

SIGNA **VIEW**

SIGNATURE EMPLOYEE NEWS

November 2017



MESSAGE FROM PRADEEP **CONTINUED GROWTH & EMBRACING CHANGE**

Team –

I'm happy to share with you that the journey of transforming Signature into a much better operating company is yielding great results as we near the end of the first year of this new chapter. Fourth quarter orders are looking particularly strong, and we project to end 2017 financially much stronger than we did 2016. Furthermore, many good seeds have been planted in sales, operations, engineering, marketing, and finance for continued improvement in 2018 and beyond. Most of our customers are doing well, and projected to be that way well into the foreseeable future.

Sales

We're continuing to mold the sales team, including hiring more outside sales people (see "We're Hiring" below). They, together with the support of the new Dallas-based inside sales team, have built the strongest pipeline that Signature has ever had.

In the **Industrial** group, we're pushing harder into markets such as transmission, utilities, and pipeline laying, in addition to the general construction space. It has resulted in million-dollar orders from new customers such as AUI (utility company using Mega-Deck® HD – see a 30-second video clip of the install in the Customer Wins section). Existing large customers such as Sunbelt and HERC continue to put their trust in us with significant new orders this year.

On the **Events** side, we're driving hard to get better geographic coverage in North America and Europe. Several large customers such as Bright / Classic Rentals whom we'd lost are seeing the new sales and operations energy and are coming back. We've also gained significant new customers.

In both the Events and Industrial space, we're seeing a lot of

potential outside of the US, especially in Europe because of our presence there.

Key to any company's growth is its ability to deeply understand its markets, applications, customer behavior, and competitors. To gain that understanding, we taken to the road, and by the end of this year, as a team we will have logged a record number of miles for in-person customer relationships, trade shows, and demo's. The intelligence gathered from these activities is discussed continuously amongst a large cross functional team, and based on that we continuously fine tune our operations and strategy.

Operations

Another big transformation has been in our manufacturing and distribution operations.

The Orlando factory is demonstrating a much stronger operating rhythm today with safety and quality significantly improving (see accompanying story). In the warehouses, the most troubling and persistent issues such as on-time shipments have been addressed at the core, and the remaining ones are being aggressively targeted. The Orlando team did a splendid job navigating through

(continued)

MESSAGE FROM PRADEEP (CONT'D)

the hurricanes, and we're happy to report that none of our colleagues suffered any harm to their families or damage to their homes. The Salesforce and ERP projects we launched in March have already made a big difference in how efficiently many of us work, and over the next couple of months, several more key enhancements will roll out. However, we did suffer a significant quality miss in MegaDeck® manufacturing recently.

We are invested heavily in our manufacturing technology. By the end of this year, we will have upgraded all our molding machines to increase capacity and minimize downtime. Additionally, we have invested in a comprehensive system to monitor and control our molding machines, leading to more predictable and efficient processes.

New Products / Engineering

Product innovation is core to our long-term growth, and thus we've revamped our new product pipeline, with three programs expected to launch by middle of next year – a new tile (Armor-Deck-like) for tent flooring targeted at the military / disaster recovery market (see Weatherhaven story, below); a temporary

access road in a roll-out format targeted at the events and light industrial applications; and significant cost reductions on Dura-Deck to enable us to compete better on price. There are several additional projects beyond that. These programs are being executed with a toll-gate type discipline to ensure success.

Pointing to the Future

The momentum the we've generated this year is only possible with each of us delivering at our best. I have worked in many a company over the last 25 years, and **it always comes down to people...**the right people, in the right positions, working collaboratively with being brutally honest with each other, with a positive spirit. Additionally, our ability to adapt to change both internally and externally is key to growth. The marketplace is dynamic, the competition is always getting better, and we will only continue to be successful to the extent that each of us puts in our best.

Let's end 2017 with our strongest individual and team efforts as we point toward continued growth in 2018.

– Pradeep

VIEW FROM THE PLANT FLOOR

Focus on Safety, Quality, and Productivity

During the past few months, the Orlando manufacturing plant has been buzzing with a new energy, as employees and managers come together to take our operations to the next level of performance. Central to this effort has been a renewed focus on safety, as well engaging all team members in monitoring quality and productivity on a day-by-day, shift-by-shift, hour-by-hour basis.

Safety has become a daily part of our vocabulary – from ensuring that everyone on the floor is wearing safety glasses and steel-toed safety boots, to forklift drivers “buckling up for safety,” to careful review of all accidents or potential hazards by a re-energized Safety Committee. This all takes visible form in the new, prominently displayed “Days Since Our Last Accident” sign.

