



Project Overview

Project Management - Visual Products Corp. (“VPC”) utilizes its staff of experienced Project Managers located in Knoxville, Tennessee to oversee all aspects of the customer’s sign program. The VPC team works closely with the customer’s corporate and regional representatives as well as individual dealer’s / franchisees to coordinate all phases of the signage program, including providing daily / weekly status updates to ensure that milestone target dates are met. The Project Managers are supported by VPC’s team of Engineering, Graphics / Design, Purchasing, Manufacturing and Finance personnel.

Phase 1: Survey / Recommendation / Customer Approval - This phase sets the tone for the success of the overall branding project. VPC provides a quality control program to assure minimum errors or delays. We select qualified sign installers / field surveyors to collect the required site specific data along with current municipality code information for each site. This data is reviewed by VPC’s project team, and from that we develop site specific signage recommendations along with renderings of proposed signage. Recommended signage is based on existing signage, site and traffic patterns and what is allowed by local sign codes. In addition to the recommendation document, a site specific quotation is developed for each location.

Phase 2: Customer Approval - Once the recommendation and quotation package is completed, the VPC Project Manager forwards it to the customer for review. The Project Manager then contacts the customer to conduct a detailed review of the proposal and to discuss the signage recommendations. If there are any revisions required, the Project Manager makes those adjustments to the package and then re-submits it to the customer for signature and approval.

Phase 3: Sign Permits - After receiving an order, the next step is to assign the job to one of our approved national installation sub-contractors. We authorize them to proceed with applications for all required sign permits from the local municipality. The VPC project team will either coordinate this activity with the local sign installer, or in some cases we may utilize permit expeditors if we determine that resource is needed to meet the customer's completion timetable. In the event that a variance is required, VPC will first provide the customer with an estimated cost for the variance procedure along with the estimated chance of the variance being approved based on information from our local contacts. VPC will only proceed with the variance process with prior approval from the customer. VPC is available to assist with gathering documentation required for the variance procedure, and if required, VPC will arrange to send a representative to be present during the variance hearing.

Phase 4: Manufacturing Upon approval of the sign permit, VPC manufactures and ships product required for the site. General turnaround on standard items is 3 - 4 weeks from date of release. VPC can also work with the customer to maintain inventory at appropriate levels on standard items based on forecasted projections.

Phase 5: Installation VPC strongly believes that installer training and continuous communication is a key component of a successful installation project. VPC manages our network of approved national installation sub-contractors by supplying them with all documentation required to complete the job, including but not limited to very detailed Field Service Purchase Order instructions and Terms & Conditions. VPC's Project Managers are in frequent contact with the installation contractor during the installation to ensure that everything is on schedule and completed as instructed. In addition, the Project Managers are in frequent contact with the customer to provide status updates.

Phase 6: Close Out - The VPC project team closely scrutinizes the completion photos, punch lists and invoicing documents from our sub-contractors to ensure the location meets both the customer's as well as VPC's requirements. The Project Managers also contact the local customer representative to ensure that they are satisfied with all of the work completed. Any discrepancies found during this process are corrected prior to the final billing packages being submitted to the customer.