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PRESS RELEASE

VMS Creates Wayfinding Signage for New Cleveland RTA HealthLine

The transit authority relies on VMS to produce station maps for its new dedicated route

Twinsburg, OH – Visual Marking Systems, Inc. in conjunction with the Greater Cleveland Regional Transit Authority (RTA) has designed and produced new wayfinding signage for RTA's new HealthLine route. HealthLine is a new 58 stop route that connects Downtown Cleveland with the educational institutions, medical facilities and business centers to the east of Cleveland.

VMS provided a team of designers and transit signage specialist to work with RTA to create custom wayfinding signage that is unique to each stop on the route. Each wayfinding sign was customized to highlight different points of interest relevant to that location along the HealthLine route. Being involved from the start of the project allowed VMS to design the signage and make recommendations for the installation and displaying of the signage.

RTA officials came away impressed with "VMS' ability to design, produce and deliver the final parts with a short amount of lead time" and expressed their "happiness with the design, delivery and installation of the signage."

About VMS:
Visual Marking Systems, Inc. is a leading provider of high impact product markings for today's OEM, Corporate Identification, Transit, Marketing Promotion, and Fleet Graphic markets. Offering a full range of services such as design consultation, product development, manufacturing, graphic installation and inventory management, VMS works with its customers as a strategic partner to create product identification labels, decals, overlays, large format graphics and point-of-purchase graphics that are economical, visually attractive, highly functional and, above all, worthy of recognition. For more information on Visual Marking Systems visit www.vmsinc.com.

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