Managers and employees are working together to chart productivity on an hour-by-hour basis against goals for the day and for the shift (see photo below). A burgeoning “5-S” initiative has also involved all areas of the plant to “Sort, Set in order, Shine, Standardize, and Sustain,” creating a working environment where there is a “place for everything and everything in its place, when you need it.”

A quick walk around the plant quickly makes visible all that has been done. We look forward to revisiting the plant floor every few months to chart ongoing developments.

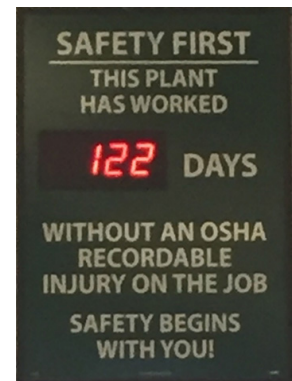


Photo left to right: Bryan Cole, Charles Cothran, Nathaniel Rodriguez, and Josh Rose review the daily production figures in the Molding area of the Orlando plant.

CUSTOMER STORIES & BIG WINS

Solving a Fencing Issue for the Baltimore Ravens

Signature and the NFL's Baltimore Ravens have a long-standing history together. So, when they came to us asking for a solution to a temporary fencing issue they were facing, several departments came together to make it happen.

The Ravens have used Signature Panel, our line of temporary event fencing panels, for many of their events. But, due to the nature of some of their most recent events, they needed a way to better reinforce the connection between the panel and the feet. So, The Ravens contacted **Director of Sales, Rob Van Wart**, and – after some discussion – they jointly asked, “What if we used a steel barricade style foot?”

Rob took his inquiry to the operations team who all promptly dove into considering the idea from all angles. **Nick Vignola, Director of Purchasing**, used his experience with the supplier to talk logistics.

Mark Buckingham, Inventory Manager, determined a way to attach the steel feet to the plastic panels. **Sherry Jia, Logistics Analyst**, was instrumental in communicating with the Chinese manufacturer. From these efforts, the Ravens' new Signature Panel was born. Overseeing final assembly and shipping of the panels, **Tim Russell, Warehouse Manager**, and **Steve Brisbois, Warehouse Supervisor**, in the Orlando facility went above and beyond in making sure that the Ravens received exactly what was expected. We commend the sales, operations, assembly, and distribution team members that came together to make it happen.



“We could not be more pleased with the outcome. So far this year we have not had an issue with the wind knocking the panels over at our hospitality tents. I would definitely recommend working with Signature as they truly appreciate customer feedback and work tirelessly to understand and solve each unique problem for their customers.”
– **Evan Cohen, Stadium Operation Manager, Baltimore Ravens**

Weatherhaven

Shelter Flooring for Military and Disaster Recovery Tents

A couple of years ago, the Canadian Department of National Defence launched a search for flooring for their tents for defense operations and disaster recovery. They had very demanding requirements that no existing product could meet, so several companies attempted to develop a new design. Signature's was the only one that met the needs, with a design that is approximately 2 ft x 2 ft x 2 in, rivaling the strength of SignaRoad®. As a result, last month we were awarded a multi-year, multi-million dollar contract through their contractor, Weatherhaven. The product is now being prototyped and will launch in the latter half of 2018.

This project will retrofit temporary shelters used throughout the Canadian Military in every environment from the northernmost regions of Canada to desert deployments in the middle East and Southern Africa. Additionally, we will sell it into other markets. This win was made possible by the collaboration of many including **Bryan Blaskowsky, Strategic Account Manager**; **Marcos Gonzalez, Product Engineer**; and **Chad Jones, Director of Product Design & Engineering**.



Pradeep with Ray Castelli, Weatherhaven CEO

Show Management

ArmorDeck® in use at prestigious Boat Shows

200,000 sq ft of ArmorDeck® sold to customer Show Management by **Louis Thomas, Events Strategic Accounts Manager – Mid-Atlantic**, is being used for exhibit and hospitality tents in 5 boat shows in Florida. November 2017- March 2018.



CUSTOMER STORIES & BIG WINS (cont'd)**AUI Power****Building a 1-mile road and pad to support 400,000 lbs**

It's been part of our industrial segment strategic plan to get into new markets such as mats to support construction equipment for Transmission and Distribution (T&D). One of the significant new T&D customers **Bill VanScoy, Industrial Strategic Account Manager** won recently is AUI Power, who purchased 1500 MegaDeck® HD mats. Our mats are being used as temporary roads and platforms to repair and replace utility towers amongst the marshlands in Maryland. We sent a film crew out to the install a few days ago – check out the 30-second clip (link below).

