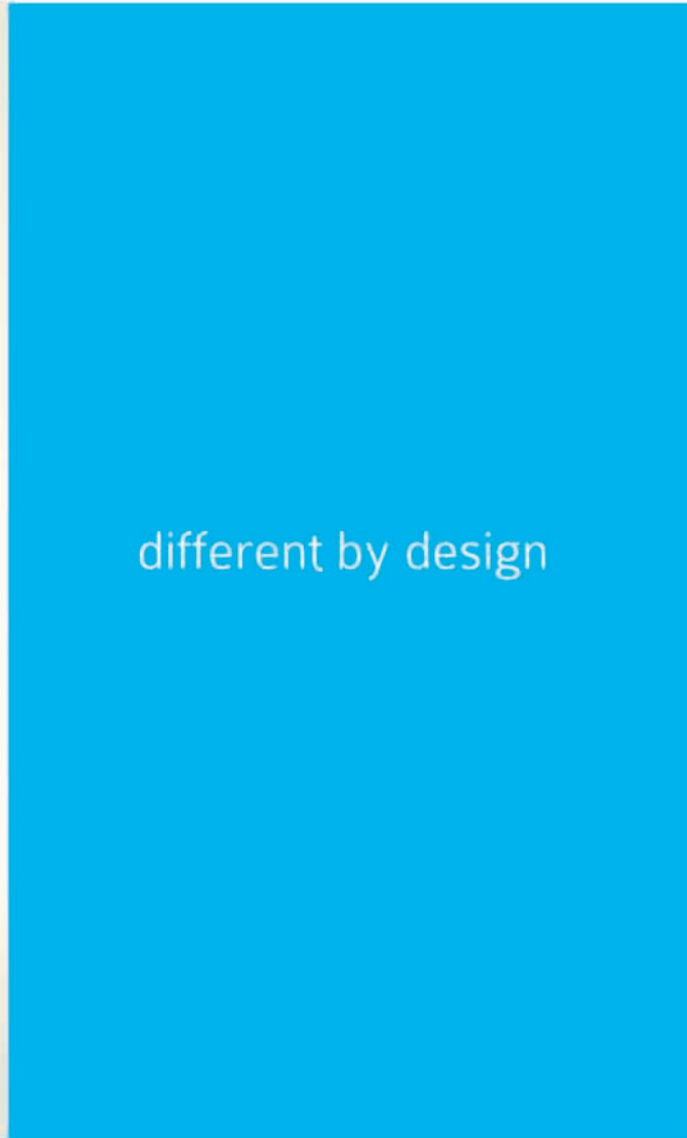




CLEARPATH®
SIGNAGE SYSTEMS

a division of
Rowmark



different by design

Presented by:



Custom Communications



Growing With the Times

The Rowmark story begins with a vision. This was, and still is, the driving force behind the company. In 1987, Fred Kremer, then CEO of Hancor, Inc. a high-density polyethylene drainage pipe manufacturer located in Findlay, Ohio, had a vision. Fred saw a growing need for extruded sheet materials in the engraving market. He established a working relationship with Rowland, Inc. in New Berlin, Connecticut. With this partnership in place, he acquired a plastic sheet extrusion line and formed the Hancor Sheet Division. In 1993, Fred purchased the sole sales and marketing rights for the awards and engraving market from Rowland. He created a new company, established as a separate division of Hancor, and named it Rowmark. In 1997, in a display of unwavering belief in the employees of Rowmark and its growth potential, Fred resigned his position as CEO of Hancor and purchased Rowmark outright. Then, on December 20, just four months before Rowmark would begin the move into its new facility, Fred Kremer and two Rowmark pilots were tragically killed in a private plane crash in Findlay. Despite the difficult loss, the employees of Rowmark rallied around Fred's plan for the company and pressed on with the intended move. The Kremer Family, who to this point had not been active

with the business, picked up where Fred left off, fully supporting Rowmark and its employees. On September 2, 1998, Rowmark's new facility in Findlay, Ohio was officially declared open. The final piece of the puzzle fell into place a day later, when the Kremer Family and Rowmark Board of Directors announced that Duane Jebbett had been named President and COO of Rowmark. A strong leader and protégé of Fred's vision, Duane was the perfect person to guide Rowmark into the 21st century. With room to add additional extrusion lines and the ability to store an abundance of raw materials, Rowmark was poised to enter a period of extraordinary growth in the next several years, including joint ventures, acquisitions, expansion into Europe, and the development of new divisions to service new markets.

