
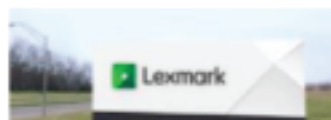
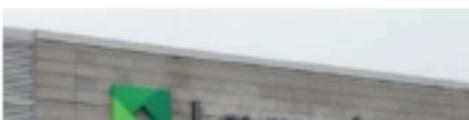
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110 sites / 52 countries



TISA has been the preferred sign provider for Lexmark since the 1980's. Lexmark's newest project: a global rebranding implementation program for 110 sites in 52 countries – was no exception. TISA was asked to provide conceptual drawings for each existing branded item, internal and external signage. Once approved by Lexmark's global design and marketing teams, the next step was to implement the concept throughout all locations. TISA created interior, mid-rise and high-rise signage. Lexmark's signature green logo is comprised of 4 separate shades of green positioned strategically to provide the illusion of depth and gradient.

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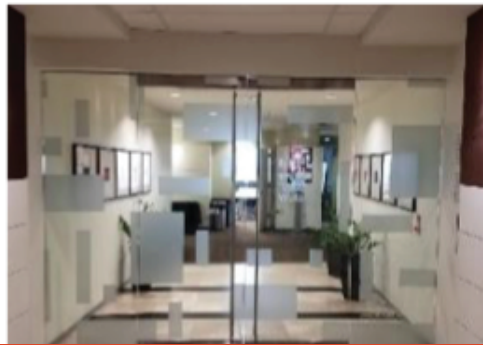
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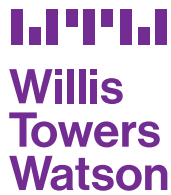
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118 sites / 11 countries



After Willis acquired Towers Watson, TISA took the initiative to inventory and survey of all of the company's existing sites. Once the information was collected and recorded, TISA reported the data to the company as part of the bid process. This due diligence resulted in TISA being awarded the work in both North and South America. Following the successful execution of the first stage of the project, TISA went on to roll out signage solutions at more locations. The program included various interior patterns for glass doors, and interior and wayfinding signage throughout locations. Exterior signage ranged from high-rise to mid-rise to monument signs. To date, TISA has converted over 118 sites in 11 countries for this worldwide brand and continues to enjoy a successful relationship with Willis Towers Watson.

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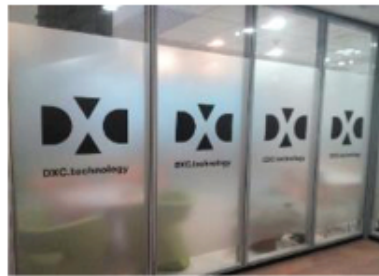
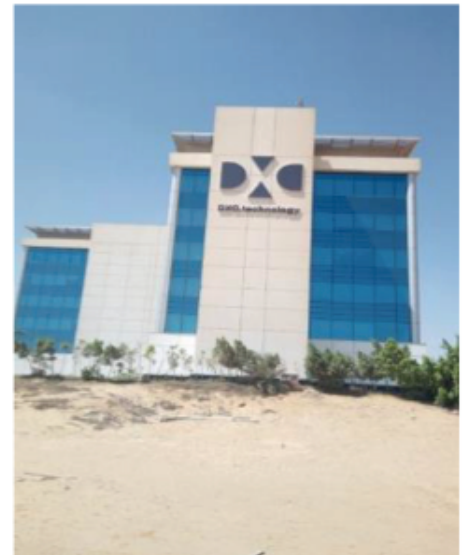
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118 sites / 11 countries



DXC partnered with The International Sign Alliance for a global rebrand needed for the brand conversion. The scope of this global rebrand included site surveys, design intent, sign family development, construction drawings, first articles, brand books, permits, manufacturing, installation, and patch and repair work for the 149 locations in 46 countries for 50 weeks.

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CLIENT OUTCOMES

The scopes of these programs included site surveys, design intent, sign family development, construction drawings, first articles, brand books, permits, manufacturing, installation, and patch and repair work.



209 sites / 61 countries



We were approached when Lear purchased 12 Grupo Antolin sites, an acquisition that required the rebranding from Grupo Antolin to Lear within a 3 month window. We needed to first survey and audit the sites to understand what was there existing, create brand books in line with facilities standards and local requirements. Then implement the installation through our partner network and own resources. The scope was mainly externals and wayfinding around large sites but some internal / main client areas were also implemented in this phase. Because of the successful implementation of this project, we have continued our working relationship with the Lear team and have completed projects on a further 4 sites across Europe.

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CLIENT OUTCOMES

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209 sites / 61 countries



The scope of the Harris project was initially limited to the US. However, when Harris embarked on an international program, TISA's success with domestic projects and its global capabilities made it evident to Harris that TISA was the right choice for their international rebrand. TISA developed the standards for the Harris existing sign family and went on to successfully convert over 54 sites, in 18 states and 6 countries.

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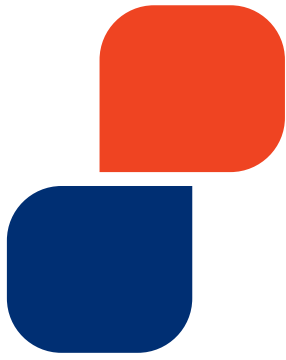
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