



YALE NEW HAVEN HEALTH

AMERICAN & INTERSTATE SIGNCRAFTERS™

PRESENTS:

YALE NEW HAVEN HEALTH

Brand Conversion & Wayfinding

PUBLISHED 2017



TABLE OF CONTENTS

| | |
|------------------------|----|
| INTRODUCTION..... | 8 |
| COMPLETION PHOTOS..... | 10 |
| INDUSTRIES SERVED..... | 16 |



YALE NEW HAVEN HEALTH

WHAT DID WE DO?

In 2016 Yale New Haven Health, one of the nation's top-performing hospitals and the number one ranked hospital in the state of Connecticut, made a decision to rebrand its entire network. To do so they turned to American & Interstate Signcrafters.

In less than a year we completed the physical brand conversion at more than 253 sites. As the health network's signage company of record we continue to fabricate and install its signage systemwide. Completed sites include, but are not limited to:

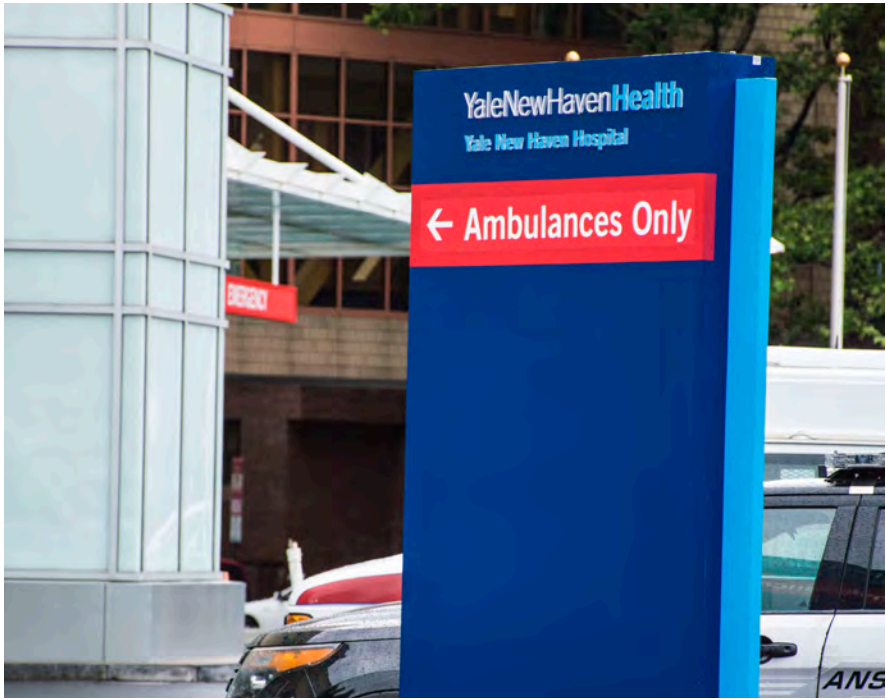
- **Bridgeport Hospital**
- **New Haven Hospital**
- **Westerly Hospital**
- **Hundreds of affiliated off site centers**

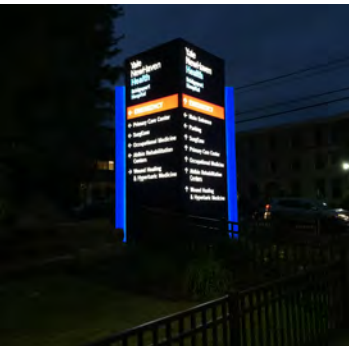
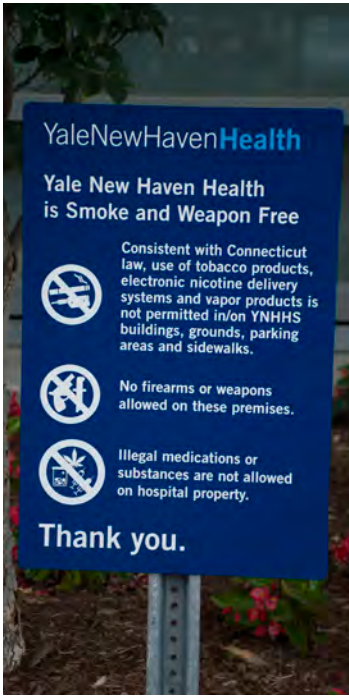
Services provided include, but are not limited to, complete fabrication, site surveys, permitting, installation, surface remediation, project management, wayfinding design, canopies, interior room signage, directionals, and ADA signage.

