

# UNMC/Nebraska Medicine - Omaha

Omaha, Nebraska

## Request for Proposal – Exterior Campus Wayfinding Signage Updates

November 14, 2016

OMAH-73782

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November 14, 2016

Nick Zuniga  
HDR, Inc.  
8404 Indian Hills Drive  
Omaha, NE 68114

Mr. Zuniga,

On behalf of the ASI team, I would like to extend our appreciation for the opportunity to submit our response to your Request For Qualification/Budgetary pricing for UNMC/Nebraska Medicine - Omaha. ASI's wealth of expertise and experience, as well as our comprehensive sales and service teams, make us a well suited partner to serve your long-term signage needs.

As a vertically integrated company, owning and managing all functions relating to the project ... from project management through manufacturing and installation, ASI will have direct control of all elements, to insure a first class experience with the signage portion of your project.

Why choose ASI?

- We are passionate...about the professional quality of the work and about the client's brand.
- We are innovative...we're constantly researching and developing to keep one step ahead, and provide an ever greater service to our clients.
- We are responsible...striving ever harder to reduce our impact on the planet.
- Work should be fun...we live in an exciting industry and see no need to make it dull.

We are great at what we do, and enjoy doing it.

We have made every attempt to respond to all facets of this Request for Qualification. We look forward to meeting with you soon to discuss the project in more detail; however, if you have any questions in the meantime, please let us know.

Again, thank you for this opportunity.

A handwritten signature in black ink that reads "Erin Carey". The signature is written in a cursive, flowing style.

Erin Carey  
Business Development Manager



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## EXECUTIVE SUMMARY

ASI is pleased to submit our response for your Request for Proposal. Our documentation includes background information about our organization and qualifications to service the UNMC/Nebraska Medicine - Omaha's Exterior Campus Wayfinding Signage Update program. In addition, we have provided documentation about other successful ASI projects and signage programs which demonstrate our engineering, integration and project management processes and capabilities.

ASI has consistently championed innovation with industry-leading products and services. Our ability to service global architectural signage programs is unparalleled. The organization is represented by 41 North American locations and has a presence in more than 35 countries. This network provides a unique ability to effectively balance internal manufacturing capabilities and external procurement, ensuring that each program can be developed, manufactured and managed worldwide with respect to the client's budget and implementation needs.

Our ASI affiliate has been in business for over 30 years while the ASI network in the United States has been in existence for the last 50 years. Tom and Dianne Latimer are the owners of ASI in Iowa, Nebraska, Illinois, Colorado and Wyoming, and have grown their Company from two employees in 1985 to 95 employees today. That growth has been due to providing new and innovative products along with an absolute commitment to customer service.

Over the years, the Company has implemented numerous quality programs ranging from TQM, to Deming, which is driving the business platform today. The Company has sales and installation offices in Des Moines, Grinnell, Iowa City, Omaha, Denver, Central Illinois and Chicago. We have over 50,000 square feet of manufacturing space that has successfully supported and implemented numerous multi-location projects. Further, ASI provides a web based on-line ordering system (OOS) along with a global account management system (GAM). These instruments provide for easy reorder activity and timely information about the implementation process.

Our company is guided through leadership and market changes by a formal board of advisors, which includes all owners, the President/CEO, COO, CFO and key outside consultants. ASI is led by our President/COO, Michael McKeag. Mike leads a management team consisting of the following personnel:

Brett McGriff, Chief Financial Officer - Employee since 2010  
Ronda Geurts, Director of Project Management - Employee since 1985  
Allen Hillgartner, Director of Production - Employee since 1997  
Tom Groth, Director of Business Development - Employee since 1993  
Todd Carey, General Manager, Nebraska - Employee since 2000  
Ben Latimer, Director of Business Systems and Digital Signage - Employee since 2006  
Eugene Peart, Production Design Manager - Employee since 2012  
Rich May, Business Systems Manager - Employee since 2005  
Chad Rose, Director of Installation - Employee since 2012

We are confident that ASI will make a very strong and trusted signage partner for UNMC/Nebraska Medicine - Omaha in the coming years and very much look forward to developing our relationship.



## QUALIFICATIONS: International Overview

ASI is a global architectural signage integrator specializing in the design, engineering, management and implementation of wayfinding, brand communication and information management solutions. Headquartered in Texas, the company is represented in more than 40 U.S. cities, with global partners in 35 countries.

