



Pattison ID Standard Onboarding Questions 2025

Pickering, Ontario

Pattison



Signage

Architecture

Digital

Maintenance

Leasing

We are Pattison ID

We are committed to forging close bonds with our customers, finding the right solution, finding clarity from complexity, and tapping into our people to discover great ideas, all while remaining steadfast in our obligation to improving sustainability.

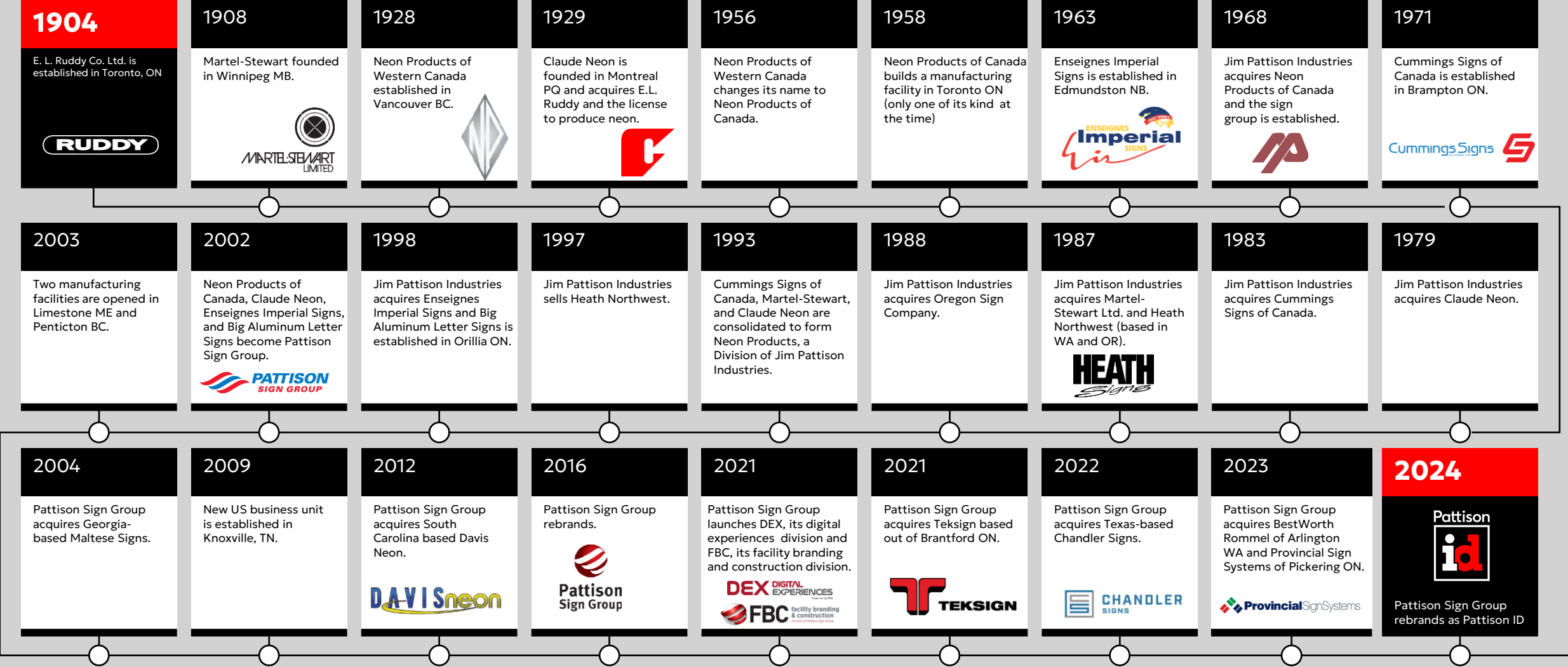
Pattison ID's team of professionals brand facilities for North American corporations by delivering quality turnkey services in Signage Architecture, Digital, Leasing and Maintenance



Why **Pattison ID**?

