



# SPRINGFIELD SIGN

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 800.845.9927

 [springfieldsign.com](http://springfieldsign.com)

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**ADDRESS**  
4825 East Kearney  
Springfield, MO 65803

**CONTACT US**  
800.845.9927  
springfieldsign.com

As CEO and Founder of Springfield Sign, I would like to personally thank you on behalf of our Team for the interest in Springfield Sign. We have been serving the sign industry for over 30+ years and have a very capable and qualified Team able to serve the most demanding requirements of your project.

### Why Choose Springfield Sign?

- We've manufactured for some of the best known programs in the US including, Walmart, Neighborhood Market, Lenscrafters, Rent-A-Center, Culver's, Braum's and many others.
- We specialize in the restaurant industry with our work and products extending into Culver's, Braum's, Hardee's, Great American Taco, Build-Your-Own-Pizza (BYOP), Jimmy's Egg and many others. We annually contribute to these programs opening 50-60 locations for some and as many as 300+ locations for others.
- We thrive in Grand Opening environments and have hit all critical deadlines for our clients..... 100% on-time delivery.

If you are interested in learning more, I ask that you visit our two websites at [www.springfieldsign.com](http://www.springfieldsign.com) and [www.lexaform.com](http://www.lexaform.com)

I will personally attest to the talents of this Team and personally guarantee our work for complete satisfaction. We know we will be a valuable asset to your team, do not hesitate to contact us for any questions you may have. Once again thank you; We look forward to talking further.

Mark Wessell / B.S.E.E.  
National/Regional Sales Manager  
CEO Springfield Sign



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## ABOUT SPRINGFIELD SIGN

In 1986, an electrical engineer (founder and CEO) ventured into a new field, one where technology had not yet made its mark. Invited by family members to join their small shop in southwest Missouri, they focused on screen-printing and a then new process of "cut vinyl". The sign industry was just beginning to use computers and apply these vinyl films on windows, vehicles and many other substrates. When changing customer requests coincided with the retirement of family members, new opportunities were created. From this combination of circumstances, Springfield Sign was born. We now celebrate the entrance of new, third generation family members.

With a can do attitude and always striving to satisfy customer needs we have continually reinvested capital, acquired new technology and machinery and enjoyed unprecedented local, regional and national growth.

Our recipe for success in business (and life) requires confidence and passion for what you do; the fortitude and confidence to overcome failure thereby making it short term; the knowledge and creativity to compete with others within our industry; to have and to bestow trust in all relationships, and, most importantly, seeing all of this while embracing the wisdom gained from life's experiences.

## IN ALL THINGS WE STRIVE TO MAINTAIN BALANCE



### FOR OUR VALUED CUSTOMERS

We blend creative risks with time proven methods to manufacture quality products at today's best value.



### FOR OUR DEDICATED TEAM

We promote their professionalism in the pursuit of innovative excellence and craftsmanship while valuing their commitment to faith, family and friends.



### FOR OUR CHANGING INDUSTRY

We develop dynamic solutions through advances in precision engineering and state-of-the-art technology to set new standards.

PLEASE VISIT OUR WEBSITE  
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# OUR WORK



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# OUR WORK



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# OUR FACILITIES

Springfield Missouri is centrally located in the US which allows for maximized shipping options and economical shipping rates. Additionally, Southwest Missouri/Arkansas hosts corporate headquarters for some of the largest logistical shipping companies in the world (Prime, JB Hunt, Swift, Central, Consolidated Freight) breeding a very competitively priced environment for shipping. Springfield Missouri boasts one of the lowest cost of living areas in the U.S. and has for decades.



Springfield Sign's manufacturing facility is approximately 145,000+ square feet and is unrivaled in size or capabilities within the central region of the US. We are an engineering based company with three in-house engineers across multiple disciplines. We are constantly creating new designs and improving manufacturing processes to maximize value engineering for our clients. We ask that you visit our website at [www.springfieldsign.com](http://www.springfieldsign.com)..... we value your business!



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# SPRINGFIELD SIGN | DESIGN

As an industry leader we, are confident our sign products will meet or in most cases exceed our competitors products. The world is a competitive place, our experience has taught us to offer two sign product classes, we call them FasTrac and DuraBilt. Manufacturers, new or old, vying for notice or business, can all too often be in a survival mode losing sight of quality manufacturing and products, trying to sell on price only. These manufacturers prey on customers that are trusting or aren't as knowledgeable about sign products. But let's face it, shouldn't we all be able to trust our business partners and shouldn't our business partners be the ones that have the industry specific knowledge?

We hope to be your business partner and supply all your sign needs.



