



3/21/16

Ms. Yvette Kline
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To whom it may concern:

Pannier has been in the business of designing and fabricating interpretive signs for 40 years. We are members of the Society for Environmental Graphic Design (segd.org), American Trails (americantrails.org), Pennsylvania Museums (pamuseums.org), National Association of Interpretation (interpnet.com) and the Pennsylvania Recreation and Park Society (prps.org). Our customers include National Park Service, state and local parks, zoos, arboretums, etc. Basically, we work nationwide and beyond to provide durable signage, not limited to educational signage. We are across many markets including interpretive, transit, commercial, and wayfinding.

Because we do all of our fabrication under one roof, we are in a position to recognize a new and unique design, such as the lamppost interpretive sign mount, a method that was conceptualized by Miami University, and engineered and fabricated by Pannier to overcome what would have otherwise been an insurmountable obstacle – placing outdoor interpretive signs in a part of campus that had a number of new sustainable features, but which lacked an approved method for permanent sign installation.

The sign mount provided the best features of a permanent installation, with three additional uncommon outcomes, as reported to me by Yvette Kline.

- 1) Because the signs were attached to lampposts, the light from the lamps allowed for viewing after dark with no additional energy required.
- 2) Students in two classes – “Usability” and “Writing for the Public” studied the locations, content and user interactions and provided critiques that are forming the basis for the next installation locations. Because the signs can be easily relocated, the students' work is more than academic. It is actionable.



3) Armed with insightful student critiques, the next generation of panels is in planning, bringing art and writing students into the content design.

Pannier was thrilled to work together with Miami University to achieve the final result of the lamppost signage, and it is wonderful to learn how this simple innovation has broadened both campus and academic engagement.

Thanks,

A handwritten signature in black ink that reads 'Robin Heddaeus'.

Robin Heddaeus
Director of Business Development