- Customization and design expertise.
- In-house engineering and manufacturing.
- Comprehensive project management.
- Innovative materials and technology.
- Trusted local market experts.
- Collaboration and partnerships.
- Installation and maintenance, including lighting.
- Industry experience and reputation

Pattison ID Timeline



Valued Customers

PETROLEUM / CONVENIENCE



QUICK SERVE RESATURANTS



AUTOMOTIVE



RETAIL



HOTELS



COMMUNICATIONS



STORAGE/REAL ESTATE



GOVERNMENT



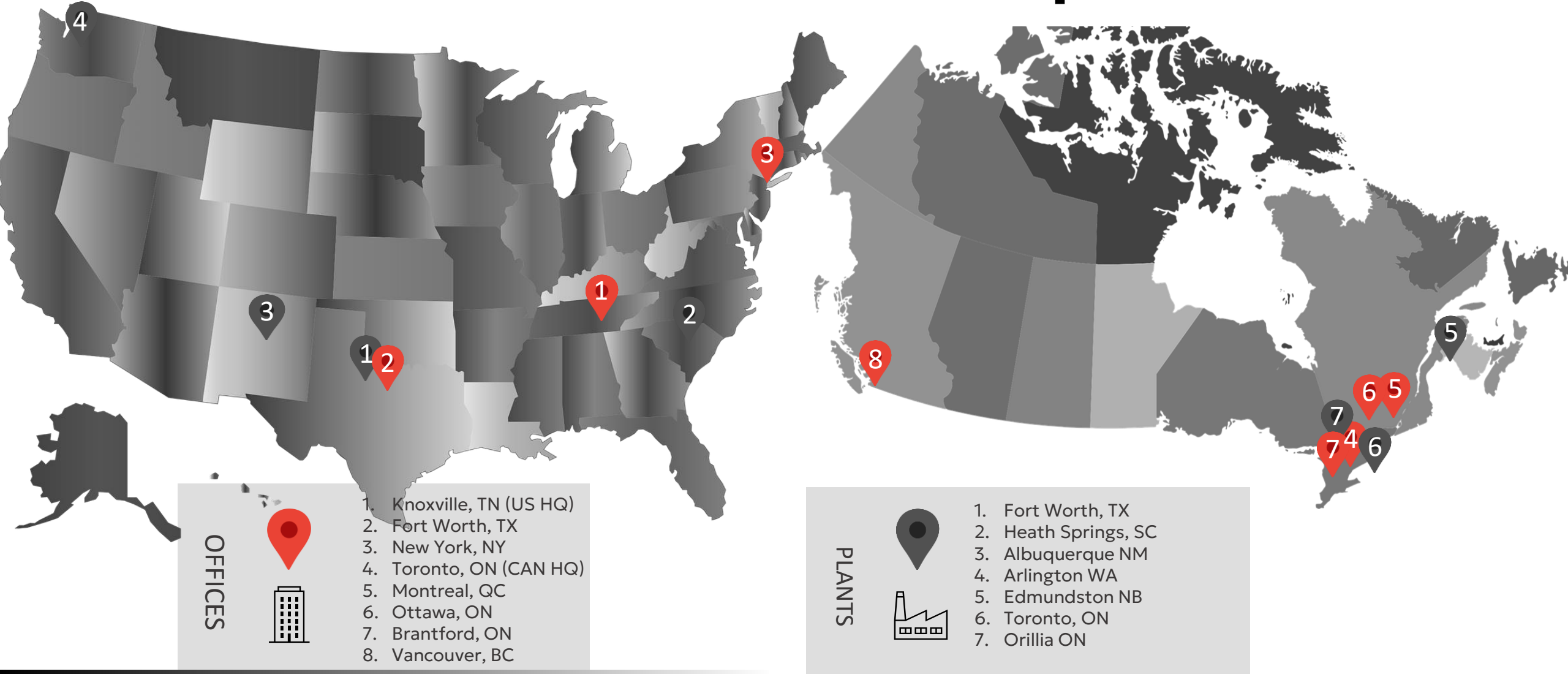
HEALTHCARE



FINANCIAL



Our North American Footprint



Pattison



Signage

- Full-service offerings including all requires disciplines from design interpretation to installation
- Self-financed leasing program including maintenance and insurance for added peace of mind
- Dedicated network of maintenance professions
- Manufacturing capacity in Canada and The Unites States, with partnerships in Latin America



Pattison



Architecture

- Customization and design expertise.
- Comprehensive project management.
- Innovative materials and technology.
- Multi-location expertise.
- Collaboration and partnerships.
- Installation and maintenance capabilities.
- Industry experience and reputation.



- Streamline operations and strengthen the links between your brand and its customers.
- Solutions include real-time analytics, queue management, curbside pickup management, menu boards, mobile applications, and more



STANDARD QUESTIONS

Signage

Architecture

Digital

Maintenance

Leasing

Does Pattison ID provide design services and, are there charges for these design services?

