



2/90 Sign Systems Builds on its Legacy of Wayfinding Leadership.
Company launches new website and capabilities brochure to inspire designers, architects, facility owners and more to create turnkey, regulation compliant, wayfinding solutions.

GRAND RAPIDS, MI – To coincide with the start of NeoCon 2017, 2/90 Sign Systems has published its new website and capabilities brochure. Held in Chicago the week of June 12-14, NeoCon is the nation’s largest contract furnishing show hosting over fifty-thousand design professionals who come to mingle with their peers, attend seminars and view displays from over five-hundred industry-leading exhibitors.

The new website can be viewed at 290signs.com. The brochure is available as a physical printed version, or it can also be downloaded from the website. “Both the website and the brochure were created together, with content and imagery presented to help inspire design professionals” comments Rebecca Tyke, Marketing Director at 2/90 Sign Systems. “Whether updating an outdated wayfinding system, upgrading to meet current regulations, or implementing a system in a new, refurbished, or expanding facility, 2/90 Sign Systems is Helping People Find Their Way™.”

The brochure and website showcase the three modular sign systems that comprise the foundation of the 2/90 Sign Systems product offering: Arc, Slide and Klik. These two, new resources will help users to simplify sign planning and design, walking them through the product highlights, featured industries and programs.

The 2/90 Sign Systems wayfinding revolution began almost 40 years ago when the introduction of Slide revolutionized the signage industry. Slide was the first open-ended sign system consisting of rails, end caps and inserts, that allows the user to create a unique design from the infinite combinations of available materials, colors and configurations. Today, the 2/90 Sign Systems product offering has expanded from Slide to include Arc – the easy-to-update, paper-friendly signage solution with a curved profile, and Klik – a 2016 Best of NeoCon recipient that features front-loading inserts and a frameless option with baseplates available in a variety of shapes and colors.

Each system is aesthetically unique, and they all offer the modularity and function required in today’s environment such as easy brand or message changes and onsite updates. More than simple, the 2/90 Sign Systems modular design also helps to increase the product’s life-cycle.

In addition to system signage, 2/90 Sign Systems provides a complete offering of interior, exterior, static and digital turnkey solutions with dimensional letters, wall graphics and more. Wherever wayfinding products are needed, there is a 2/90 Sign Systems solution Helping People Find Their Way™.

About 2/90 Sign Systems: For almost 40 years, 2/90 Sign Systems has been an industry leader providing solution-based architectural signage systems. We offer a turnkey solution for customers by providing interior, digital and exterior signage along with wayfinding, installation and maintenance services. We are the partner-of-choice to many prestigious healthcare, corporate, educational, hospitality and federal government facilities. 2/90 is also available through GSA Schedule (GS- 07F-0265N) and UNICOR 2/90.

2/90 Sign Systems is an ESOP (employee-owned) company with over 100 employees dedicated to producing quality signage products and exceeding our customers’ expectations. Please visit www.290signs.com for more information.