

# WHAT IS DESIGN + BUILD?

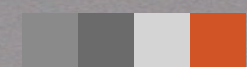
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# ALLOW US TO INTRODUCE OURSELVES.

You could say we have been around the block.  
Founded by the LEGO group, Modulex has been in the  
visual communications solutions business since 1963.  
We know a thing or two about the industry and are  
exceptional at what we do. Our multi-national group  
with several factories globally, and a presence in over  
300 cities across 45 countries, give us infinite reach  
and the ability to implement your project on brand,  
on budget and on time.



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Oct. 24, 1961

G. K. CHRISTIANSEN  
TOY BUILDING BRICK

3,005,282

Filed July 28, 1958

2 Sheets-Sheet 1

FIG. 1.

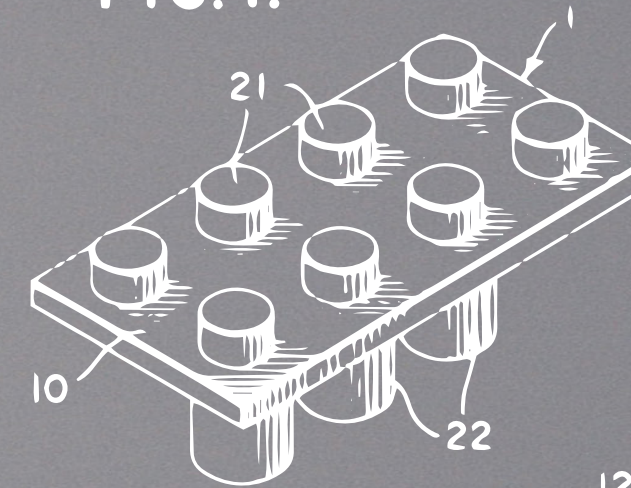


FIG. 2.

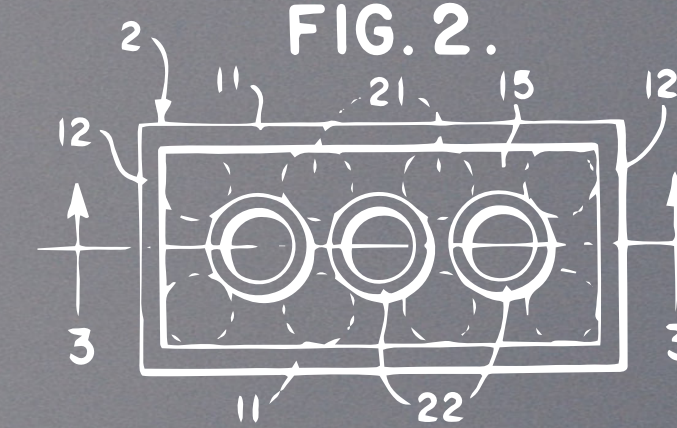


FIG. 3.

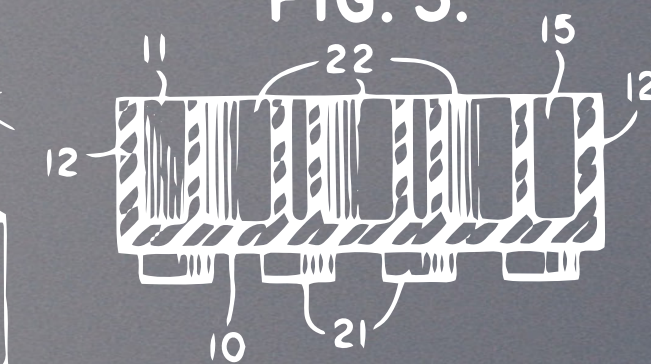


FIG. 4.

