



LIFE



4 LIFE

SIGNATURE 4

4 LIFE

SIGNATURE 4

5

COMPANY CULTURE

We don't sell surfboards, but we live like we ride one.

13

SIGNATURE 4 OVERVIEW

The anatomy of Signature 4 is complex, but that's how we survive and thrive.

19

OUR PEOPLE

Queue applause for our hardworking, loyal employees!

21

WORK-LIFE BALANCE

A face to the name, the human element – check out our beautiful people.

33

SIGNATURE 4 HISTORY

We're getting older and wiser. It's time to reflect, celebrate and learn from our wipe outs and victories.

41

SIGNATURE 4 PARTNERS

The tree of "family & friends" that function within and next to Signature 4 creates some pretty cool and dynamic partnerships.

47

THE CRASH OF THE CYCLE CADDY

Celebrate your crashes and burns and learn from them. ... Then get back up and try again.

49

THE RISE OF THE BRONC BOX

Our newest vision, the Bronc Box, is an all new adventure. We're finding our way in uncharted waters.

7.15 29.45

SIGNATURE 4 CREDO

The search, the surf, the setbacks, the successes: This is Signature 4's philosophy.

53

A HOME AWAY FROM HOME

Check out where we work for our clients and partners in Coldwater, Ohio.

LIFE LESSONS -in- SURF ING

IT TAKES TIME AND EFFORT TO BE GOOD

YOU CAN'T FIGHT NATURE

CHEER ON OTHERS MAKING AN EFFORT

ATTITUDE MAKES A PROFESSIONAL

COMMITMENT LEADS TO REWARD


WAIT PATIENTLY FOR THE RIGHT MOMENT

THERE AREN'T AS MANY PEOPLE AT THE TOP AS YOU THINK

SOMETIMES YOU'RE GOING TO CRASH AND BURN

LEARN FROM THE BURNS

ENJOY THE RIDE

A lion is shown in profile on the left side of the image, looking towards the right. In the center, a gazelle is running across a savanna landscape. The background features a sunset or sunrise with warm, golden and orange hues. The entire scene is overlaid with abstract, painterly brushstrokes in shades of yellow, orange, and purple, creating a dramatic and artistic atmosphere.

“EVERY MORNING IN AFRICA, A GAZELLE WAKES UP.
IT KNOWS IT MUST OUTFRONT THE FASTEST LION
OR IT WILL BE KILLED. EVERY MORNING IN AFRICA,
A LION WAKES UP. IT KNOWS IT MUST RUN FASTER
THAN THE SLOWEST GAZELLE OR IT WILL STARVE.
IT DOESN'T MATTER WHETHER YOU'RE THE LION
OR A GAZELLE – WHEN THE SUN COMES UP,
YOU'D BETTER BE RUNNING.”

CHRISTOPHER McDOUGALL

Company Culture : It's a belief, an attitude, a way of life and a moral compass.

Culture is the lifeblood of many companies. It keeps us from screwing around in the break room all day, discourages acts of rage when the frustrations escalate, and enables us to make decisions that we hope won't burn the building down while the bosses are out of town. The unspoken and unwritten bible of culture helps us to react positively to realms our team has never explored, prepare for easier decision-making, and define what kind of people we want to work with. It's a code that pushes us to search for the best in ourselves and the best for the company. It makes us comfortable enough to deal with setbacks and proud to celebrate in the victories. Whether it's defined or unspoken, every company has a culture, and employees have the power to shape it to its best form.

PARALLELS IN SURF CULTURE & RURAL AMERICA

We consciously collect proof of our biases about other cultures, but do we take time to notice them in ourselves?

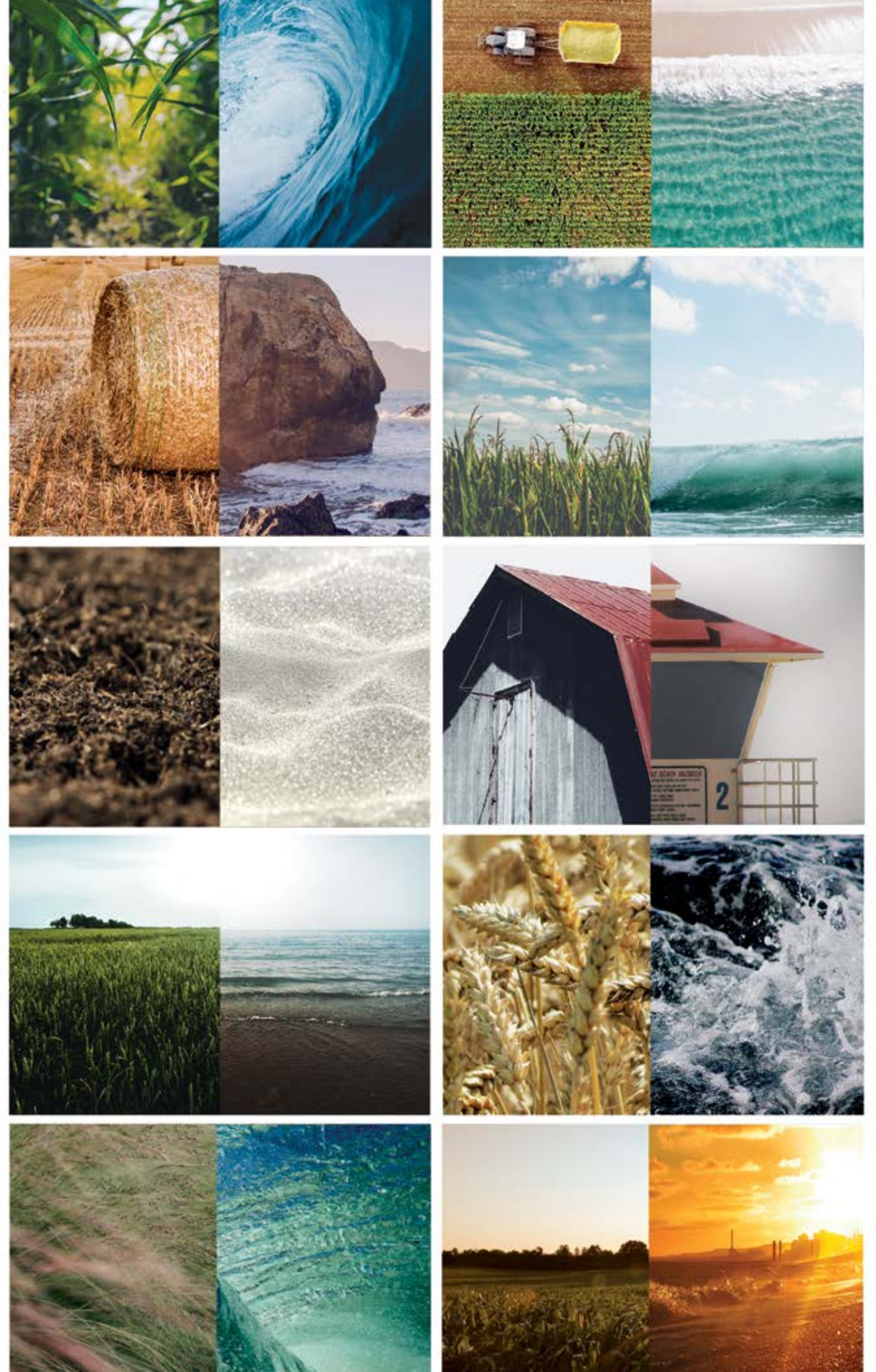
We "rural" employees of Signature 4 don't dress, act, or talk like surfers. We may have never surfed or been to both the Atlantic and Pacific Oceans. You could say we're more white or blue collar