<https://www.youtube.com/watch?v=ZcXa3qs0n4M>

**Ring CAT Demo****SignaRoad® and the Orlando plant impress our visitors**

Ring Power, a CAT equipment dealer, viewed an impressive SignaRoad® demo recently in Orlando with members of our Industrial, Events, and Operations teams. **Bill VanScoy** has developed high levels of interest in our matting products from the heavy equipment provider. Special thanks to the Orlando plant for a great job hosting this important visit.

**ZTHERNET TAKES CHARGE OF IT SUPPORT**

Over the past few weeks, we have seen changes to our IT support in an effort to enhance security and improve service levels. All our IT support is now managed by Zthernet, an IT management company based in Dallas.

Zthernet is hosting our servers, managing our internet service, and providing help desk support for your computer, printer, and phone. While there is no longer an in-house IT resource, Zthernet's 24/7 help desk is available to all Signature locations and employees for any issues and support. To contact them:

Email: helpdesk@zthernet.com **Phone:** 214-997-1440

As with any change, some adjustments will need to be made along the way. We value your feedback on how this transition is going – so, please share any thoughts or concerns with **Chad Jones**, who is overseeing the Zthernet relationship.

For more information, please view the attached PDF.



FUN FACTS ABOUT LUIS

Favorite Food: Rice and Beans

Favorite Music: Christian

Pastimes: Cleaning his house and gardening

Vacation Spots: Likes to stay close to home

Employee Spotlight: Luis Juarez

Luis Juarez, Assembly Welder has long been one of the mainstays in the Assembly area of the Orlando plant. Ever since the facility opened in 2012-13, it seems as though you could walk onto the floor and be sure that you would see Luis manning the welding gun – or working steadily with his unassuming manner in any of the other production areas. He's been invaluable to the team as a "Steady Eddie" that you can always rely on.

Growing up in Mexico, Luis fondly recalls going to the mountains there as a child. He and his wife and son now reside 35 miles north of the plant in Apopka. Outside of work, Luis has enjoyed soccer since he was a boy, and he follows the US national team closely today. Before coming to Signature, he worked for many years in the construction industry.

It takes skill, strength, and stamina to operate the 50-pound welding gun with the precision that Luis musters every day on the job. We're fortunate to have him as a foundational part of the Assembly operations, and thank him for dedicated service and for the excellent example of consistency that he sets for all of us.



In honor of Veterans Day, we want to take a moment to recognize all veterans on the Signature team, from all branches of the military and all eras of service. We salute you and honor your service!

Life @ Signature

Wishing John Well: Dallas HQ threw one last hurrah for former **IT manager John Lennon** (pictured below) at a local bar. John transitioned out of the company late last month. John was known throughout the company for his sense of humor and unmatched humility.

Engagements: UK's **Samantha Hoy, Divisional Office and Accounts Manager** has gotten engaged! Sam and her fiancé, Paul, have been dating for 4 years. Congrats!

Changes on Both Coasts: Last month saw the departures of DJ Bell in Orlando and Dodie Urbanski, Joy Alarcon, and Lynn Nichols in Santa Fe Springs, as part of the sales team restructuring in those markets. It's always difficult to say farewell to good people. We thank DJ, Dodie, Joy, and Lynn for their service and wish them the very best of success in their future endeavors.

Trade Shows: Signature exhibited last week at FSB in Cologne, Germany (Nov 7-10). FSB is one of the largest international shows for sports facilities, with 30,000 attendees from 169 countries. Our team spent some quality time with clients from all over the world, including the U.S., Slovakia, Latvia, Norway, Finland, Hungary, Germany, England, Japan and Turkey. Can you find the Signature team members in the photo right? (**Hint: Look for – Jason Frew, VP of Sales; Patrick Gavin, Industrial Strategic Account Director; Tony Booth, Director of Sales; Pradeep Saha, President/CEO.**)

New Reception Area: The Flower Mound Ops team helps move the new reception desk into place. Executive Assistant coming soon – stay tuned for details. (Tip of the cap – and a \$25 Starbucks card – to **Sherry Jia** for contributing the photo.). **Submit your Life @ Signature photos to Michael Brisciana.**



John Lennon



Signature team at FSB



New Reception Area



We're looking for:

Experienced Outside Sales professionals from the **Events** industry in the Midwest and Northern California marketplaces for the Events Sales Division

Experienced Outside Sales professionals with **Industrial** sales experience in the Southeast and Midwest regions for the Industrial Sales Division

Please contact **Jason Frew, Bill Miniati, and Michael Brisciana** with any questions or referrals.