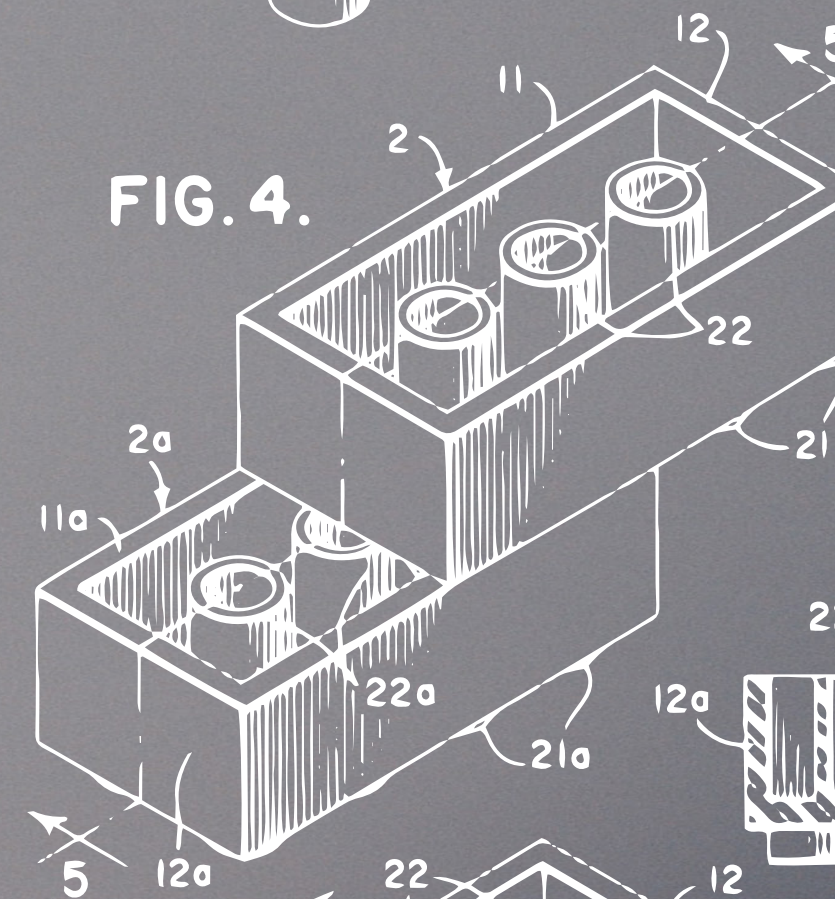


FIG. 5.