than tie-dye and tan skin. So why did Signature 4 choose to make surfing part of our brand and culture?

Our leaders held up the mirror and saw the basic ethics of surf culture in our people; We ride the good and bad waves that come at us with top-notch professionalism and courage, we understand how the "weather" of the day will affect tasks at hand, and we collaborate well in order to surf in a style that best fits the swells that come along. We go with the flow, enjoy the ride, and take moments to be thankful for the sights of God's earth around us like the assumed nature-loving hippies of surfing.

Our Signature 4 leaders already see these cultural parallels in our every day, and believe in it because our people already perform as well-seasoned "surfers" in the world we work, live and play in; we surf in business and life.

The culture is alive and well in the Midwest.





THE SIGNATURE  CREDO

SEEK OUT WHERE THE WAVES ARE BREAKING. FIND THEM.
THE WIND BRINGS A CHANGE OF CONDITIONS AND STORMS
THAT ARE IN THE DISTANCE.

We need to seek out markets and clients that are active
and happening.

ONE

LISTEN TO THE WIND

THE WINDS DISTURB THE WATER, MAKING WAVES.
THE BIGGEST WAVES ARE MADE WHEN
THE WIND BLOWS FASTER + FARTHER + SPREADS OVER A GREATER AREA.

AND YOU'LL FIND THE WAVES





How do you answer the question, "What does your company do?" Do you start by explaining your own role, or talk about the physical products that you can observe in your hands? Are processes and machinery discussed? How do you describe the partners and your fellow employees?

Describing Signature 4 seems difficult. Even our seasoned reps have to stretch a conversation at times to paint a clear picture. It's hard to elaborate on something that is bigger than your singular set of experiences, and may depend on who you're talking to. The definition is never fixed within the constant evolution of processes,

clients and services we provide, because they have webbed extensively over the past decade.

Some may think that the complexity is confusing, but at Signature 4 we see it as setting ourselves up with options, connections and a complex knowledge system to evolve and to be problem solvers. We have the resources to make and do so many things and the capability to live in multiple ecosystems – to survive through creativity and adaptability – so that we can give our best to any client. We do things by rethinking the means by which we provide solutions, for the health of Signature 4 in this wild world of business.

Signature 4 is a Design, Engineering and Finish company.

WE ARE A COMPLEX AND DIVERSE SOLUTIONS PROVIDER

TEAMS : Our departments constantly evolve, morph and adapt as new opportunities arise.

- Executive + Management
- Production
- Assembly
- Shipping + Receiving
- Engineering
- Design
- Marketing
- Customer Service
- Financing
- Information Technology
- Safety + Quality
- Sales

CAPABILITIES + EQUIPMENT : From start to finish, our processes allow us to assist during any stage of the journey.

- Engineering Services
- Product Development
- Branding
- Conceptual Rendering
- Marketing Support
- Trade Show Support
- Video Production
- Video Graphics
- Web + App Design
- Digital Interfaces
- 3D Printing + Fabrication
- Screen Printing
- Stamping
- Overmolding
- Routing
- Waterjet
- Sandblast Etch
- Laser Etch
- Hi-Resolution Printing
- Large Format Printing
- Diecast
- Thermal Forming
- Powder Coating
- CNC
- Welding
- Polishing
- Vacuum Forming
- Color Match Paint
- PCB/SMT
- Injection Molding
- Liquid Printing
- Assemblies
- Harness + Electro-Mechanical Assemblies
- Wire/Moulding Solutions
- Fabrication
- Installation

MARKETS WE'VE SERVED : We exclude zero opportunities from consideration.

- Fire Apparatus
- Industrial Appliance
- Specialty Vehicle
- Outdoors
- Music Equipment
- Machine Builders
- Medical + Rescue
- Military
- Kitchen + Bath



WHEN LIVES
CONVERGE
GREAT THINGS
HAPPEN

An aerial photograph showing several surfers in the dark blue ocean, paddling out towards a large, white, foamy wave that is breaking from the right side of the frame. The surfers are scattered across the left and center of the image, some closer to the shore and others further out. The wave's crest is a bright white, creating a stark contrast with the dark water.

THE SIGNATURE CREDO

GO INTO THE WATER WITH NO FEAR.
PADDLE OUT AGAINST THE RESISTANCE AND SURF
THAT WANT TO PUSH US BACK TO SHORE.

Many obstacles will come at us as we pursue opportunities.
We need to work hard to break through the push back.