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## SPRINGFIELD SIGN | BUILD

At Springfield Sign, we pride ourselves on providing our customers with high quality signs made with the best that technology can offer. Our manufacturing facilities boast 145,785 square feet, 100% in-house manufacturing and several CNC machines including the following:

- **Multicam 3-Axis Router**
- **Cidan Futura Plus 30 Combi Multifold Power Folder**
- **AkzoNobel and Matthews Paint Mixing Station**
  - **Accubend Channel Letter Bender**
- **Multicam 3-Axis Router - Large Format with Drill and Tap Capabilities**
  - **Thermoformed Plastics**

The incorporation of this level of automation allows us to maintain a high quality and standardized product whether we are creating a truly unique and custom piece or if we are manufacturing mass quantities for our national customer.



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## SPRINGFIELD SIGN | INSTALL

We maintain a modern fleet of sign vehicles offering the highest reach and lift in the central Midwest region (short stick 23.5 ton lift and 150' OAH, Phoenix 87 foot reach, Elliot 85' reach, (2) Versalift 65' format, Dually transport with 30' trailer and fleet of 4 additional trailers, 2 pickups and additional errand vehicles. All vehicles 3 years old or newer, a staff of 60-70 people most with 3-5 years of direct experience minimum and over half of the staff with 10+ years and a quarter of the staff with 15+ years of sign experience and tenures exceeding 15 years. We are fully production or custom sign manufacturing ready.

Springfield Sign has an extensive list of (sign) subcontractors throughout the US, bringing value to proper qualification of (sign) subcontractors and elimination of poor performing subcontractors.



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## SPRINGFIELD SIGN | SERVICE

Our midwest regional Service Department provides personal, direct service to your location. Our qualified subcontractors are available nationally to keep your signs and lighting to 100% performance. Springfield Sign has the largest service/installation fleet with the best capabilities in Southwest Missouri.

Our Service Team brings to the table over 25+ years of direct sign industry experience comprised of individuals ready to hit the road in one of our service trucks. Our team's experience goes beyond the service industry with roots in vinyl ,installation and multiple fabrication venues.

Dedication and commitment are virtues rarely found in this industry. The Service Department's commitment extends to each and every customer on a personal level. You will be assured that we will contact you directly - no run around or unanswered phone calls. Our customer service and retention levels are as close to 100% as possible to obtain. With our knowledgeable staff, we will save you money by reducing the return phone calls you are probably seeing from other service companies.



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# PROJECT MANAGEMENT

## **MARK WESSELL:**

National/Regional Sales Manager – CEO Springfield Sign

Bachelor of Science in Electrical Engineering, Designated PM, R&D at Halliburton Services (Oklahoma), Field Application and Project Management Engineer for Motorola (Texas, Oklahoma and Arizona), Computer Design/Industrial Automation Engineer for Matrix (Raleigh, NC), 30 years of sign experience.

**OFFICE: 417-862-2454 CELL: 417-860-5922**

## **TREY WATTS**

Project Management & Estimating Manager

BS Business/Marketing, Lead Estimator, Off-site Subcontracting, Project Coordinator, 10 years of sign experience.

**OFFICE: 417-862-2454 CELL: 417-844-5138**

## **KENNY UNDERWOOD**

Project Manager

35 years in the sign field, 10 years in project management and over 500 completed projects.

**OFFICE: 417-862-2454 CELL: 417-880-8309**

## **LORA MARTINSON**

Permit Department Manager

Bachelors of Science in Business Management, City ordinance / Code research, sign permit submittal, project management websites.

**OFFICE: 417-862-2454**

## **LISA WATTS:**

Customer Service

**OFFICE: 417-862-2454 CELL: 417-689-4459**



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## REFERENCES FOR SPRINGFIELD SIGN



CONTACT:  
Mark Nachreiner  
Equipment Purchasing  
Development Manager

Culver Franchising System Inc. (CFSI) has been a customer for the past 5+ years. We have earned our way to a level best described as a strategic partner with respect to signage product needs. Our work over the years has culminated into a brand standards book currently published as Culver's Sign and Menu Board Brand Standards, it shows all available options for the different sign types allowed for franchisees. CFSI is a privately held corporation with over 600 franchised locations and 1+ billion in sales. We have been a leader for the opening of new territories from Florida to Arizona to Utah and in between, they are based out of Prairie du Sac Wisconsin. We have opened or re-imaged in excess of 250 restaurants over our tenure, never missing a Grand Opening deadline. The franchise has one of the most stringent qualification and training programs in the restaurant industry, demanding excellence in all that they do. Mark Nachreiner, Director of Purchasing - Non Foods and his team have been a pleasure to work with and provide guidance in all that we do while trusting our input and value.