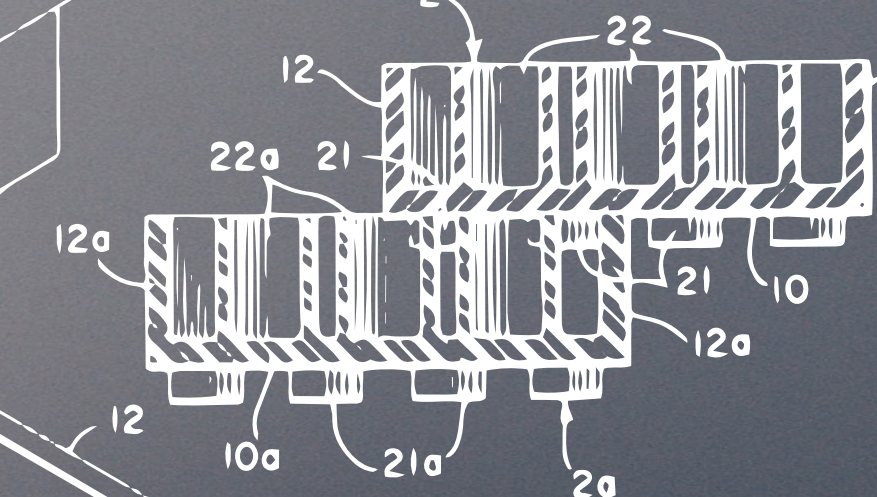
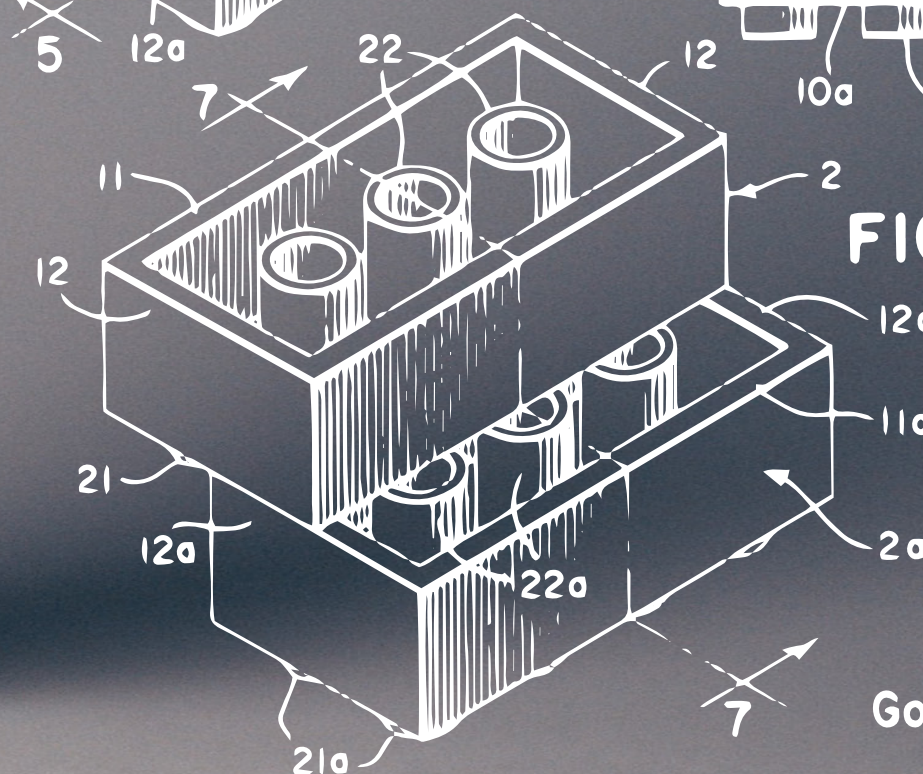


FIG. 6.