TWO



OUR ^{GROOVY} EMPLOYEES

THEY ARE PEOPLE FIRST + TITLES OF SIGNATURE 4'S EXISTENCE. MASS OF MOLECULES, THE HYDROGEN + OXYGEN AS THE TIDES CHANGE, AS ^{THE} WIND BLOWS, AS IS UNPREDICTABLE, SO CAN BE OUR GET ~~FRUSTRATED~~ + SCREW UP S THEY'RE HUMANS, + WE HIRED THEM THAN ^{DICTAB} FOR ^B THEM TO ACT LIKE HUMANS, TALK LIKE UNP ^{OPS!} JOURNEYS THAT LEAD TO AND *creative* ACCOMPLISHMENTS. WE THE ASSEMBLY LINE + WE DON'T EXPECT PERFECTION. THEIR OWN HUMAN POTENTIAL, AND TO CARE OF LINES + BORDERS TO REACH GREAT RESULTS. HUMBLE + KIND; HARDWORKING + LOYAL. THESE ASSIST + STRENGTHEN OUR TEAM MEMBERS ACCOMPLISH THEIR BEST. GREAT THINGS HAPPEN + BAD THINGS

WE GET ON THE BOARD

SECOND. THEY ARE THE CORE THEY COME TOGETHER LIKE A OF A ^{WAVE}, FLOWING + EBBING TOGETHER THE SUN WARMS. JUST AS NATURE PEOPLE. HELL YEAH OUR PEOPLE SOMETIMES, BUT THAT'S BECAUSE KNOWING THAT; WE EXPECT NOTHING LESS HUMANS, + THINK LIKE HUMANS. WE WANT THE BREAKTHROUGHS DON'T WANT THEM TO BE ANOTHER ROBOT IN ^{BEEP BLOOPY BLEEP, SIR.} HOWEVER, WE DO EXPECT THEM TO FULFILL ABOUT THEIR JOB AND STEP OUTSIDE THE OVERALL HEARTBEAT OF SIG4 IS GOOD + WARM; QUALITIES OF OUR ^{SMALL TOWN} CULTURE ARE WHAT IN THE EVERYDAY CHALLENGE TO WHEN WE PUT PEOPLE TOGETHER, HAPPEN. BUT NO MATTER WHAT, TOGETHER + RIDE THE WAVE, ^{TRUE}



A FAMILY

OUR JOURNEY IS POSSIBLE BECAUSE OF THE HEARTS OF OUR PEOPLE

MAKING THE GREAT STATE OF OHIO PROUD



THEY ARE AS DEDICATED
TO THEIR WORK AS THEY ARE
TO THE HEALTH OF THEIR HOMES

FOR FAMILY

thankful

Remember 1987





CARRY-INS
PERK-UPS



TRADITIONS

Traditions appease the human need for security – a sense of routine and belonging. As Signature 4 grows, and as connections are harder to sustain, our traditions become more and more important for the solidarity within our company and between employees. From Friday Breakfast to Pre-Christmas celebrations, these activities provide an interlude to reflect on accomplishments that belong to the people of Signature 4.



Increase of square footage at current location from 2004–2015
2004–2012 36,200 ft²
2012 +11,760 ft²
2015 +11,832 ft²

- 05 Jodi Kremer – Campfire Chili
- 06 Erin Frilling – The Winner
- 07 Lisa Halterman – Chunky Chili
- 08 Shari Naugle – Bourbon Chili
- 09 Angie Elshoff – You Kiuero Taco Chili
- 10 K.C. Heini – Goody Goodness (Soup)
- 11 Jeff Brunswick – Chicken Chunk 'n' Cheese
- 12 Brent Eilerman – Thee Soup
- 13 Karissa Kaylor – Xcellent Chili
- 14 Amber Young – No Soup For You
- 15 Kevin Koesters – Uncle Bob's Boom Chili
- 16 Amber Young – Not-cho Taco

SOUP CHILI COOL-OFF

MONTHLY BIRTHDAY + ANNIVERSARY MEETINGS

300
Years of employee experience at Signature 4



HOLIDAY GRILL OUTS



FREE FRIDAY BREAKFASTS

CHRISTMAS BOWLING PARTIES



FANTASY FOOTBALL LEAGUE

- 14 Eric Coppess
- 15 Logan Bronkema
- 16 Shawn Heckman



1400
number of donuts eaten every year

FUELED BY
in one year



\$9,000
in snacks

6,048
M&Ms

14,100
cups of coffee

2,154
cups of soda

Why we give

Natural instinct likes to kick in and tell us to hoard everything we've got to survive. Giving might mean weakness or be a threat to the comfortable way things are now.

Despite our fear of risk, we all know that's not how we survive as families, businesses and communities. In times of hardship, we take care of others and sometimes must resort to letting others take care of us. It can be spiritually rewarding to know we are improving the quality of someone else's life.

Our people have dedicated time and funds for a good many local families and groups in need. From our own backyard to the African bush, communities have been positively affected by collections initiated at Signature 4.

When prompted to donate, we think about the receivers, their struggles and heartaches. We become engaged in the reality of life and how many blessings we have, and through this gratitude and enlightenment, our employees go beyond working together to give together. It is our people's faith in God that encourages this inspiring selflessness.

In the end, Signature 4 philanthropy isn't about receiving tax breaks or having a "do-gooder" image. It's about the recipients – It's about letting people know they aren't on their journey alone, and improving the lives of children, families, communities and of the world.

SIGNATURE 4 EMPLOYEES HAVE GIVEN MANY HOURS AND RESOURCES TO NUMEROUS ORGANIZATIONS, FOOD BANKS AND OTHER PROGRAMS OVER THE YEARS





THE SIGNATURE **41** CREDO

ONCE WE ARE PAST THE BREAK, WE NEED TO
CHOOSE THE PERFECT WAVE, TIME OUR APPROACH,
AND RIDE IT IN TO SHORE. BECOME ONE WITH IT.

Once we are in the door, we need to become aligned
with the best opportunity and do all that we can
to execute it to the finish line.

THREE



Over the past twenty years,
we've taken on waves, big and
small, with over 750 clients.

We love building relationships with the people who are our clients, and we cherish the long-term fellowships we've made – even when we're simply hanging out and sharing a conversation over a cold one. We're dedicated to mutual respect, and we always build on trust.

We've learned we need to truly align ourselves with our people to set both parties up for success. It's worth the effort when we give up the illusion of control and let relationships happen.



WHEN RIDING A WAVE,
YOU NEEDED
TO LOOK
BEHIND
TO SEE
A

Our understanding of the past shapes the future. It gives us a sense of identity and purpose, and suggests goals that resonate. History can be used to unite and inspire people, and reminds us who we are and what bonds us together.

LOOKING BACK

"There was a time in the beginning when there was the uncertainty of a paycheck," reveals Shannon Budde, one of Signature 4's original employees. She shares the uncertainty experienced as an employee during the first operating days of Signature 4, "but our paychecks were always regular. Never a fail or a delay." Brad Meyer, President of Signature 4, purchased the entire young business from his father and father's partners in 2000, and gathered a small core of employees to produce and sell custom badging out of a small shop in rural Ohio.