Yes! Design services cover a wide range of creative and technical solutions to meet the needs of businesses or individuals. We typically focus on visual and functional aspects of a project to enhance the overall user experience, communication, or brand image. Here are the key elements that design services can provide:

Graphic Design

- ❑ Branding: Creating logos, color schemes, and brand identity (billable service).

Signage Design

- ❑ Brand Signage: Creating outdoor and indoor signs that represent a brand's identity.
- ❑ Wayfinding: Designing directional signs to help people navigate through spaces like malls, hospitals, or campuses.
- ❑ Design Prototyping: Designing the shape, form, and functionality of physical products before they are mass-produced

Consultation and Strategy

- ❑ Design Consultation: Offering advice on the best design solutions for a particular need or project.
- ❑ Brand Strategy: Helping businesses align their design with long-term marketing and business goals
- ❑ .Design services can be tailored to meet specific client needs, whether it's for a new brand, a product launch, or a complete redesign of existing materials or spaces. The end goal is typically to enhance communication, improve functionality, or boost the aesthetic appeal of a project.

Does Pattison ID provide design services and, are there charges for these design services? Cont..

❑ Initial Design Request

- 48 hours from initial touchpoint to quote preparation for design services.
- Design services begin following receipt of all necessary construction documents, vector graphic files & executed paperwork with new client location.

❑ Design Conception

- 7 to 9 working days from receipt of necessary construction documents to first draft design review

❑ Design Revision(s):

- 3 working days for each subsequent revision request

Standard design fees are included within your signage order (i.e 1-3 revisions), however if multiple revisions are expected based on internal brand review we can have this quoted separately.

What is the estimated time to receive pricing for our signage?

Once artwork layout package has been digitally signed/email approved by Partner or the signing authority on the project and communication to Pattison ID, quoting is 5 to 7 business days (Exceptions can be made on rush projects). For special custom project longer lead-times may apply.

How long does the sign permit approval process take?

The sign permit approval process can vary depending on the location, type of sign, and specific regulations in place. However, the typical timeline for obtaining a sign permit can range from a few days to several weeks or months. Here are some factors that can influence the process:

- ❑ **Location and Local Government:** Different cities or municipalities have different requirements, timelines, and processes. Larger cities might take longer due to more complex procedures and higher demand for permits.
- ❑ **Type of Sign:** If it's a simple sign (like a wall-mounted sign or a temporary banner), the approval process may be quicker. More complex signs, such as digital or illuminated signs, may take longer due to additional safety and zoning reviews.
- ❑ **Completeness of Application:** If the application is complete and meets all requirements (such as drawings, dimensions, materials, and location), the process will usually be quicker. Incomplete or incorrect applications can delay the review.
- ❑ **Public Review and Zoning Considerations:** In some cases, the permit may require public notification or a zoning board review, which could extend the process, sometimes by weeks.
- ❑ **Backlog:** During busy seasons or in areas with high demand, there could be a backlog in processing applications, leading to delays.
- ❑ **On average, the approval process can take anywhere from 3 to 6 weeks.** However, it is always best to check with the local building or planning department for specific timelines and requirements in your area.
- ❑ **Permit approval timelines vary and are based on the Municipality's capacity and process.** If a variance is required process could extend to 6-9 months minimum

What are the timelines for the readiness of my signs?

Pattison ID's guaranteed lead times from the lesser of the date customer provides authorization to proceed and/or the date local government authority provides permit approval to the delivery and install of the manufactured productions, for all product lines available for purchase by Customer are as follows:

- ❑ Architectural Letters: 4-6 weeks
- ❑ Cast Plaques and Boxes: 4-6 weeks
- ❑ Directory Signs: 4 weeks
- ❑ Electronic Message Centres: 10-12 weeks
- ❑ Freestanding Pylons: 6-8 weeks
- ❑ High Rise Channel Letters: 6-8 weeks, however High Rise channel letter signs can take 8-12 weeks when sizes exceed 5 feet tall and potentially longer if knife blades supplied and/or installed by third parties are required on glass curtain wall systems and Supplier needs to site measure prior to fabrication of letters so that letters fit to knife blades without any issues.
- ❑ High Rise Fascia Signs: 6-8 weeks, however High Rise Fascia signs can take 8-12 weeks depending on size of number of sections, type of building envelope, and if any structural enhancements are required by Customer to allow sign to be properly secured to building envelope.
- ❑ Illuminated Sign Boxes: 4-6 weeks
- ❑ LCD Display with Enclosures: 18-20 weeks
- ❑ Low Rise Channel Letters: 4-6 weeks
- ❑ Low Rise Fascia Signs: 4-6 weeks
- ❑ Low Rise Halo Letters: 4-6 weeks
- ❑ Vinyl application: 2-3 weeks

When is the installation of the sign scheduled?