INVENTOR

Godtfred Kirk Christensen

BY  
*Stevens, Davis, Muller & Mosher*  
ATTORNEYS





## WHY DESIGN + BUILD?

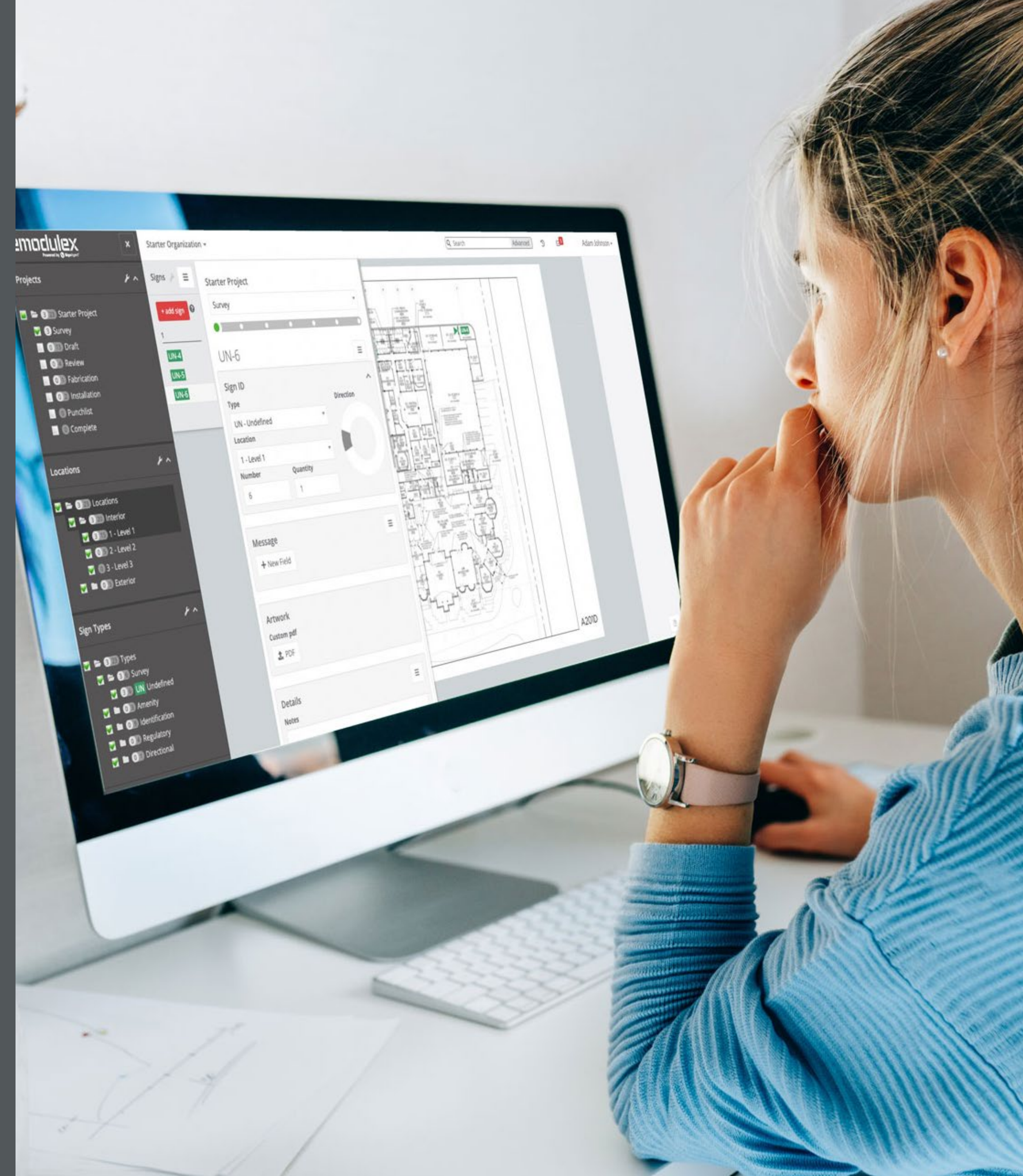
Working with multiple people in a signage implementation can be challenging. The more people involved margin of miscommunication or error is greater.

Our integrated Design & Build services model combines planning, design and project management, as a result, providing substantial value to our clients.

We take on the responsibilities of designers and contractors, all under one roof enabling you to deliver your signage program on brand, on budget and on time.



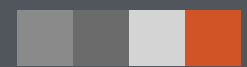
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# WHAT IS DESIGN + BUILD?

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AT MODULEX, OUR METHOD IS TO DELIVER  
AN ARCHITECTURAL SIGNAGE PROGRAM  
TO COMPLETE BOTH THE DESIGN AND  
THE PRODUCTION.

We take on the responsibilities of designers and contractors, all under one roof.  
We handle everything, from initial planning with assigned takeoff to design  
concepts shop drawings and production to the final delivery and installation.



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## WHAT ARE THE BENEFITS OF A DESIGN + BUILD APPROACH?

- › There is only one point of contact from beginning to end.
- › The designer and contractor are on the same team, providing a streamlined approach with fewer risks for communication errors.
- › The unit cost lowers, making project cost growth less likely.
- › Construction speed increases.
- › Delivery speed increases.
- › It allows introducing a modular strategy for the signage program from early on, meaning consistent colour, size, quality in the production and reproduction over time.



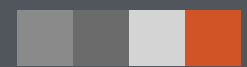
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# THE PROCESS.