Shannon recalls the handful of production employees and office personnel that were a part of those first years, and the few, but strong, in-house capabilities Signature 4 advertised; Waterjet services, deep-etched graphics, and a unique pearl-white paint color. She also remembers the company's first big, regular customers. "When I first started, it seemed that we had one main customer, Minster Machine. If they asked, we made it happen. We started adding on smaller customers. Then we starting courting BEA. Brad Meyer worked so hard to build the relationship and secure the push plate business. The BEA point of contact was Scott Wolford, who would later join Brad as a Partner of Sig 4. It's a good feeling to know Sig 4 has long-standing relationships with customers!" Relationships were always Signature 4's strong suit. Some of the original sales force are still on board today, including Greg Bronkema,

who is now one of the four partners, serving as Vice President and Head of Marketing.

As Signature 4 grew and looked to expand its capabilities and services, the partners decided to diversify and branch out to gather resources from local, national and even global suppliers, reaching into Asia and today totaling to over 30. This was a turning point for Signature 4's portfolio and aptitudes.

THE ONE WAREHOUSE RACK

Many first employees recall the ONE rack – where all of the inventory and trade show materials were kept. A rack serves as a symbol of those early days, when everyone was a little more tight-knit and aware of what one another was working on. If a change in personnel or product flow came, everyone felt it. If something needed done, everyone helped. Early employees remember the impromptu "peeling parties" when there were a lot of parts to peel paint masks off of in a short amount of time. No matter their position, all employees were expected to drop their current task, pitch in and get their hands dirty. It served as a time to talk and catch up, and order pizza if the work went on late.

Jodi Kremer, another of the first employees who has seen the gamut of Signature 4 from the beginning, remembers that dedication as a foundation of employee culture today. "When I started I thought all of this – the developing, the painting – it was a new cool job. Everyone would help to get whatever done. In the beginning, even Brad would be with us helping prepare parts to ship out. We would get done what we had to get done, no matter how long it took."

As Signature 4 changed, the excess product went from the floor to more racks. The storage continued to multiply, and today the system of 475 racks live on to symbolize a healthy and growing company as room is running out once again.

PAST + FUTURE TRADITIONS + GROWTH

Signature 4 has always been about balance between work and family. Many of the employees were born and raised in a small town environment where it's part of life to work hard and play harder. Family connections are rooted deep between employees. Even if we are not related by blood, we treat each other like family.

Logan Bronkema in Sales, Marketing and Video Production at Signature 4, has experience working directly with family, and employees in the company that may as well be family, having known them since childhood. Growing up and spending so much time around his father Greg, and Signature 4 owner Brad, Logan knows how deeply the partners care about the people and the health of the business. Everyone is relying on each other in order to have security of work – a life. Logan shares, "I can sense my dad on the verge of tears and a shaky voice when he tries to articulate the value and importance of the 'team' – the employees, the people that work for him. A shout-out during a birthday meeting trying to let everyone know their job is important to the growth of the business is never enough to explain that it's EVERYONE that plays a roll. He and the other partners share core beliefs that are not arrogant, they know the value of teamwork – no one can grow a business if you don't have help."

A cultivated culture of honoring the little and big things for all the employees like a family has always been important. Since the early days, the Signature 4 family has celebrated birthdays, work anniversaries, Fridays with donuts and holiday cookouts. After work beverages are enjoyed for engagements, hang-outs and bon voyages.

The commitment to each other and Signature 4 shines even in tough times. In 2007, heavy rains in the area flooded the nearby lake, resulting in flooding of the original location. All the employees came in to clear out what was salvageable, rip up the old carpet and catch the fish swimming around (true story) to begin clean up and remodeling. It was shortly after that prophetic event that Signature 4 moved to Coldwater, Ohio, the current home base. Employees recall how optimistic and excited everyone felt. When they began adding and building the new racks in the warehouse, they knew it as a sign things were getting bigger

and better. Everyone was confident in what the owners were doing. The team was evolving and riding bigger waves together.

After the move, the demand for advancements in customization grew, and so did the need for systems in engineering and quality. Following the years Lisa Lange of Quality and Josh Wuebker of Engineering came on board, these groups and internal systems matured and provided credibility for the rapidly growing company. As momentum began to build, the chaos of the storm began to brew waves, and these systems of checks and balances improved Signature 4's agility and reputation to tenaciously ride out new challenges.

Even as the employee base grows and times get busier, everyone still gathers together at least once a month to take a break from their busy days. It's a time to celebrate employees and holidays, pray together before meals, and find gratitude for the people and opportunities that enable Signature 4 to thrive and grow. The leaders work so hard to drive the company toward opportunities, yet stay humble enough to recognize every last employee for being a part of the end result. Above all, they trust in the employees and allow them to put their own families first. They know they'll push through and that their teammates will continue on for one another. That's what family does.

REFLECTIONS IN THE WATER

When you read history, much of the story is hidden between the lines. Looking at pictures and listening to stories can illustrate a time line of events, but oftentimes the little details are forgotten. Groups become too busy to reflect on where they've been and who they are, who they set out to be, the mistakes and the small successes. These grains of knowledge can fall between the cracks. It's easy to forget how hard everyone worked to get to the present.

Newness can always be uncomfortable, but it's a necessity for survival. When you listen and try to learn from your predecessors and history, you can discover ways to approach new journeys and explore new methods to clear the path for the future. You see how to move forward to reflect the best of who you are and the best for your company.

YOU COMMIT
TO A WAVE
TO LOOK BACK TO
HOW IT CHANGED.
IF IT CHANGES FROM A
MELLOW WAVE
TO A POTENTIAL NOSE-DIVE,
YOU ADJUST
YOUR APPROACH.





WE LOOK TO HIS SIGNATURE IN NATURE
#S
COMPLETE + FLEXIBLE

4 IDEASIGN

BRING GOD'S CREATION TO FOREFRONT - THIS IS THE FOUNDATION OF WHO WE ARE.