ASI pioneered the U.S. architectural signage industry in the 1960's and has since grown to a \$68 million network consisting of 39 affiliate partners servicing the United States and North America. Through a proven implementation process, the organization offers complete turn-key solutions for the design, planning, development, management and implementation of architectural signage programs. As an integrator, our signage offerings incorporate a wide spectrum of materials and technologies, high-quality standardized product applications and custom-designed solutions manufactured to the most exacting architectural specifications. Typical applications include: large exterior monuments, letters and building identification, interior plaque signage, donor walls and integrated dynamic digital display and information management systems. Services range from site surveys, planning, permitting and variance assistance, design and engineering documentation, installation and system maintenance. The integrated solutions are based on an understanding of wayfinding best-practices, brand identity management, regulatory guidelines, as well as technological and logistical possibilities to ensure the solution enhances the client's experience and brand. Key to successfully implementing an ASI solution are five integrated offerings:

- 1) Planning: wayfinding analysis, plans, systems and strategies
- 2) Design: graphic and industrial design of the products and brand identity standards development
- 3) Compliance: accessibility, regulatory and code compliance
- 4) Manufacturing: technical engineering, value engineering, fabrication and procurement
- 5) Project Management: program implementation design and logistics management

The combined global organization is represented by more than 600 employees and more than \$100 million in global sales. The network balances internal manufacturing from its major manufacturing centers and external procurement from one of our preferred vendors, providing cost-effective alternatives for our customers, ensuring that each program can be manufactured at a cost level respective of each client's budget and implementation needs.





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## SERVICES

ASI provides complete signage solutions to clients from assessing their signage needs to developing their wayfinding plan to incorporate the client's brand into their exterior, interior and digital signage plan. Next, ASI works with clients to design their architectural signage program to compliment their facility. ASI's project management expertise enables management of every aspect of each client's project to ensure that the finished solution meets the client's needs. The ASI team includes skilled designers, planners, sign engineers and craftspeople who work on client's signage design, fabrication and installation.

### **Core Service Offerings:**

- Client Needs Assessment (Sign Audit)
- Planning and Wayfinding (Sign Plan and Design Build)
- Design (Environmental Graphic Design)
- Project Management
- Fabrication
- Installation
- Ongoing Signage Management (Online Ordering System)

*SignPlan™ and Design Build* – encompasses a comprehensive, phased process that brings clarity and purpose to the complex task of developing, specifying and implementing an architectural signage program. It is a planning process that identifies and provides project-specific solutions that follow ADA and Code regulations, meets wayfinding and messaging challenges, communicates brand identity, addresses documentation needs and facilitates on-site installation.

*ADA* – ASI follows the most up-to-date Americans with Disabilities Act Accessibility Guidelines (ADAAG). ASI keeps up with the changes and continually provides ADAAG related training to keep our designers, sales consultants and project managers informed. ASI also provides educational Lunch and Learn programs to the industry through its AIA, registered course ADA and Accessibility Guidelines.

*Online Ordering System (OOS) and Global Account Management (GAM)* – ASI's strategic focus on technology and our investment in research and development enables the creation of technology solutions that improve the efficiency and speed at which projects can be implemented. Quoting, documenting, approving, producing, tracking and maintaining projects can now be completed and delivered digitally and in real time. ASI's Online Ordering System provides clients with an intuitive, web-based system that streamlines the complex process of ordering incremental signage. It contains a complete catalog that has been configured to the client's exacting brand and signage guidelines. ASI's Global Account Management tool documents all aspects of highly complex projects and organizes all program information into a single, centralized web-based system.



## EXTERIOR MANUFACTURING CAPABILITIES

Exterior signage provides the first opportunity to make an impression on your visitors. Whether you need a building identification solution or a signage system to facilitate wayfinding, ASI can develop an exterior program that meets all of your needs as well as the code requirements of your specific location.

ASI offers a full selection of standard exterior product offerings and we have a team of professionals that can design and engineer a completely custom solution. Our creative designers and engineers are involved in all phases of your project, working with you to learn your specifications, design needs and goals, to create unique solutions that are the perfect fit.

Our products are precision engineered and carefully crafted in our in-house manufacturing facility in Grinnell, Iowa. State-of-the-art capabilities mean we can produce quality, custom fiberglass or aluminum signs that are accurate and consistent.

### Navigating Exterior Campuses

More than 40 years of experience in the science of wayfinding, ASI leads the way in understanding exterior environments and has created signage solutions to address complex facilities and minimize confusion for navigational needs.

Our step-by-step approach to evaluating an exterior campus ensures the signage meets the identity, wayfinding and regulatory needs of the project. From assessing visibility requirements to program implementation, ASI partners with you to meet all of your exterior signage needs. ASI can provide turn-key solutions:

- Project management
- Value engineering
- Codes and zoning requirements
- Global logistics
- Traffic and circulation analysis
- Permitting
- Site survey and assessment
- Fabrication and installation
- Location plans and message schedules
- Maintenance and service





## INSTALLATION CAPABILITIES

Every capable sign company has a fleet of fully stocked installation vehicles, augers, hammer drills, scaffolding, etc... We also offer that the average sign installation experience of our installers at over 11 years, with a combined experience of 102 years. We have installation teams based out of our offices in Iowa, Illinois, Nebraska and Colorado. They have been injury and accident free for the past 3+ years and most members of our team have been thru OSHA lift/harness training and carry a CDL certification on their drivers license.

Our experienced team can handle installations of interior plaque signage, dimensional letters into multiple surface conditions, exterior monument and post mounted signage into various ground/footing situations, and have even tackled illuminated letters on the 15th story of a building face and 5-story tall crosses mounted to a glass façade wall.

If awarded this project, we will be happy to provide documentation of all contractor licensure as required by state and/or local authorities.



