

CADWELL design + sign



your brand | our purpose

508-429-3100 | sales@cadwellsign.com

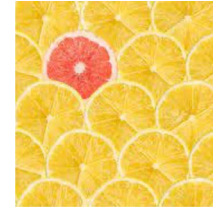
Customer portfolio at

www.cadwellsign.com

OUR MISSION

Our mission is to help our customers make their brands **stand out** in a memorable and impactful way.

Making your brand look amazing is our passion and our purpose!



OUR VALUES

We produce the highest **QUALITY** products in the industry. 100% American-made, 100% local sourcing.

We deliver amazing customer **SERVICE** where clients become raving fans.

We are driven by **INNOVATION**. Every project is an opportunity to be creative and innovative.

We are dedicated to collaboration and **TEAMWORK**. We want you to view us as part of your team.

On day one, we assign a full-time PM and Designer to help run the sign project and join your team.

OUR PROMISE

We are **with you for the long haul** and when things change at your company, we can update a few new name plates or help execute an entire rebranding project. We are so confident in our products and services that we offer a **lifetime guarantee** and if our interior sign construction fails or the installation does not hold up, we will replace the existing sign at no cost for the life of the sign system.

“I am a raving fan of Cadwell and score you an A+.”

– Client at Massachusetts General Brigham

CUSTOMERS



NOTES

WHY UPGRADE YOUR SIGN SYSTEM?

60%

Businesses reported average sales increases of 10% or more by adding or updating its signs.

68%

Customers believe that good signage reflects the quality of a business & its product.

75%

Americans have told someone else about a business (or linked to it in social media) as a reaction to its signage.

WHY CADWELL?

Making your brand look amazing is our passion and our purpose.

We handle the entire design and build process here in our local factory in the Boston area. We are 100% American made allowing us to control quality and manufacturing speed. Our speed to market and high-quality is the best in the industry. We do all the heavy lifting, and you get the great results.

- ✓ Our design and build process is easy & efficient with amazing results
- ✓ We deliver 100% customer satisfaction with A+ scores from countless happy customers
- ✓ We are industry experts who understand your business and needs
- ✓ A lifetime guarantee on all interior sign packages

PRODUCTS & SERVICES

We are a full-service project management, design, build, and installation company. We have skilled project managers and can manage your job from initial design to final installation. Some of the services include:

- ✓ Brand audit and analysis (brand clarity, alignment, density)
- ✓ Design and development programs
- ✓ Design and prototype
- ✓ Sign specifications and requirement packages
- ✓ Full portfolio conversions or rebrands
- ✓ All interior or exterior projects
- ✓ Site survey and best practice recommendations
- ✓ All fabrication and manufacturing
- ✓ Office moves, re-stacks or de-commissions
- ✓ Permit approval and acquisition

A+ 5 STEP PROCESS

We have a simple and unique **Cadwell A+** Process that makes the customer journey easy, fun and memorable. The goal is to deliver an **A+** experience and an **A+** finished product to every customer.



DISCOVERY

PM review project and goals
Site survey, building review (brand, drawings, floor plans)
Rough budget, design reco's for "baby brand"



DESIGN

Review to scope with PM. Assign to designer
Review "design intentions" logos and uses
Present color/material options
PM prepares estimate/dates



MANUFACTURE

Review job with team, order materials needed
Review build process, build "baby brand"
QC order, send photos to client, package for safe travels



INSTALL

Review calendar with client. Set date and location
Install sign system. Clean all products and work areas
Photos of installation, send to client



SERVICE

Client completes post project survey
Send client a "baby brand" gift of appreciation
Follow-up service



THE TEAM

Our team is your team. We are with you for the entire project, and are confident you will score our teamwork an A+.

Design & Build Team - If you need a full-service design and development team, contact: Stephen_Moylan@Cadwellsign.com

Wholesale Team - If you have a full design and complete drawings ready to manufacturer, contact: Sean_Keaveny@cadwellsign.com