ADAPTED SIGNATURE 4

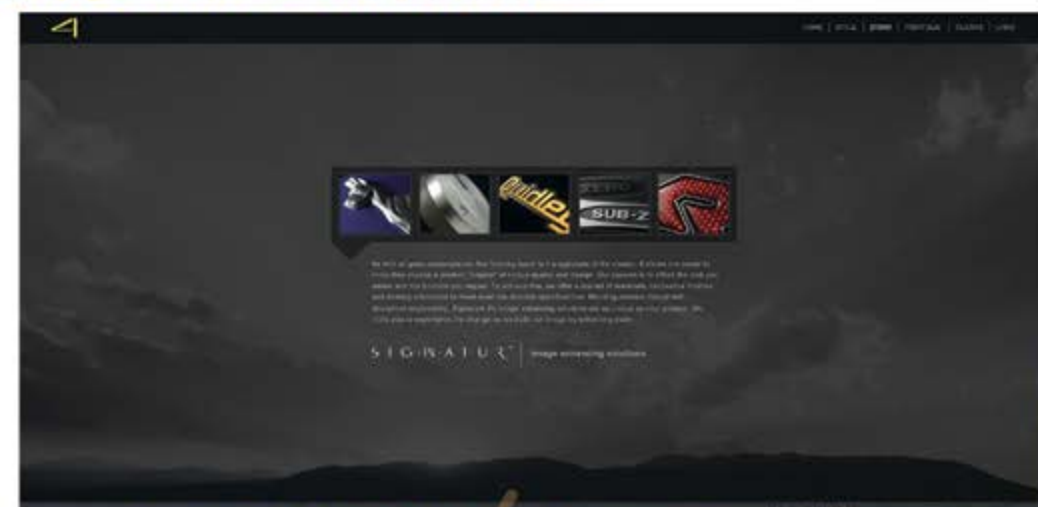
SIG·IN·ATUR IN 4

EMPHASIZE DESIGN + ENGINEERING IN NATURE

BE BRAVE + TAKE RISKS NOTHING CAN SUBSTITUTE EXPERIENCE
4 PARTNERS

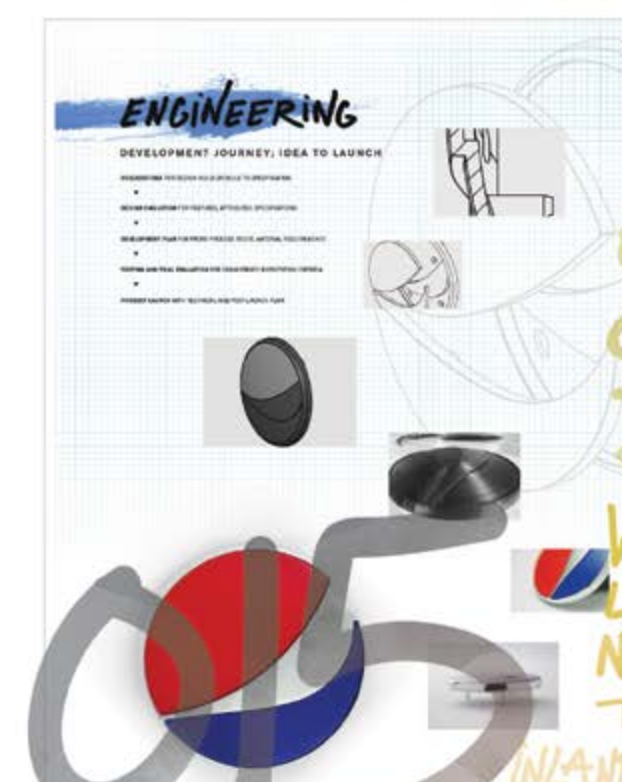


ALIGN OURSELVES WITH LIKE-MINDED PEOPLE



TRANSPARENCY = ACCOUNTABILITY + COMMITMENT TO OUR BELIEFS + VALUES
WE INSPIRE CLIENTS AND EACH OTHER BY LISTENING, CREATING + PERFORMING WITH INTEGRITY IN EVERY ACTION.

WHAT'S THE NEXT BIG WAVE?



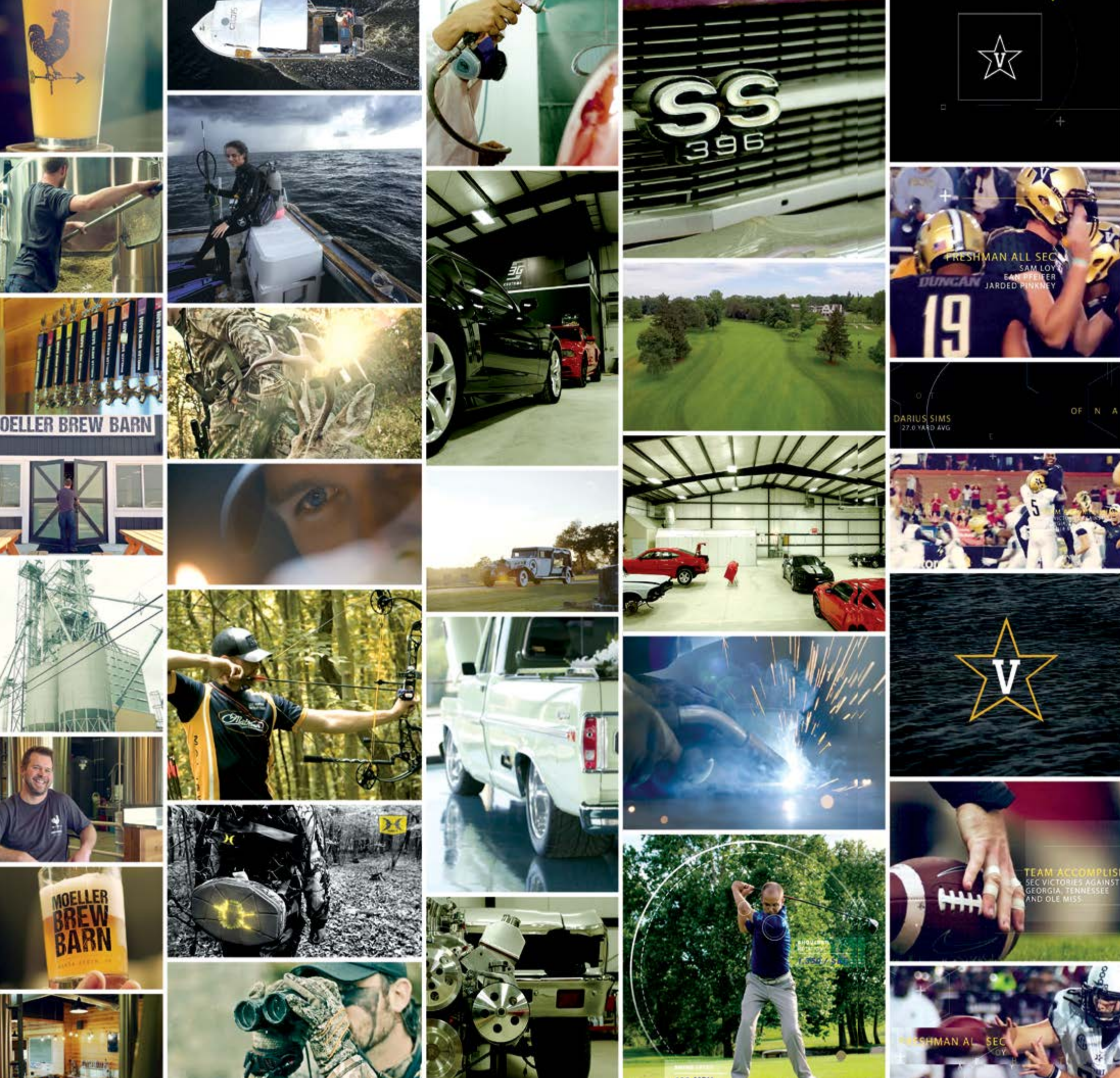
LIFE BEGINS AT THE END OF THE COMFORT ZONE