*David Byers in lift.*



*Don Webb installing vinyl graphics.*



*Working with City Inspector to verify sign footing placement.*



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## PROJECT TEAM

ASI takes pride in the diversity of expertise in our project management staff and our ability to have local representation at a large number of locations around the globe.

The ASI project management team structure is one that incorporates direct responsibility and accountability for the project at all levels of implementation. We provide a clear project management structure that provides our clients with direct contacts to personnel that are individually responsible for the project implementation.

The team for this project will likely consist of:

- Erin Carey, Business Development Manager
- Kalyn Durr, Project Manager
- Ryan Hudnut, Creative Designer|Planner
- Pat Schuster Installation Lead

Resumes for each of the team members are on the following pages.

ASI does not anticipate the use of any subcontractors for this project.

\* Our installation team is not UNION however we do hold a Master Sign Erector and State of Nebraska Certified Electrical Contractor License.

\*\* ASI would project subsequent annual price escalation of 5% respectively. ASI will also honor the project's required warranty period.



**Erin Carey**  
Business Development Manager/Owner  
ASI, Nebraska

Erin Carey has a Bachelor of Arts from Western State Colorado University. She has worked for ASI, out of our Omaha office, since 1994. Erin grew up in the business and has had the opportunity to work in every facet of the company.

She has consistently been a top sales performer in the country. Erin actively participates in IFMA, BOMA, AIA, NHA and the Chamber and attends regular meetings and tradeshows. She is a consistent member of ASI's Million Dollar Sales Club.

Erin insures the best sign solution for a company by working with the architects, contractors, and clients associated with a specific project. She is available to our clients to answer any questions they may have about the progress of their signage.



**Kalyn Durr**  
Project Manager  
ASI, Iowa/Nebraska

Kalyn Durr graduated from the University of Missouri - Columbia with a BS in Educational and Counseling Psychology and an MS in Exercise Science/Sports Psychology.

Kalyn has been with ASI as a Project Manager since 2015. She handles orders from our Iowa and Nebraska sales team and carries the orders through from production to installation. She works with contractors, clients, sales consultants, and vendors to ensure her projects will be met by the expectations of the client, and for the high standards of ASI.



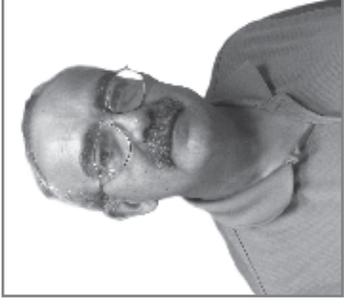
### Ryan Hudnut

Project Manager / Designer  
ASI, Iowa / Image First

Ryan Hudnut graduated from University of Northern Iowa, Cedar Falls, Iowa, with a Bachelors of Fine Arts and Drawing Emphasis.

Ryan has been with ASI / ImageFirst since 2006, specializing in exterior sign construction and engineering. He is knowledgeable in aluminum and fiberglass construction, as well as fluorescent, neon and LED illumination.

He will work with the sales and management teams to address and solve unique construction and installation situations. Working with the clients on the locations of the signs, explaining any regulations they need to adhere to while the installation is taking place and will be able to answer questions a client might have throughout the installation process.



### Patrick Schuester

Installation / Project Coordinator  
ASI, Nebraska / American Lift and Sign

Patrick Schuster is a Licensed Master Sign Erector with over 40 years of active involvement in the electric sign industry. Patrick also serves with Underwriters Laboratories Sign Industry Advisory Board and holds a journeyman sign electrician certification with The IBEW.

American Lift & Sign Service has been a strategic installation partner with ASI since 1986. ASI and American Lift share office and production in a joint facility in Omaha, Nebraska. During this time our companies have worked together on many health care facility identification projects in Nebraska and Iowa. Our philosophy is to establish long term relationships with a facility in order to provide a consistency and level of service required by the health care industry.

#### Key ASI / American Lift Project Examples

- University of Nebraska Medical Center
- Nebraska Health Systems
- Mercy Medical Center - Des Moines
- Methodist Health Systems
- Children's Hospital
- Alegent - Lakeside and Immanuel Medical Centers
- Boystown National Research Hospital
- Jennie Edmundson Hospital
- Bergan Mercy Medical Center

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**Customer** Nebraska Medicine  
**Location** Primary Location  
**Reference** UNMC/NM Exterior Signage

**Bill to** Nebraska Medicine  
 Mandy Wetterberg  
 Facilities Management and Planning  
 987400 Nebraska Medical Center  
 Omaha, NE 68198-7400  
 US  
 T: (402) 552-3944  
 F: (402) 552-3016  
 M: (402) 990-1084  
 Email: mwetterberg@nebraskamed.com

**Ship to** Nebraska Medicine  
 987400 Nebraska Medical Center  
 Omaha, NE 68198-7400  
 US

<b>Valid Until</b>	01/11/2017	<b>Revision Date</b>	11/11/2016	<b>Terms</b>	1/2 Deposit balance Net 30	<b>SR</b>	Erin Carey
<b>F.O.B.</b>	Job Site	<b>Revision No</b>		<b>Ship Method</b>	Installed	<b>PM</b>	Kalyn Durr
<b>Lead Time</b>	6 - 7 Weeks						
<b>Estimator</b>	Eric Kingery						