CONTACT:  
John Oxford  
Senior Manager,  
Sign Shop

Walmart represents the iconic platform of an international company, synonymous with time proven, world class performance and success. This is achieved with high expectations, thorough implementation of their concept and fostering a cohesive team environment to ensure that projects are seen through to successful completion. Our role over the past many years has included, sign and lighting service, permits and installations, along with manufacturing of prototype signs and high volume sign fabrications for such platforms as Neighborhood Market. We have never missed a Grand Opening deadline. Our product is shipped throughout the US. Budgetary success is paramount to the Walmart philosophy and efficient lean principles of manufacturing are required. We have shipped to hundreds of stores annually. We are one of a very few sign manufacturers qualified to build to Walmart's stringent specifications.



CONTACT:  
Rick Barsness  
Founder/CEO

AIPC is a unique Family Entertainment Center centered on a 50's era concept. The stores house a large entertainment center with Go Karts, Mini-Golf and Restaurant, all highly thematic. Springfield Sign worked with owners and founders, Rick and Cheryl Barsness, to develop and implement the exterior concept for signage. AIPC development has spanned across the US and into Mexico.

The sign requirements for AIPC are challenging from multiple aspects which includes; product development, manufacturing and installation, and the approval process for permits. Springfield Sign worked directly with CEO, Rick Barsness, while involving landlords and franchisees throughout the negotiation process. Additionally, and perhaps the most significant, we worked to develop community liaisons with community leaders (Mayors, Council, P&Z and Building Regulations) to foster pre-development relationships, which typically provided an easing of regulatory requirements and subsequent approval for signage and related subcontractors have yielded continued success.



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CONTACT:  
Mick Nitsch  
President

The Bank of Missouri represents a strong regional banking network that has defied the economic woes of our economy to continue their expansion of territory and the addition of new banks. Their sign product requires strong community presence steeped with quality and endurance. Springfield Sign worked closely with Mick Nitsch, our local Community Bank President and David Crader, CEO. Our product development included all phases from conception to successful implementation while including exterior pylon sign product with color electronic message centers, lighted wall signs and channel letters to interior signs.



CONTACT:  
Larry Lipscomb  
Owner

Pioneer Outdoor is a new customer to Springfield Sign, joining us in the last year or so. They have been chosen as a reference for this very reason. Our most significant work with Pioneer has been a large digital billboard project in excess of \$250K. Larry Lipscomb, founder, owner and additionally, an iconic Springfield Community Leader, can speak to the trust needed to issue a deposit check in excess of \$125K while starting a new relationship with Springfield Sign. Our work on this project required precise engineering to develop, negotiate and place this off-premise signage in a tough regulatory environment, while being above competitive scrutiny. We look forward to a continued working relationship with Larry.



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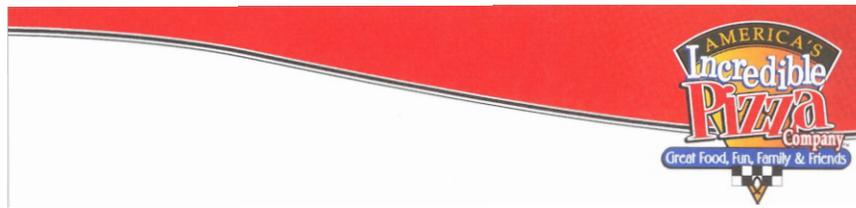


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# LETTER OF RECOMMENDATION



From: Rick Barsness  
CEO and Founder Americas Incredible Pizza Company

I have personally known Mark Wessell for over eight years and I can say without question, he is one of the best suppliers we have ever dealt with at my company. Springfield Sign and Neon has been providing signage and installation services for America's Incredible Pizza Company since we launched our business concept over eight years ago. With over twenty locations in eight states and Mexico, Springfield Sign and Neon has always been on-time and on-budget.

Not only has Springfield Sign always been on time and on budget, they have been known to pull off a few "miracles" during the construction process. Every store and every city has its own sets of challenges. Mark and his team can always be counted on to get all the pieces pulled together. Mark works closely with our design team to help develop the highest quality signage at the lowest possible cost. He takes the time to make sure he has all the correct city licenses and fees covered before he brings his signs to town. He works closely with our construction management team and overcomes every hurdle that has been thrown at him. Bottom line, Mark is a professional and I am proud to say he is a friend to our company.

We consider Springfield Sign as a key vendor that has played a major role in our success. They have always provided top notch service, readily available on demand and have demonstrated the ability to work within our grand opening environment hitting all critical time deadlines. We will certainly continue to work with Springfield Sign and highly recommend them as an honest, experience and reliable sign company.

If you would like to speak to me personally about our relationship with Mark Wessell and Springfield Sign, please feel free to give me a call.

Thanks for your consideration,

  
Rick Barsness

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