"A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON. YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL."

JEFF BEZOS

WATER = BUSINESS SMOOTH - TURBULENT
LIFE-GIVING - TAKING CALM - POWERFUL
NEEDED BY ALL LIFE - NOT A HABITAT FOR ALL
TRANSPARENT - MUDDY CONTROLLABLE - NO CONTROL
INLAND SURFERS HOW WILL WE SURF IT?





SIG4 LINE UP : slang - noun Place just outside the breaking waves where surfers wait for their waves



REEL GRELOW

Signature 4 has always been passionate about helping clients tell their stories through their brands and products. As a result of this passion and the search for new opportunities and capabilities, Reel Grelow was established for visual storytelling through video movement and creativity. It's shown to be an added value to the Signature 4 family and their clients.

From start to finish, Reel Grelow uses a variety of professional tools including specialized equipment, graphics, special effects, color grading and large music libraries. The group also acts as a direct in-house video marketing resource for Signature 4, providing materials for internal purposes and new products like the Bronc Box.

TO FIND NEW
VENTURES,
EMULU
-TION +
CHANGE
ARE
NECES
-SARY





4

49, a sister company of Signature 4, specializes in branding and storytelling to the collegiate and professional market space. Projects are focused exclusively on delivering an experience to fans and recruits of the clients' facilities.



Although acting as two separate entities on paper, 49 and Signature 4 share many vertically integrated resources and capabilities under one roof, the lifeblood of both stemming from design and being able to execute those conceptual ideas with advanced engineering and thoughtful fabrication.

Like Signature 4, 49 started small in 2002, and grew with determination of performance, growing and valuing relationships and most importantly a Big Vision.

After earning their stripes early on with branding the University of Pittsburgh's Peterson Event Center followed by Florida Field (AKA "the SWAMP"), the organization has since expanded in a variety of ways to serve some of the most prolific brands in the world.

Corey Associates Inc. (CAI) is based out of Greentown, Pennsylvania. CAI has an amazing history driven by a never-ending quest of serving a global clientele with cost-effective solutions. They manage a superior logistic model at high standard of quality all while maintaining personalized mom-and-pop interaction. Although a few hours away from Coldwater, Ohio, CAI has formed a close partnership with Signature 4. They have grown side by side over the past 10 years.

CAI is a turn-key manufacturer of cable and wire harness assemblies, leads, accord sets, connector assemblies, and electro-mechanical assemblies. The partnership between CAI and Signature 4 has proved advantageous to increase opportunities for one another, and has lead to many rewarding product developments.

CORE VALUES



SERVICE

- Demonstrate a sense of urgency
- Passionately serve each other & clients
- Work to exceed expectations

INTEGRITY

- Do what's right, even when it's hard
- Hold each other accountable
- Open & honest communication

EXCELLENCE

- Compete your ass off
- Deliver quality
- Own your 49 square feet



Form is the newest addition to the clan. Their forte is injection molding, but what makes them different from competitors are the engineering, design, and finish capabilities that can be provided at any stage of the solution. Like 49 and Signature 4, Form emphasizes design in addition to overall function to boost the visual brand for each client.

Currently Form resides in the same home as 49 and Signature 4, and provides yet another strong resource for the in-house coalition.



An aerial photograph of a surfer in a blue shirt and black shorts crashing on a wave. The surfer is upside down, with their surfboard flying through the air. The water is dark green and blue, with white foam from the wave. The background shows a coastline with green hills and a yellow sky.

THE SIGNATURE CREDO

WHETHER YOU CRASH AND BURN ON A WAVE OR RIDE IT TO THE FINISH,
YOU TURN AROUND, PADDLE OUT, AND DO IT AGAIN.

Some opportunities come together as we planned and hope for,
but some crash. ∴ Either way, turn around and do it again.

FOUR

SIG4 WIPE OUT : slang - *noun* An unexpected fall off a surfboard while surfing a wave, surf accident

CYCLE CADDY



MOTORCYCLE GOLF CLUB CADDY CARRIER

INDUSTRY FOCUS : Sports Recreation

OVERVIEW : Signature 4 Processes and Services Involved

- Engineering
- Design & Marketing
- Production and Assembly
- Branding
- Casting and Finish
- Sales and Trade Show
- Painting and Custom Etching

THE WEATHER WAS PERFECT, the surf was prime. Signature 4 and their partners had the concept engineered and the samples produced for their motorcycle-mounted golf club caddy carrier – The Cycle Caddy. Everything was ready for the dive into direct-to-market sales.

For it's debut, the rig was hooked up to a Harley and brought to the 2006 PGA Show in Florida. The booth was swarming, and proved a hit when the Cycle Caddy won PGA's "New Product of the Year" at the show. Everyone was excited and the stars seemed to be aligned and bright.

Signature 4 went big and showcased the Cycle Caddy at a biking convention in Indianapolis. They invited Paul Krause (the NFL's all-time leading interceptor) to bring his bike "The Interceptor", famous for its 130 Hall of Fame member signatures. Nothing could've been cooler to promote the Cycle Caddy by bridging the love of sport to the love of bikes. So many visitors – from bikers to bypass surgeons – loved the product and expressed an interest in purchasing one for themselves. The coals were hot; the consumer buzz was obvious, but there was one problem. The bait was not getting any bites.