No.	Item	Description	Qty	UOM	Unit Price	Extension
1.	Location #1	Location #1 9'6" x 6'4"	1	Each	7,941.00	7,941.00
2.	Location #2	Location #2 9'6" x 6'4"	1	Each	7,941.00	7,941.00
3.	Location #3	Location #3 6'6" x 3'9"	1	Each	4,550.00	4,550.00
4.	Location #3.1	Location #3.1	1	Each	4,550.00	4,550.00
5.	Location #4	Location #4 85-1/2" x70"	1	Each	5,692.00	5,692.00
6.	Location #4.1	Location #4.1 6'6" x 3'9"	1	Each	5,063.00	5,063.00
7.	Location #4.2	Location #4.2 3' x 3'	1	Each	1,763.00	1,763.00
8.	Location #5	Location #5 9'6" x 6'4"	1	Each	7,941.00	7,941.00
9.	Location #5.1	Location #5.1 9'2" x 4'4"	1	Each	6,639.00	6,639.00

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No.	Item	Description	Qty	UOM	Unit Price	Extension
10.	Location #5.2	Location #5.2 3' x 3'	1	Each	1,763.00	1,763.00
11.	Location #5.3	Location #5.3 3' x 3'	1	Each	1,763.00	1,763.00
*** Alternate Option 2 install location per AG-201. If needs to be installed on Glass we would need a custom solution.						
12.	Location #5.4	Location #5.4 6'6" x 3'9"	1	Each	5,063.00	5,063.00
13.	Location #6	Location #6 9'6" x 6'4"	1	Each	7,941.00	7,941.00
14.	Location #6.1	Location #6.1 3' x 3'	1	Each	1,763.00	1,763.00
15.	Location #6.2	Location #6.2 9'2" x 4'4"	1	Each	6,639.00	6,639.00
16.	Location #7	Location #7 9'6" x 6'4"	1	Each	7,941.00	7,941.00
17.	Location #8	Location #8 9'6" x 6'4"	1	Each	7,941.00	7,941.00
18.	Location #9	Location #9 9'6" x 6'4"	1	Each	7,941.00	7,941.00
19.	Location #10	Location #10 9'6" x 6'4"	1	Each	7,941.00	7,941.00
20.	Location #11	Location #11 9'6" x 6'4"	1	Each	7,941.00	7,941.00
21.	Location #12	Location #12 9'6" x 6'4"	1	Each	6,342.00	6,342.00
22.	Location #CC1	Location #CC1 9'6" x 6'4"	1	Each	7,941.00	7,941.00
23.	Location #CC1.1	Location #CC1.1 5'0" x 3'0"	1	Each	878.00	878.00
24.	Location #CC2	Location #CC2 6'0 x 8'0	1	Each	5,670.00	5,670.00

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No.	Item	Description	Qty	UOM	Unit Price	Extension
25.	Location #CC3	Location #CC3 8'0" x 6'4"	1	Each	6,097.00	6,097.00
26.	Location #CC4	Location #CC4 7'0" x 6'4"	1	Each	5,725.00	5,725.00
27.	Location #CC5	Location #CC5 9'10" x 6'4"	1	Each	8,116.00	8,116.00
28.	New Sign Bases	New Sign Bases for Locations 1, 2, 3, 4, 4.1, 5, 5.1, 5.4, 6, 6.2, 7, 8, 9, 10, 11, 12	1	Each	64,800.00	64,800.00
29.	Base Removal	Base Removal for Locations: 3, 4, 5, 6, 8, 9, 10  ** Footing removed 6" below grade and covered with dirt.	1	Each	20,115.00	20,115.00
30.	Standard Installation/Delivery	Delivery and Standard Installation	1	Each	26,200.00	26,200.00
31.	Electrical	Electrical hook-ups, etc.	1	Each	16,440.00	16,440.00
32.	Exterior Signage Permit	Permit for Exterior Signage.  (Staff time only to apply for permits - actual permit costs TBD)	1	Each	3,500.00	3,500.00
33.	Mock-ups	Mock-ups	1	Each	4,200.00	4,200.00
34.	Stamped Certified Engineered Drawings	Stamped Certified Engineered Drawings (If Needed)	1	Each	1,800.00	1,800.00
35.	Payment & Performance Bond	Payment & Performance Bond (If Needed)	1	Each	4,418.00	4,418.00
36.	Alternate	Alternate - OPTTION for Locations: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, CC1  ** Instead of cold bend, pricing is for a painted return, not acrylic, Acrylic will be on face only.	0	Each	7,112.00	0.00