As the Rowmark engravables division continued to grow, Rowmark

received overwhelming requests to add signage frame systems and mounting fixtures to its product offering. In April 2009, Rowmark launched ClearPath Signage Systems as a new sign supply division, bringing a modular way-finding system, plastic and aluminum frames, stand-offs, cable hanging systems, and various other sign supplies to the architectural signage market. In

February 2010, Rowmark acquired Triline International, Ltd., as a part of its overall global acquisition strategy in the interior and architectural signage markets. Triline has become a brand under the ClearPath division, and the company will maintain its facility in Milan, Italy, which has since become the headquarters for ClearPath's European operations.

As the architectural signage market continues to grow, so too will ClearPath's product offering. In the last six months alone, the company has introduced forty new products with plans to add more. ClearPath is active with the International Sign Association, the Midwest Sign Association, United States Sign Council, and the Society of Environmental Graphic Designers. Involvement in these trade associations will help keep ClearPath on the leading edge of product design and help bring the latest products and techniques to meet their customer's specific needs.

One-Stop Shopping

ClearPath is unique in that it is a "one stop shop" for architectural signage products, saving customers time and money by consolidating the ordering and shipping process. Before ClearPath, if customers needed frames, stand-offs, and desk plates for a job, they would have to place three separate orders from three separate vendors. ClearPath differentiates itself in the marketplace by not offering finished signs, eliminating the fear of competition for its customers. The company's goal is to provide materials to sign and point-of-purchase professionals. They see sign professionals as customers and partners working together to satisfy their needs.

Aesthetic, High Quality

Customers can order exactly what they



need without having to modify their designs to fit a space. ClearPath's wayfinding system is unique in that it is completely modular, saving customer time and money without having to retool and retrofit their designs to fit a certain space. Because the system is modular, directory or frame inserts can be changed with the sign still on the wall. With other systems, making a change in a middle of a large directory would require removal of the entire directory, dismantling, making the change, reassembling and remounting. With the ClearPath system, that process takes minutes by simply changing out the part you want to replace.

By focusing on products that enhance architectural appeal, ClearPath not only offers the products used to make the signs, but the mounting fixtures that can display the finished work. All their products are available and stocked in their domestic and international locations so they can offer their whole range of products to their customers. These products, such as modular frame systems and stand-offs are not only designer friendly, but very versatile with a wide range of potential applications.

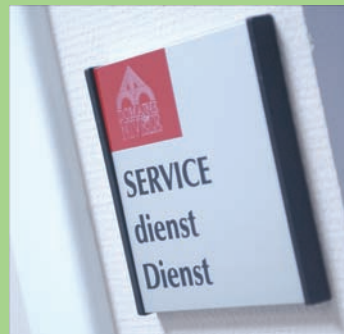
One thing that Rowmark and, by extension, ClearPath, has been known for is very high quality products. Quite simply, they do not take short-cuts on materials or fabrication for their products, yet prices have been kept in line by taking advantage of manufacturing and production efficiencies. Rowmark is ISO 9008:2000 certified and takes great pride in product quality. Their customers appreciate that quality and know that once they install a sign using Rowmark and ClearPath products, it will look great for years to come, and they will not have to worry about defects in workmanship or quality.

Anyone Anywhere

ClearPath is available to a very broad market for sign shops involved in a wide range of clients from hospitality and healthcare to education and corporate environments. Their product line appeals to large sign shops and wholesalers as well as small sign shops who offer more specialized applications. The company knew their product offering would be very well received by sign shops because it was with customer feedback that ClearPath was born, but they have been surprised by the range of customers who have purchased ClearPath products, including trade show booth manufacturers, and even art and framing companies. Countless architects and designers have praised the unique range of products offered by ClearPath.

Open To Suggestions

Rowmark and ClearPath encourage customer feedback in all aspects of the business, including the product development process. They pride themselves on customer satisfaction and believe it is