The installation of the signs is scheduled following the confirmation of receipt from the transport company. Upon delivery, the signs will be meticulously inspected for any transport-related damage. Once it is confirmed that the signs are in good condition, a project manager from Pattison ID will reach out to obtain scheduling approval. If there are any urgent deadlines, our team will adjust the installation schedule to meet the specified date requirements.

Does Pattison provide signage maintenance services?

We manage your brand assets to ensure functionality, safety and efficiency.

Your brand's image is more than it's logo. It makes an impression on consumers creates recognition and builds credibility. With preventative maintenance, emergency repairs, and scheduled and reactive servicing, you're protecting your brand at every corner to keep the customer experience running smoothly.

24/7 active support!

Pattison



Maintenance

- Protect your brand's image with preventative, emergency, and scheduled maintenance.
- Extend the life of your branded assets and minimize liability due customer and employee safety.
- Keep your customer experience running smoothly.
- Ensure your brand is always "on!"



Does Pattison offer signage leasing options?

With Pattison ID Leasing, you maintain control of your branded location. Pattison ID Leasing can assume the management of all signage installation, termination, brand updates, maintenance, relocation, and removals.

Simplify your finances and get into the market faster with everything from planning and installation to maintenance and insurance included in one comprehensive solution.

Pattison



Leasing

No upfront capital investment

- Preservation of capital

Alternative financing

- Unsecured debt with no collateral requirements
- 100% self-financed by JPSG (no 3rd party)

Enhanced brand protection

- Extended warranty coverage
- Annual inspection and cleaning
- National maintenance programs





Advantages

Insurance Liability

- Third-party liability coverage accidental, natural disasters
- No insurance premiums, deductible or loss claims

Renewal Options

- Ownership upon lease expiry
- Maintenance agreement for Mazda owned (excludes insurance)
- Renewal agreement for PSG owned (includes insurance, on-call and preventative)

Lease Rewrite

- Early termination and rewrite of remaining capital cost into new lease agreement to comply with corporate reimage compliances

What are the next steps if I want to get my signage order started:

To ensure a smooth project kickoff, several administrative tasks must be completed to guarantee order accuracy for each partner. The following are the essential requirements for achieving a perfect order, allowing our team to collaborate effectively with your internal procurement team:

- ☐ A completed Client Information Form (required for any order, combined or singular, exceeding \$50,000)
- ☐ Quotation must be approved and signed by the authorized individual
- ☐ Approved Design Presentation drawing must be signed by the authorized individual
- ☐ Pattison ID will need to obtain a copy of the Purchase Order and any invoicing instructions from the Customer (if required for administrative processing)
- ☐ Pattison ID will issue a Deposit to the customer after the above items are reviewed and accepted as fully completed (Deposit exceptions may be made through an MSA Agreement, subject to Legal Party' review and acceptance)
- ☐ Customer must provide the Site Coordination contact (Project Manager, General Contractor, Landlord Details)
- ☐ Customer must provide any specific deadline dates (e. g. , grand openings, relocations)

What is the rationale for requiring a deposit for my order, and will there be additional deposits needed later?

Requiring a deposit for an order typically serves several purposes, due to the nature of the products and services being provided. Here's a breakdown of the rationale:

- ❑ **Commitment and Security:** A deposit ensures and reduces the risk in case of cancellations or changes.
- ❑ **Reservation of Goods/Services:** In cases where limited stock, special pricing, or specific scheduling is involved, the deposit can guarantee that your order is prioritized or reserved.
- ❑ **Risk Mitigation:** In industries where the costs are high or the product is non-refundable, a deposit protects the seller from losses if you decide not to follow through with the full payment.
- ❑ **As for whether there will be additional deposits needed later, it depends on the nature of the transaction:**
- ❑ **Payment Plans:** Some businesses require multiple deposits or installments throughout the process, dependent on product or service expensive, large custom orders or financial from a soft credit review. Pattison ID is here to work with you to ensure structure set up works for your team and does not hinder business operations.