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No.	Item	Description	Qty	UOM	Unit Price	Extension
37.	Alternate	Alternate - OPTION for Location: 12	0	Each	5,798.00	0.00
		** Instead of cold bend, pricing is for a painted return, not acrylic, Acrylic will be on face only.				
38.	Alternate	Alternate - OPTION for Location: 4	0	Each	5,202.00	0.00
		** Instead of cold bend, pricing is for a painted return, not acrylic, Acrylic will be on face only.				
39.	Alternate	Alternate - OPTION for Location: 3.1	0	Each	3,968.00	0.00
		** Instead of acrylic around the message center, reflective vinyl will be used.				
40.	Alternate	Alternate - OPTION for Location: 4.1, 5.4	0	Each	4,293.00	0.00
		** Instead of acrylic around the message center, reflective vinyl will be used.				
41.	Alternate	Alternate - OPTION for Location: 5.1, 6.2	0	Each	5,841.00	0.00
		** Instead of acrylic around the message center, reflective vinyl will be used.				
42.	Alternate	Alternate - OPTION for Location: CC2	0	Each	5,234.00	0.00
		** Instead of cold bend, pricing is for a painted return, not acrylic, Acrylic will be on face only.				

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No.	Item	Description	Qty	UOM	Unit Price	Extension
43.	Alternate	Alternate - OPTION for Location: CC3	0	Each	5,647.00	0.00
** Instead of cold bend, pricing is for a painted return, not acrylic, Acrylic will be on face only.						
44.	Alternate	Alternate - OPTION for Location: CC4	0	Each	5,287.00	0.00
** Instead of cold bend, pricing is for a painted return, not acrylic, Acrylic will be on face only.						
45.	Alternate	Alternate - OPTION for Location: CC5	0	Each	7,420.00	0.00
** Instead of cold bend, pricing is for a painted return, not acrylic, Acrylic will be on face only.						

Subtotal	298,959.00
* Tax Exempt # On File	0.00
Deposit Required	149,479.50
<b>Total</b>	<b>298,959.00</b>

Quote Valid Until: January 11, 2017

By signing below, I approve and authorize this quote and acknowledge that I have read and agree to the attached terms and conditions.

Submitted by \_\_\_\_\_ Date 11-14-2016

Approved by \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

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## Conditions

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All pricing requires the customer provide final, usable, artwork in electronic form (i.e. Adobe illustrator file in outlines). Additional services for artwork touch-up or altering may incur additional charges.

Lead times are defined as the period of time to complete fabrication and delivery of product. This time period follows final approval of all details required to make the product. Lead times do not include time for design services, approvals, price negotiations, message schedule development, location plan development, etc.

Pricing of installation services is an estimate based on numerous assumptions. Final Invoicing amount may differ.

Pricing is based on exact quantities shown. Changes in services, quantities or delivery timeline may alter the per unit price.

This quotation is valid for 60 days from the date of its creation.

ASI is responsible for connecting existing wiring to digital signage and ensuring all digital units are operational.

ASI assumes no responsibility for installing infrastructure, wiring or cable. If this is required, there will be an additional labor and material cost associated. Our quote is based on the assumption that cabling and power are in place at the time of installation.

Customer is responsible for ensuring all electrical requirements are in-place prior to installation, and final hook-up.

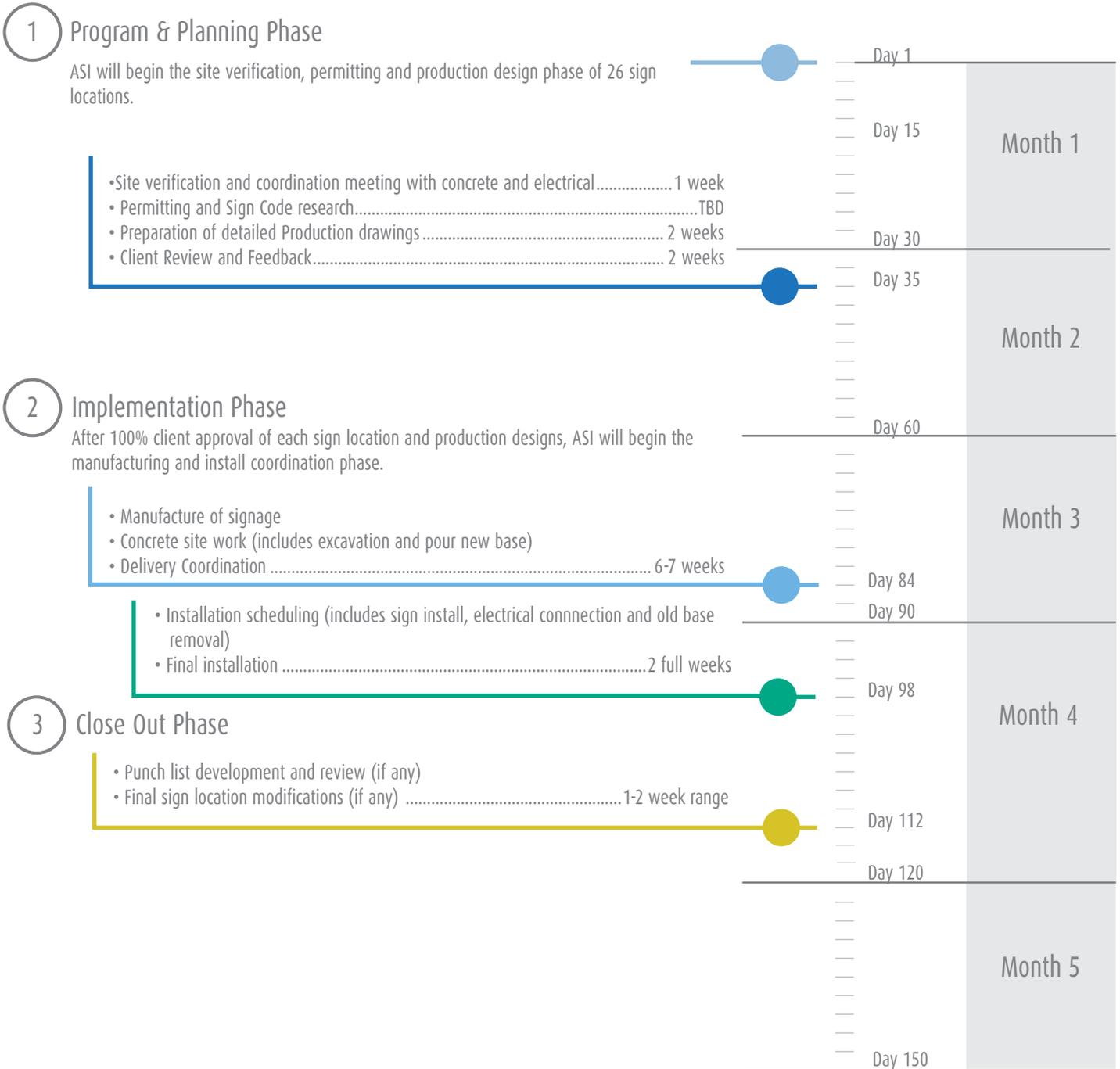
Final delivery dates are determined by ASI PROJECT MANAGEMENT. The final date is estimated upon receipt of the order via an electronic order acknowledgment, and finalized after the LAUNCH DATE.