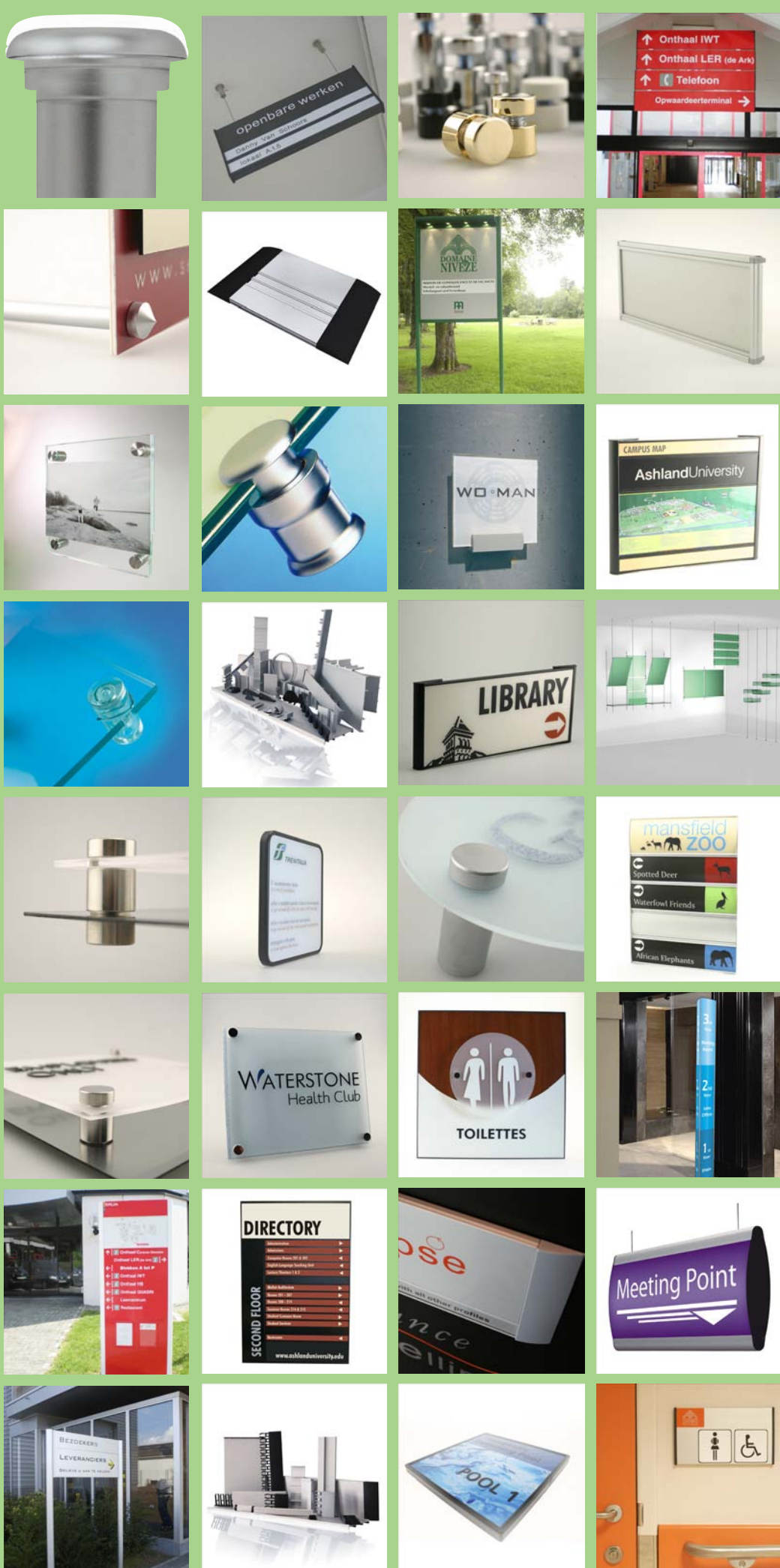


one of their strengths as a company. Any one of their customers can request a material new to the market place and ClearPath will work hard to obtain and provide not only for that customer but for future consumers.

ClearPath is constantly adding new products to meet customer demands. Because it had such a solid infrastructure in place from the beginning, they have been able add products as customers request them. The company has and will continue to maintain fluidity in its product offering, and views this as a refreshing change in the marketplace and will continue to move the company forward.

Speedy

Having their products in stock at all their locations both European and domestic makes it easier to get the customer's order to them as quickly as possible, which is another strength of the company. Customers are "wowed" with the speed of their delivery. ClearPath knows that their customers need to receive orders quickly. Having the infrastructure and proven support in place means ClearPath can handle any order and get it to their customers quickly. They have been able to get custom fabricated frames and directories out the door in as little as 48 hours, and even large orders are taking no more than a few days to be fabricated and shipped. ClearPath's customers feel they can trust that the job will be done right and fast, when required.



CLEARPATH SIGNAGE SYSTEMS A DIVISION OF ROWMARK LLC

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