

In these competitive times of rapid change, you are most likely aware of the many user updatable sign systems on the market featuring paper inserts for which you produce the lettering in-house. Unfortunately, you are also probably aware that these systems are limited in their application and often leave a lot to be desired in the areas of quality and design, affecting the image which you project to your customers. At APCO, we have taken user updatable signs out of this realm and into a higher level, offering the broadest range of systems and applications available, which not only save you time and money with signage updates and reorders, but which also look great.

### What Are the Benefits of a User Updatable Sign System?

As a sign company, the complaints we hear most often from facility managers concerning signage are that:

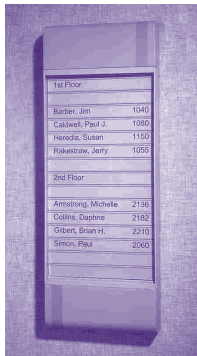
- Reorders are too expensive.
- It takes too long to get signage replacements or updates.
- We need a system that's more easily updatable but looks good.

APCO's SignWord Pro software and systems of user updatable signs, allow you to create your own sign inserts in-house, in minutes, without hassles or headaches. The replacement inserts you produce, will be just a fraction of the cost of conventional signs, which take 2 to 4 weeks to receive. SignWord makes it easy for your signage to keep pace with today's rapid, demanding environment. That's important in order to maintain an effective and up-to-date sign system that always works for your facility. Your image, as well as the image of your entire facility, will be enhanced.

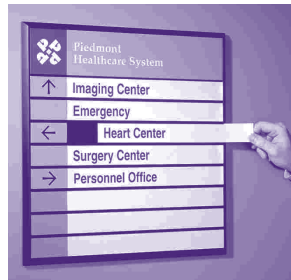
### How Does APCO's System Work?

APCO's user updatable systems are driven by our SignWord Pro Desktop SignMaking software, a PC based software that was created for the "non-sign maker."

It allows you to easily produce the copy and graphics for a full range of APCO sign products in-house, which you then print onto pre-sized and pre-colored paper inserts using a standard or color laser printer.



Once the paper inserts are printed, they can then be used with a variety of APCO signs, from Room ID signs to Directories and Directionals, all of which are easily interchangeable.



### Why APCO?

"I've seen this kind of stuff before. It's all the same. Sure it's quick and less expensive, but it also looks cheap and is very limited in it's applications. I need more than just name plates with white paper inserts for my facility!" Sound familiar?

Well, at APCO, we have made it our goal to prove that this does not have to be the case. We were the first to pioneer the concept of user lettered sign systems and we continue to stay one step ahead of the competition, developing new and exciting possibilities for user updatable signs.



• **Better Looking**  
We have developed a line of systems without any sacrifice in the aesthetic qualities for which you are looking. APCO offers the widest selection of colors, sizes, and styles, taking user updatable systems out of the realm of white paper inserts with black copy. Choose from (8) standard insert paper colors as well as an almost unlimited range of custom colors, which can add new life to your sign system.

### • It's Simple

Our "what are your needs" focus inspires us to create the most user friendly software and systems available, with simple step-by-step instructions. Adding symbols, importing company logos or adding other graphics and design elements to your sign inserts, can be accomplished in-house, in minutes.



### • More Applications

What's more, APCO offers the broadest range of user updatable signs, providing solutions for almost all your signage needs. Just look!

- Personnel Signs
- Room # Signs
- Room ID Signs
- Directories
- Directional Signs
- Poster Holders

### What About ADA Compliance?

With APCO's systems of user updatable signs, ADA compliance is not a problem. Our series of ClearLens inserts feature a photopolymer ADA band for the permanent, tactile portion of the sign, providing ADA compliance while still offering low cost and ease of changing the paper portion of the sign if necessary.