The customer is responsible for providing a knowledgeable contact on the day of installation in order to provide locations / elevations and any other questions that may arise.

Shipping/Freight will be charged on all items not installed by ASI.

Standard purchaser credit agreement applicable to all customers and projects.

A minimum order charge may apply and will be added to the final invoice.



\*All timeline milestones are close approximations and will depend heavily on timeliness of completion at each program phase. A shortening or lengthening of any one phase will have a direct effect on subsequent phases.



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## **PREVIOUS PROJECT EXPERIENCE EXAMPLES**

The following pages provide case study examples and project scope information, for healthcare projects completed by ASI, and of similar scope to UNMC/Nebraska Medicine - Omaha.

### **Catholic Health Initiatives**

#### **Englewood, CO**

Includes: 26 locations which includes Creighton Academic Medical Center, Out Patient Rehabilitation, St. Francis Health Center, Good Samaritan Hospital among others

### **Mercy Medical Center**

#### **Des Moines, Iowa**

Includes: Mercy Medical Center, East Tower, West Lakes campus (included case study example), Mercy Cancer Center, and the Mercy Campus Medical Clinic

### **OSF Healthcare System**

#### **Peoria, Illinois**

Includes: Children's Hospital of Illinois, Ottawa Medical Center, Saint Anthony's Medical Center, Saint Clare's Hospital, Saint Elizabeth Medical Center, Saint Francis Medical Center, (included case study example) and many Medical Group facilities

### **UnityPoint**

#### **West Des Moines, Iowa**

Includes: In 2013 ASI was chosen for UnityPoint Clinics multi-state re-branding project after an extensive vetting process. Products provided include interior and exterior as well as site surveys, code research and design services to incorporate their new branding guidelines into existing signage, as well as new. Many locations were also upgraded to LED illumination technology in order to reap the benefits of low maintenance and low energy consumption.



## Design-Build Signage Solution for LEED® Certified Hospital and Medical Office Building

The mission of the award-winning Bellevue Medical Center (BMC) is to provide compassionate and individualized medical care in a healing-focused environment for the surrounding community. BMC was awarded the Silver Arrow Award by the Bellevue Chamber of Commerce for bringing nearly 450 new jobs to Bellevue, NE area. In addition, BMC is designed to meet LEED certification through the use of natural resources to create a soothing environment that not only enhances healing but promotes a general sense of health and well-being. The building's most striking visual features are its Ipê wood accents and zinc cladding, which are designed to be maintenance-free for decades. Inside, glazed glass makes optimum use of natural light, reducing the need for electric light during the day. Interior paints, adhesives, flooring and ceiling tiles are all made with low volatile organic compound (VOC) content. The eco-friendly theme continues outside because the landscaping uses native plants and grasses, which reduces the need for expensive landscaping, watering and upkeep. The landscaping design also incorporates an existing wetland to the west of the medical center. A healing garden path winds between the hospital and adjacent medical office building with a view of the wetland.