What is the purpose of completing a Client Information form?

We are working to streamline our credit approval process to adapt to the growing needs of our business, increase our risk tolerance with key customers and reduce disruptions to the sales order process.

- ☐ New and Existing clients who have not had business with Pattison ID in more than three (3) years will also be required to update their information with a newly completed Client Information Form.
- ☐ Any order that is less than \$50,000 would not require the full credit check, but would require pertinent information needed for the account such as legal entity details, billing information, Accounts Payable contact, etc.

Who will be responsible for communicating status updates to me?

Upon order creation your file will be assigned to one of our experienced project manager who are responsible for overseeing the planning, execution, and completion of our branding projects. Their role involves a variety of tasks to ensure that the project is delivered on time, within budget, and meets the objectives. If there is any issue with the signage (e.g., technical malfunction or incorrect information), project management teams are tasked with informing relevant stakeholders and communicating changes to the public for project resolution. Their role is central to the success of projects in our organization.

Does Pattison offer an online portal to track my project milestones?

Pattison ID's digital platform tool is designed to track, manage, and communicate milestones throughout the life cycle of a multi-project account. These milestones mark key achievements or stages that need to be completed on time to ensure a project's overall success. Such portals help project managers and stakeholders stay informed about progress, deadlines, and dependencies, contributing to efficient project management and delivery. Singular one-off projects will be communicated via project manager outside of the online portal vs multi-projects.

What occurs following the installation of my sign?

After the installation of your sign, several important steps typically follow to ensure everything is functioning well and meets expectations:

Inspection and Testing:

- ❑ After installation, the sign should undergo a thorough inspection to ensure it's correctly positioned, securely mounted, and aligned. If it's an electronic or illuminated sign, testing is done to ensure that lights, screens, or moving parts (if applicable) work properly.

Adjustment or Calibration:

- ❑ In case the sign has adjustable features like brightness, orientation, or display settings (such as for digital signage), these settings may need fine-tuning to optimize visibility and effectiveness, especially based on location and environmental factors (e.g., lighting, weather).

Compliance Check:

- ❑ A final compliance check will be done to ensure the sign meets all relevant local zoning laws, building codes, and advertising regulations. This includes ensuring it doesn't obstruct views, isn't in violation of size limitations, or poses any safety hazards.

Cleaning and Maintenance:

- ❑ Some signs may require an initial cleaning to remove dust or installation residues. Regular maintenance checks should be considered, especially for electronic, illuminated, or outdoor signs, to ensure longevity and optimal performance.

What occurs following the installation of my sign?

Cont..

- ❑ Activation (for digital or interactive signs):
- ❑ If your sign involves digital content, activation or programming is the next step. This could include uploading content, scheduling posts, or setting up interactive features. For static signs, this step may not apply.
- ❑ User Training (if applicable):
- ❑ For signs that are managed or updated by your team (such as digital billboards, menu boards, or directional signs), training may be provided to ensure proper use and content management. This helps ensure the sign can be maintained over time without issues.
- ❑ Monitoring and Adjustment:
- ❑ Especially for high-tech signs, ongoing monitoring may be necessary. If it's a digital or LED sign, you may need to track performance, adjust content, or troubleshoot issues that arise.

In summary, following installation, your sign will be tested, inspected, and possibly calibrated, while we ensure it complies with local regulations and can be easily maintained.

Does Pattison ID offer a warranty for their signs?

Yes, Pattison ID hereby expressly warrants that each sign shall be of a high standard of appearance and quality, and will be fabricated, assembled, manufactured and installed fully in accordance with the specifications and the applicable plans and that each sign is and will be fit for the purpose for which it was intended, free from defects with respect to all materials and workmanship.

For purposes of our warranty, materials are defined as the components of the Display, such as paints, inks, plastics, face materials, electrical and illumination components, metal components and components of the supporting structure. Whether the workmanship or material is defective will be determined by the standard of commercial reasonableness regarding workmanship and materials in the sign manufacturing industry.

Pattison ID further warrants that all work done by or for Pattison ID, whether it be manufacturing, removal, installation, maintenance, repair or otherwise, under this Agreement shall be done in a good and workmanlike manner and all materials and workmanship used by or for Pattison ID are and will be free from defects. Pattison ID warrants that the Signs shall meet or exceed applicable government standards, regulations, guidelines, rules, laws, and the like regarding the Signs.