Not one was sold.

Signature 4 wiped out and received a good share of bumps and bruises. However, they paddled back out and waited for the next big wave to try again.



BRONC BOX

MODULAR STORAGE SYSTEM

INDUSTRY FOCUS : Outdoors and Hunting

OVERVIEW : Signature 4 Processes and Services Involved

- Engineering
- Production and Assembly
- Vacuum Forming
- Rotomolding
- 3D Printing & Prototyping
- Painting and Custom Etching
- Design & Marketing
- Branding
- Video Production

THE BRONC BOX is the result of catching the right wave. Signature 4 saw an opportunity, created a plan, revised the plan, double checked the plan. They ideated again, said, "screw it," dove in, and began manufacturing.

Then came the work to sell.

Flash forward to today, and you'll see the Bronc Box being used in the field as a modular storage system that was originally created for hunters to store all of their gear in one solid, bad-ass container. It's is now being tailored for other markets.

The Bronc Box receives very positive reviews from hunters and the general public alike, and the creators at Signature 4 continue to have big plans for it. They've just gotten their feet on the board and are surfing a massive Bronc wave. Many ugly heads and smooth rides have yet to appear, but the team is flowin' along and continuing to ride into unknown waters.

This project has been Signature 4's chance to experiment and play, and develop product for themselves – creating something from their own napkin sketch into finished merchandise.

After committing to the investment of the manufacturing process, a lot of employees felt the "what-ifs" and doubt that comes naturally, but there is literally no time for looking back. We've jumped into the realm of direct-to-market sales and marketing. We're speaking to and working directly with customers. Signature 4 is often a puzzle piece, a middle man, or a start gun in the equations, but here we are, neck deep in the whole

process. It's now or never to learn how to swim and surf. Every team is involved with the Bronc Box. Engineering, Sales, Marketing, Design, IT Production, Assembly, Shipping – you name it and someone in our facility has contributed to this 10,000 piece puzzle we dumped on the table.

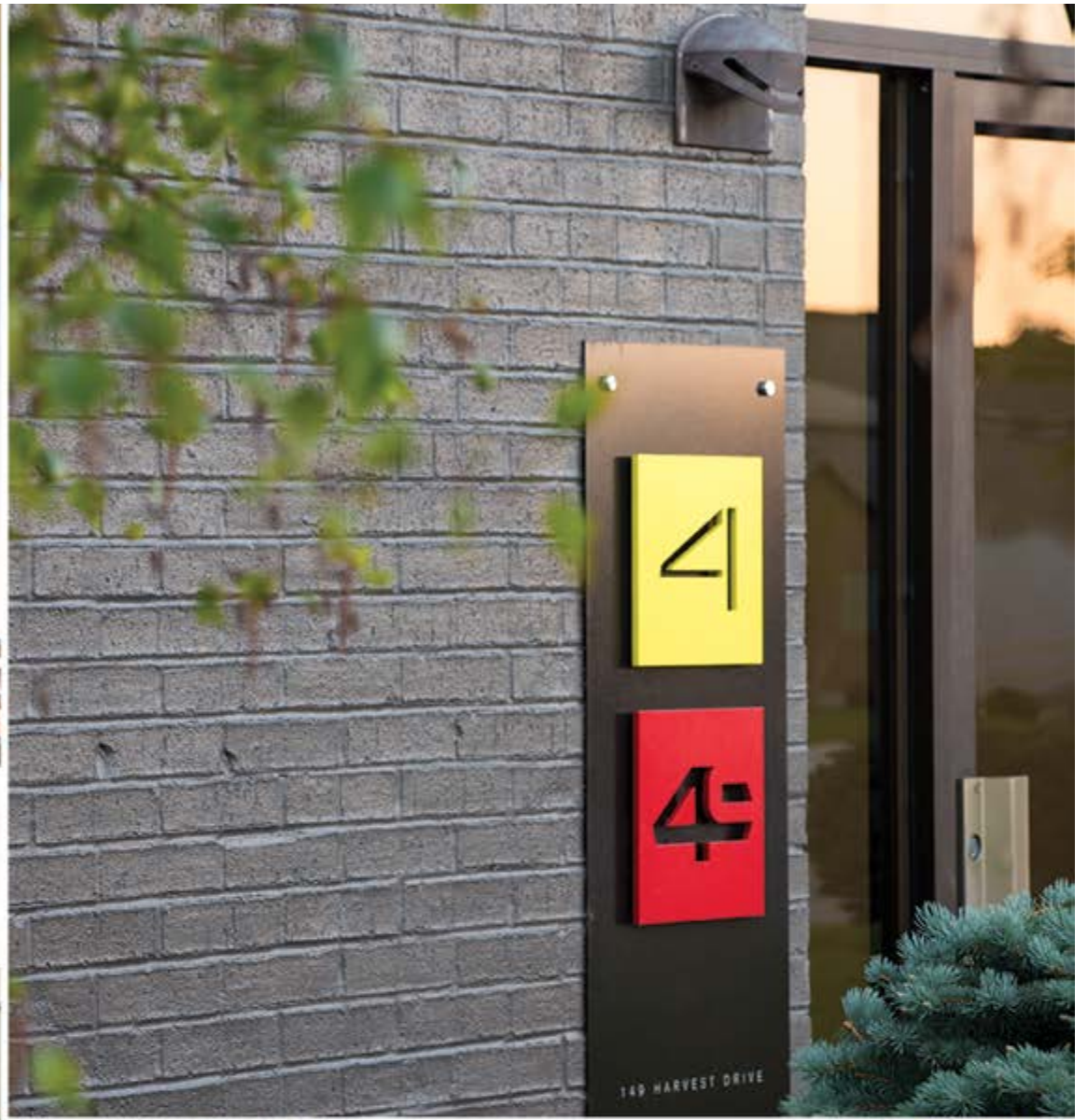
Engineering and manufacturing have worked tirelessly addressing any wrench thrown into the gears. Assembly has adjusted again and again for product improvement and demand. Design, IT and marketing have put many hours into websites, brochures, photography and show items. Sales has talked endlessly to thousands of people, connecting the good ol' grassroots way at trades shows and events.