## SignStudies ❖ Healthcare

### Service Offerings

- Design Solutions
- Permits
- Fabrication
- Installation

### Product Applications

- Custom Interior Signage
- Custom Illuminated Exterior Signage
- Dimensional Letters & Logo

### Solution Partners

- HDR, Inc. - Architect
- Bellevue Medical Center, Facility Management

### About the Solution

Both the Medical Center and Medical Office Building on the 20-acre healthcare campus needed a complete wayfinding and signage solution to help guide patients and staff and to help promote the healthcare provider's brand identity. Due to previous successful partnerships with ASI on the Nebraska Medical Center project, and because BMC is affiliated with Nebraska Medical Center, the facility's team and HDR, Inc. the architect for the new hospital, turned to ASI to develop a custom interior and exterior signage solution that would complement the healing-focus environment and contribute to the eco-friendly theme.

After reviewing the architectural design features of BMC and consulting with the architect, ASI provided design support and value engineering services for the interior and exterior signage designs. The initial design concept used glass with a unique wrap-around feature. ASI did extensive research to provide a value engineered solution that would provide the same appearance as glass but be more affordable and durable for the hospital. ASI recommended Makrolon, which is an acrylic material commonly used for automobile headlights. ASI engineered the designs and provided signage prototypes to help bring the design concept to life. The finished exterior signage solution package, which includes internally illumination, uses Makrolon that is bent to achieve the unique wrap around feature. To complement the natural landscaping, a prairie grass graphic made from multiple levels of vinyl is incorporated into the face of the BMC main entrance monument.

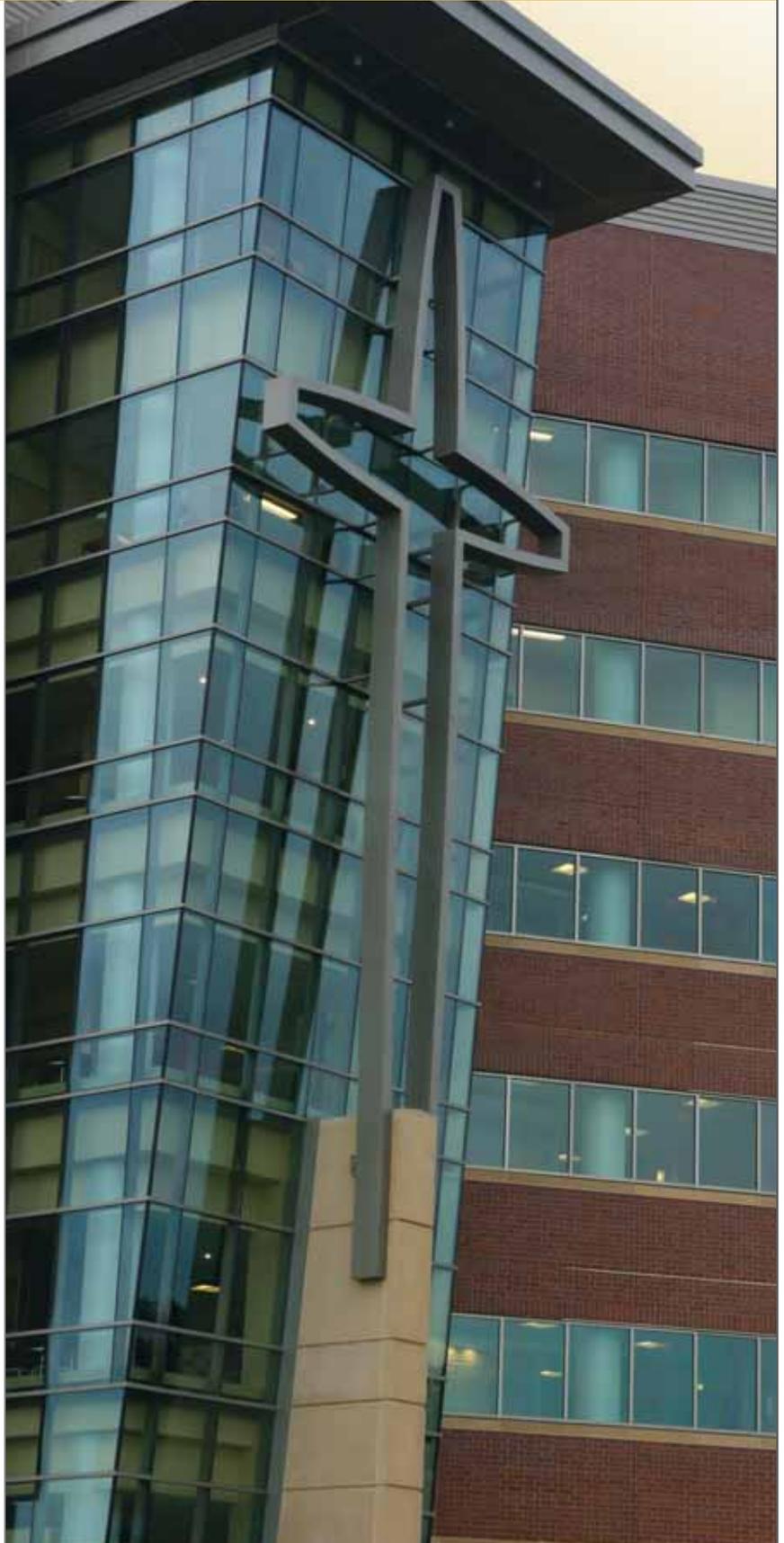
In addition to the custom exterior signage, ASI provided a custom modular interior signage solution. The graphic panels snap to the backplate which allows for cost-effective information and wayfinding updates in the event that departments or room numbers change in the future.