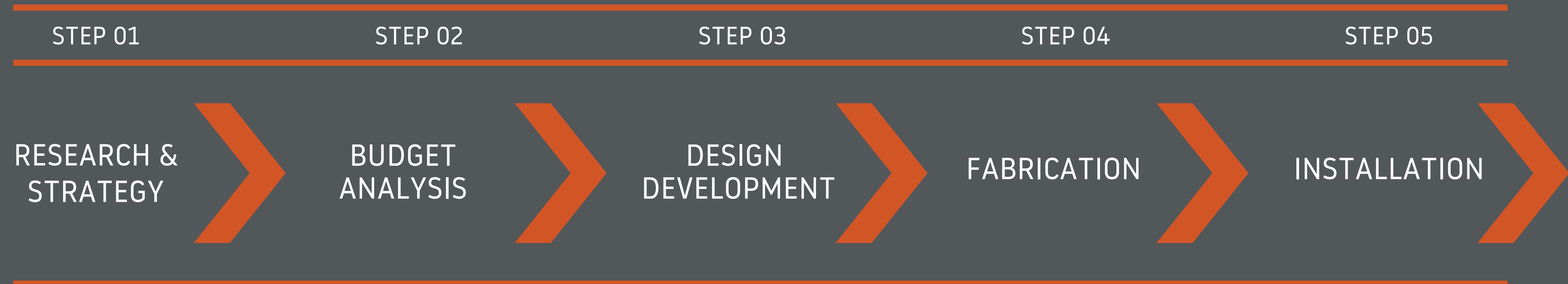
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**DESIGN & BUILD** COMBINES PLANNING, DESIGN AND PROJECT MANAGEMENT. AS A RESULT, PROVIDING SUBSTANTIAL VALUE TO OUR CLIENTS.



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## STEP 1 – RESEARCH & STRATEGY.

The goal is to provide a proven planning and project management service that brings together research, discussion and assessment to determine the critical path between kick-off and successful implementation.

We identify necessary information requirements and their interaction within their environment.

- › Determining the scope of the project.
- › Understanding the parties involved.
- › Laying out a straightforward communication process.
- › Setting the best strategy to deliver solutions that impact your brand and environment.
- › Identify key decision points.
- › Confirm a family of communicative elements.
- › Apply layers of accessibility, safety and regulatory detail.
- › Helping you understand how to allocate your signage program budget efficiently, by determining what is a priority or mandatory from a compliance standpoint.



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## STEP 2 – BUDGET ANALYSIS.

WORKING WITH YOUR FINANCE TEAM IS CRUCIAL TO INFORM YOU OF YOUR SIGNAGE PROGRAM'S SHORT AND LONG-TERM IMPACT.

The goal is to offer you a range of pricing services to fit any need.

- Simple estimates.
- Timely quotations.
- Products and solutions that are on your budget.



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## STEP 3 – DESIGN DEVELOPMENT.

OUR APPROACH IS TO CREATE GREAT SIGNAGE COMBINING AESTHETIC AND PERFORMANCE, ACHIEVED THROUGH A BUILDING BLOCK DESIGN PROCESS.





## STEP 4 – FABRICATION.

Since the fabrication team has been involved from the beginning of the project, this allows them to hit the ground running taking care of the following aspects:

- Produce to scale.
- Address the manufacturing requirements early.
- Prepare the factory's equipment and machinery to be ready.
- Automate processes if necessary.
- Order in advance parts and raw materials, avoiding any supply chain issues.



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## STEP 5– INSTALLATION.

For installers to meet the final deadline of the project, they need to crosscheck a list of steps to ensure there are no surprises in the last leg of the project, such as:

- › Early site reviews.
- › Coordination with external contractors.
- › Coordination with the client's team.
- › Deficiency reviews.
- › Ensuring that the site conditions are ready for signage.
- › Site access coordination.
- › Coordination of special machinery and equipment for installation.
- › Understanding the signage mounting systems to avoid any property damage.
- › Handling unique site conditions, electrical boxes, water pipelines, gas lines and weather conditions that might affect the installation and operation of the signage.



# THANK YOU.



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