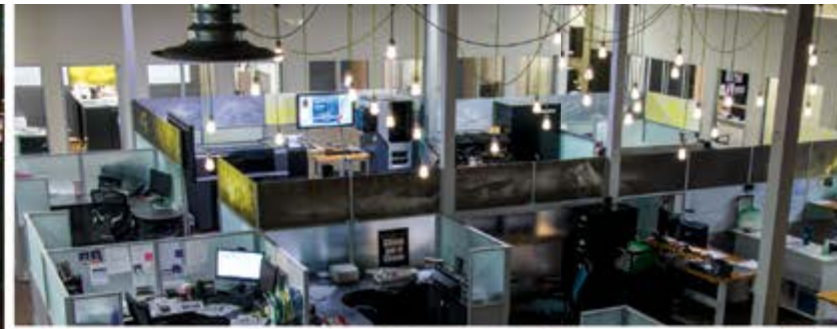
There will never be a finish line. The Bronc will be a journey of landmark arrivals and advancements as individuals and a company. The more we learn, the cooler our multi-tool pocket knife becomes.





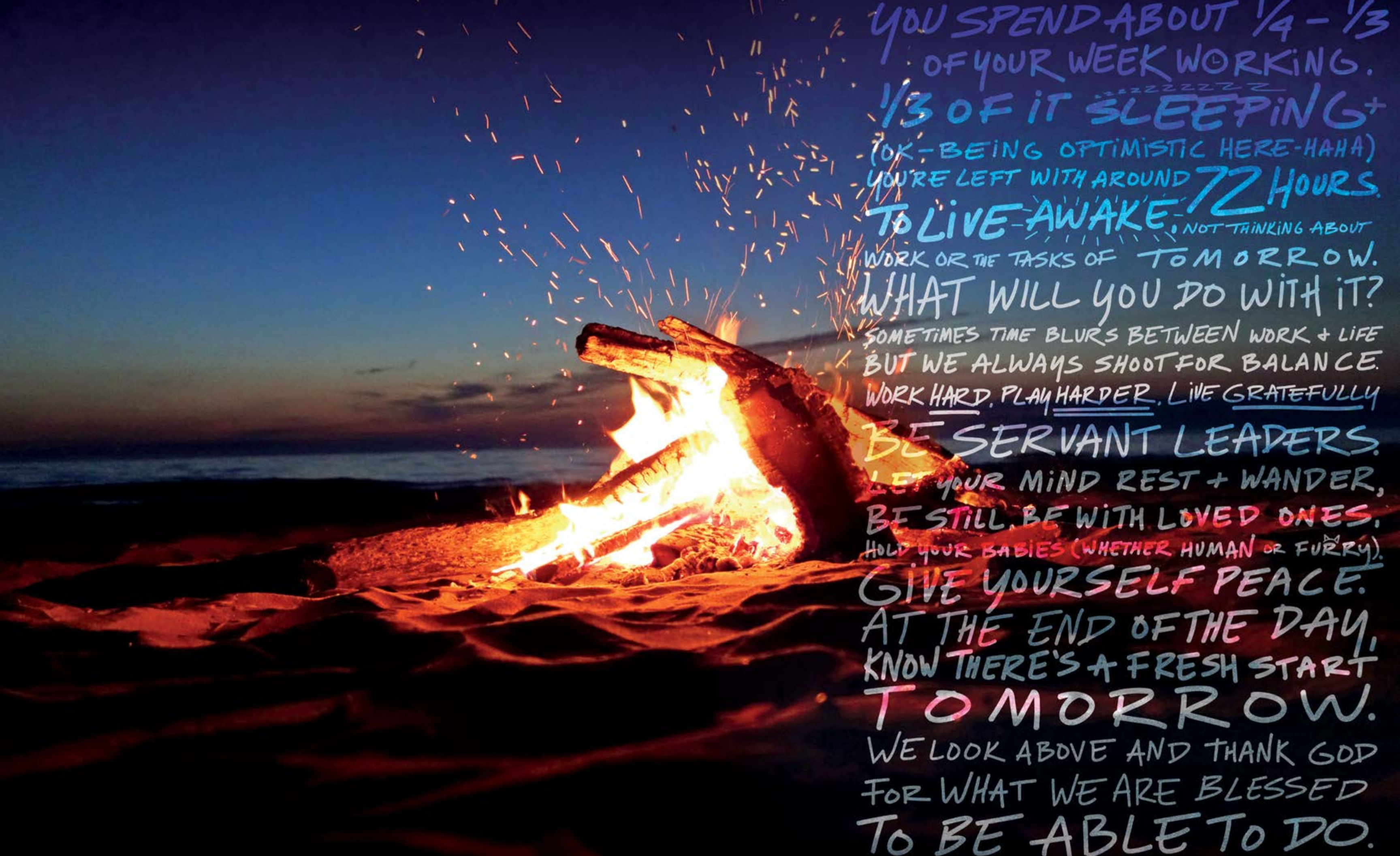






WE'RE PROUD OF OUR HOME
WE CHOOSE TO BE HERE + RIDE IN STYLE
IT'S A REFLECTION OF US -
THE PEOPLE WHO LIVE HERE





YOU SPEND ABOUT $\frac{1}{4}$ - $\frac{1}{3}$
OF YOUR WEEK WORKING.
 $\frac{1}{3}$ OF IT ^{zzzzzzzzzz} SLEEPING+
(OK-BEING OPTIMISTIC HERE-HAHA)
YOU'RE LEFT WITH AROUND 72 HOURS.
TO LIVE-AWAKE, NOT THINKING ABOUT
WORK OR THE TASKS OF TOMORROW.
WHAT WILL YOU DO WITH IT?
SOMETIMES TIME BLURS BETWEEN WORK + LIFE
BUT WE ALWAYS SHOOT FOR BALANCE.
WORK HARD, PLAY HARDER, LIVE GRATEFULLY
BE SERVANT LEADERS.
LET YOUR MIND REST + WANDER,
BE STILL, BE WITH LOVED ONES,
HOLD YOUR BABIES (WHETHER HUMAN OR FURRY).
GIVE YOURSELF PEACE.
AT THE END OF THE DAY,
KNOW THERE'S A FRESH START
TOMORROW.
WE LOOK ABOVE AND THANK GOD
FOR WHAT WE ARE BLESSED
TO BE ABLE TO DO.

LOOK TO THE HORIZON



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