## Custom Designed Signage Solution for LEED Certified Hospital

Mercy Medical Center - West Lakes is the first LEED® certified hospital in the state of Iowa. The 239,000-sq. ft. 7-story building combines a healing focused interior design with architectural features and functions intended to minimize the hospital's impact on the environment. Large windows help bring natural light into the hospital, which clinical studies show promotes healing, also helps lower energy costs. Special sensors turn off lights in areas when they're not needed and a special water flow technology cuts water usage by 21%.

The West Lakes facility is the second phase of a master-planned medical campus. Because ASI successfully designed and implemented a complete signage solution the East Tower, known as Mercy Medical Center, the hospital management asked ASI to create a solution for the West Lake facility. The signage design had to work in concert with the healing focus environment and complement both the new architectural design while still looking like it was an extension of the East Tower signage solution, located across town. In addition to design challenges, the wayfinding solution for the interior signage had to effectively guide and transition patients and staff as they traveled back and forth between the medical office building and the new West Lakes facility.



## SignStudies ❖ Healthcare

### Service Offerings

Design  
Wayfinding  
Permits  
Fabrication  
Installation

### Product Applications

Custom Interior Signage  
Digital Interior Signage  
Exterior Monument Signage  
Dimensional Letters

### Solution Partners

ImageFirst

### About the Solution

After surveying the site and determining the placement and messaging for both the interior and exterior solution, ASI began the design process. Building upon the designs from the east tower, ASI developed a color palette and material solution that helped reinforce the healing focus environment and complemented the architectural features. The custom interior solution is built on a frosted acrylic base with solid wood accent bars forming a perpendicular grid. To make the solution modular, ASI integrated its Infinity™ sign system which allows easy updates to graphic and ADA panels if departments move in the future. The complete interior solution includes patient room signs, department and office signs, overhead directional signs, projecting signs, and regulatory signs.

ASI also designed and installed dynamic digital information boards inside the elevators and the lobby areas to help keep patients staff informed about current services offered by Mercy Medical Center.

The custom exterior solution integrates the Mercy brand identity, effectively guides patients to the right place, and begins to integrate the interior design theme with surface applied black vinyl accent lines to form a grid. The complete system includes internally illuminated monument signs, directional signs, and post and panel directional signs. Each exterior sign carries through a wayfinding color scheme to ensure patient looking for parking can follow the green panel messages while visitors needing emergency services can follow the red panel messages.

For the massive 5-story Mercy cross logo on the glass façade and the wall-mounted letters and logo, ASI worked with its system of alliance partners to intelligently and effectively produce a solution that pleased everyone involved, including the hospital's CEO and the contractor. The materials and finishes required for all the exterior signage had to be able to withstand extreme weather conditions of the Midwest region. In addition, the 5-story cross posed several engineering and installation challenges, which ASI overcame by combining the resources of its team of solution partners.



More than 40 years of proven leadership and signage innovation



## Specified Architectural Signage Solution and Online Ordering Site for Major Medical Center

Since 1877, OSF Saint Francis Medical Center has served the healthcare needs of Illinois and grown to become the fourth largest medical center in the state with a medical staff of more than 800 physicians and 616 patient beds. In addition, the Children's Hospital of Illinois is the only full service tertiary hospital for kids in downstate Illinois. With 127 beds and more than 100 pediatric subspecialists, Children's Hospital cares for more children in Illinois than any hospital outside of Chicago.



## SignStudies ❖ Healthcare

### Service Offerings

Fabrication  
Installation  
Online Ordering Service (OOS)

### Product Applications

Dimensional Letters and Logos  
Custom Silkscreen Acrylic Panels  
Infinity™, Modular Interior Signage

### About the Solution

The facility management team needed a flexible, modular signage solution for a multi-faceted wayfinding and identification signage system, and a simplified re-ordering process to maintain it. ASI's Infinity™ interior signage solution was specified to serve the wayfinding needs of the patients, visitors and staff of the New Children's Hospital of Illinois and OSF Saint Francis Medical Center.

Infinity is a versatile architectural signage system based on a patented, perforated chassis with an exclusive, patented attachment and registration system which allows for repeated updates and ensures precise alignment of elements regardless of configuration, size material or design. As a service to those responsible for maintaining the vast interior signage system, ASI developed a web-based Online Ordering Service (OOS) site customized to their specific needs, so they can easily reorder complete signs or just components.

The interior signage system features specific color specification, pictograms and graphic icon symbols to help patients and visitors navigate the medical center. Thanks to the New Children's Hospital of Illinois and OSF Saint Francis Medical Center's customized OOS Site, reordering of signs that meet the exacting brand and signage guidelines is made simple.

In addition to the primary interior signage solution, ASI also provided dimensional letters, logos and custom silkscreen acrylic panels for donors and departments throughout the New Children's Hospital of Illinois and OSF Saint Francis Medical Center.





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