This warranty shall extend for periods as follows:

- ☐ Structural and cladding of signs and displays: 3 Years Parts and Labour administered by PATTISON ID
- ☐ Paint Coatings: 3 Years Parts and Labour administered by PATTISON ID
- ☐ LED's and Power Supplies: 1 Year Parts and Labour administered by PATTISON ID PLUS Original Equipment Manufacturer (OEM) extended
- ☐ warranty.

Does Pattison ID offer a warranty for their signs? Cont..

- ❑ Fluorescent and Neon Lighting Systems: 1 Year Parts and Labour administered by PATTISON ID PLUS OEM extended warranty.
- ❑ Digital Print and Silkscreen Process on Vinyl: 1 Year Parts and Labour administered by PATTISON ID
- ❑ Vinyl (Not Printed or Coated): 1 Year Parts and Labour administered by PATTISON ID, PLUS OEM extended warranty.

- ❑ NOTE: All OEM extended warranties cover materials only. Conversion or installation labour and freight are not included.
- ❑ This warranty does not cover the following:
 - ❑ • Damage caused by vandalism or acts of terror,
 - ❑ • Damage caused by acts of God ie; hurricane, high wind, ice, snow, fire, lightning, hail, tornado, flood or earthquake,
 - ❑ • Damage caused by or repair completed by the Customer, its employees, customers or business partners,
 - ❑ • Damage caused by failure or other interruption in the electrical power supply originating in any customer facility to the sign,
 - ❑ • Normal fading and wear and tear
 - ❑ • Work or repairs completed on signage by a third party unknown or not approved by PATTISON ID
 - ❑ • Damage to signs installed on surfaces not intended to receive the installation of the proposed signage.

Does Pattison ID offer a warranty for their signs?

Cont...

Customer guarantees that all buildings and wall surfaces which are to receive signs have been engineered and are structurally sound to have the intended signs installed upon them.

PATTISON ID shall at its sole cost, subject to the express terms of the agreement with the Customer, repair or replace, at its option, any sign or sign element found to be defective in materials or workmanship or found to be non-conforming to the Specifications. This warranty expressly covers all component parts of the signs supplied and installed by PATTISON ID pursuant to the Customer/PATTISON ID Agreement.

Customer must notify PATTISON ID of any claim of defect in workmanship or material in writing within 10 days from the date of installation if the defect is patent or apparent, and within 10 days of the date customer discovers, or with the exercise of reasonable diligence should have discovered, any other defect. In all events, written notice of any defect must be provided within the time frames stipulated above from the date of installation. PATTISON ID waives all rights with respect to any such defect if notice is not given as required.

PATTISON ID's maximum liability shall not exceed, and Customer's exclusive and sole remedy is limited to the repair or replacement by PATTISON ID of any material or workmanship found to be defective during the first 12 months after the date of delivery. To the extent permitted by law, this warranty and the remedies set forth are exclusive and in lieu of all other warranties remedies and conditions, whether oral, written statutory, express or implied.

When can I expect to receive my final invoice?

The timing for receiving your final invoice after project completion can vary depending on the agreement between you and Pattison ID; However, here are a few general guidelines:

- ☐ **Immediately After Completion:** Pattison ID will send the final invoice as soon as the project is completed, especially if all work is finished and there are no pending tasks or issues.
- ☐ **Within a Few Days:** Pattison ID will issue a final invoice within a few business days after project completion, particularly if any final checks or calculations need to be made.
- ☐ **Within a Week:** In some cases, it may take up to a week for the final invoice to be sent, especially if there are detailed reviews of costs or the completion involves multiple stages.
- ☐ **Upon Receipt of Final Approvals:** If the project requires client feedback or approval for the final deliverables, the invoice may be issued shortly after you sign off on the work.

If you're concerned about timing or want to ensure a smoother process, you could always clarify expectations with Pattison ID's representative. You could request an estimated time frame or discuss any final details needed before the invoice is generated.



Highlights

- Largest sign rental portfolio in North America
 - Leasing signs for 50+ years
 - \$168M CAD lease receivable
- Currently billing 5,900 lease contracts
- 4,355 lease agreements for 12,752 signs
 - 1,545 maintenance agreements for 16,142 signs





Jim Pattison Group

- \$14 billion annual sales
- 590 locations worldwide
- Launched in 1961 with one GM dealership
- Privately-owned and operated by Jim Pattison