To insure program continuity a dedicated team of experienced healthcare construction project managers and an internal executive sponsor work hand in glove with Yale New Haven Health senior executives every step of the way.











OVERVIEW

Production

American & Interstate Signcrafters is your one stop sign and brand solutions provider. With more than 100,000 sq. ft. of production capacity strategically located along the eastern seaboard we can meet your needs and assist your growth into a national brand.

Capacity

More than 150 employees (80 fabricators and installers) at your service round the clock, ready to get the job done before or after hours. We also offer a tremendous network to provide outsourced solutions. We are a sign company tailored to meet the day-to-day demands of national brand conversions and large refresh programs.

Project Management

Led by an MBA, our project managers have executed the nation's largest conversion programs and corporate branding projects. We are Project Management Institute certified professionals and proactive communicators that utilize real-time reporting programs so you are up-to-speed.

Supply

We have cultivated a pre-vetted stable of sub-contractors - true craftsmen, architects, designers and fabrication specialists - ready to complete the most complex projects and programs. This means more order and efficiency and no missed deadlines waiting for product, part, or parcel. For clients and partners alike, this means your program or project is less likely to be slowed by a third-party service provider.

Products

ADA signs, architecturally engineered signs, architectural elements, corporate iconography, custom metal works, digital display and electronic message centers, exterior and interior signs, illuminated and non-illuminated, LED, monument signs, patient communications, wayfinding and directories, sky-line signage, wall-mounted vinyl graphics, and more. All within our daily scope of work.

INDUSTRIES SERVED

Architects / GCs

Signage, architectural elements, and facades are an extension of building design. For the conscientious, our expertise is a welcome supplement to the architectural, design, and pre-construction process. In the construction phase, leading GCs turn to us as a vetted and pre-qualified vendor they can rely.

Commercial Developers

Branding a commercial development is critical to its success. Proper signage plays a large a role in reflecting the underlying brand and value to consumers. We work with the nation's largest, best known developers to insure their developments confer memorable experience and value to consumers.

Financial Services

Nowhere is American & Interstate Signcrafters track record and reputation as robust. We are the financial services industry sign company of choice. Our clients are leading retail banking organizations.

Healthcare / Hospital

A natural extension of our success in the tightly regulated financial services industry is our performance in the rapidly changing, similarly regulated healthcare industry. We are the go-to source for large-scale healthcare brand conversions, complex exterior / interior wayfinding programs, and brand identification signage.

QSR / Retail

Our roots are in the highly competitive, dynamic field of QSR and retail sign installation and repair where image is everything and expansion occurs in the hundreds of locations in the blink of an eye. Few companies can boast our efficiency and scalability in these competitive sectors.

CONTACT INFORMATION

American & Interstate Signcrafters is a national sign manufacturing and project management company.

We have factories in New York, New Jersey, and Florida. All factories are UL certified. We are under contract in 11 countries on four continents. We are LEED certified, PMI Certified, and AIA accredited. Our 30+ person project management team is led by an MBA. We have an in-house architect, code research team, and bi-lingual permitting specialist. We self-perform in all 50 states.

For more information contact:

Email: marketing@americansigncrafters.com

Phone: 877.278.0700





Copyright © 2017 American & Interstate Signcrafters
www.americansigncrafters.com