



Identia

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FOR IMMEDIATE RELEASE

Identia Discusses the Benefits of Design-Build

Seminar for Architectural and ADA Companies at the ISA International Sign Expo 2010

NEEDHAM, MA — March 9, 2010 —Travis Veigas, principal of Identia, will discuss how architectural sign companies can grow their businesses through the pursuit of design build work in his presentation, “Using the Design-Build Process for Architectural Sign Projects”, at the ISA International Sign Expo 2010 on Friday, April 9, 2010.

“The design-build approach allows you to grow your business by pursuing untapped sales opportunities in small and medium sized architectural and ADA sign projects. Design-build is an alternative to the traditional competitive bid model, and this seminar provides sign companies with real world knowledge and a detailed ‘how-to’ guide to the process of successfully implementing these projects,” said Veigas.

Identia is the product development division of Whitney Veigas Architectural Products, Inc, an architectural sign company in the Boston area that specializes in design-build projects. Identia provides software, sign systems, and resources to the architectural and ADA sign communities. Travis Veigas has spent 30 years in the architectural sign industry and is responsible for designing the Alumigraph, C-Panel, and Identia sign systems, as well as Identia Online, software for programming and documenting architectural sign projects.

More information on Identia is available at www.identiasigns.com

More information on the International Sign Expo is available at www.signexpo.org