

# **Recognition Products of the Southwest**

Starting in 2002, our independently owned firm represented just one company. Today, **Recognition Products of the Southwest (RPSW)** works with many of the leading specialty and general quality recognition manufacturers to provide customers with the right product from the right manufacturer for their special projects. Our clients include colleges, universities, public & private secondary schools, healthcare, religious, not-for-profit organizations and for-profit companies. We serve customers primarily in Texas, Oklahoma and Louisiana but extend beyond those borders.

## **Customer success stories**

Since we have such a diverse client base and get involved with many different kinds of recognition and signage projects...each one is unique. Here are a few examples of past projects:

- An art museum in Louisiana needed a donor recognition display to compliment the stainless steel hardware throughout the contemporary building. We designed a custom 9' x 8' stainless steel display with removable stainless steel nameplates for 5 different giving categories that allow them to easily update the display.
- A major law school in the southwest wanted a recognition piece that allowed them to continually acknowledge annual donors to the Chancellors society. We created a custom mahogany wood base with brass plate that included an etched glass piece that fits into the base and is awarded annually to donors. This award has been successful in establishing over 250 annual donors.
- The college at a large Texas university wanted to recognize their endowed scholarships. We designed a contemporary wall display that contained multiple glass panels covering a 20' x 6' area to acknowledge their current donors and allowed room for the future growth of their programs.
- A major private university in Texas wanted a cast bronze wall display to acknowledge two major philanthropists of the institution. Working with their graphics department, we created several large 3' x 6' cast bronze plaques with portraits that were attached to a custom-built wall to honor these special donors.
- A major hospital in Dallas needed a donor wall and naming opportunity signage for a new outside park they were creating. We worked with their designers and created a durable stainless steel free-standing display and naming plaques that timelessly recognize their contributors.
- A north Texas private Christian school completed their capital campaign and wanted to recognize their donors and identify naming opportunities. Using cast aluminum, we designed and created signage which also matched and complemented their existing recognition.
- A DFW area school district wanted a display to honor their championship football team. We designed a large cast bronze plaque that listed the players, coaches, staff and schedule to memorialize this special season. The display was mounted at the stadium for their fans to enjoy. Additionally, we added individual cast bronze "Hall of Fame" plaques to commemorate persons of special significance to their sports program.

## **Important Considerations**

Selecting a recognition company can be a difficult decision. Design and price are just two of the many factors to consider. Other critical factors include customer service, product functionality & flexibility, final product quality, and establishing a long-term relationship with your recognition partner. When designing, we consider architectural and spatial relationships, lighting, ease of maintenance and growth potential. Our turn-key solutions can include consultation, design, fabrication, installation and follow-up.

- **Product functionality and Flexibility:** Any recognition firm or sign shop can try to produce an appealing design, but often fail to produce a quality product that withstands the test of time. They may not provide the flexibility or expandability you need in a system that is easy to maintain. Our designers have the knowledge of how our systems are manufactured and we work closely with you to ensure the final product is as functional as it is beautiful.
- **Establishing a Long-Term Relationship:** **Recognition Products of the Southwest** strives to establish a mutually beneficial long-term relationship with each client - this is a key business philosophy.
- **Product Quality and Exceptional Customer Service:** Since our inception, we have provided high quality plaques, awards, signage and wall displays to our customers. We have established relationships with the leaders of recognition systems who utilize the most extensive materials in the industry. By using leading manufacturers, this gives us flexibility to meet your needs and budget, while providing quality products.
- **Why Choose Recognition Products of the Southwest:** When you choose **Recognition Products of the Southwest (RPSW)** as your recognition partner, we will create projects with quality products, flexible and functional recognition systems and consistent product maintenance/support. Whatever you are seeking in your recognition program, **Recognition Products of the Southwest (RPSW)** will design the perfect award, plaque or wall display to meet your needs. We offer time-tested reliability, custom designs, superb craftsmanship, dedication to quality and exceptional customer service. **We are Quality and Value!**

### **RECOGNITION PRODUCTS OF THE SOUTHWEST**

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# **RECOGNITION IDEAS**

We look forward to the opportunity to provide design consultation on your next project or to see how we can rev-up your current programs. To help improve your recognition programs, ***Recognition Products of the Southwest (RPSW)*** will work with you to design and provide the perfect wall display, plaque, sign or award to meet your exact needs. The following are some ideas you might consider for your recognition programs.

## **DONOR RECOGNITION**

### **Annual Giving**

- Individual items recognizing various levels of annual giving, e.g. \$100, \$500, \$1,000, \$5,000, \$10,000, etc.
- Central display honoring all the members at each level.

### **Capital Campaign**

- Individual items recognizing donors at various levels of meeting minimum level requirements.
- Central display recognizing groups of donors contributing to the specific cause.

### **Planned Giving**

- Individual gifts to supporters donating through endowments, wills, bequests, trusts, etc.
- Large scale central display recognizing donors. Donations made through planned gifts can be the largest gifts to an institution; therefore the recognition may reflect this with the use of elaborate recognition systems. Examples are portrait displays, nameplate systems and individual plaques with replicas presented to donors.

### **Cumulative Recognition**

- Recognizing donors at various levels on a cumulative giving basis.
- Individual items provided to donors as the various levels are reached.
- Large-scale display recognizing the various levels and members, similar to planned giving recognition.

## **ALUMNI OR CONSTITUENT RECOGNITION**

### **Annual Fund or Membership Recognition**

- Individual items for levels of membership or annual giving. For example: \$100, \$500, \$1,000, \$5,000, \$10,000, etc. Examples include plaques, awards, clocks, vases, etc.
- Central display honoring the members at each level.

### **Distinguished Alumnus/Individual Awards**

- Individual portrait plaques, awards for honoree.
- Illustration wall display honoring past, present and allowing room for future award recipients.

### **Board Member Service Recognition**

- Individual items recognizing board members for service during their terms.

## **ATHLETIC RECOGNITION**

### **Athletic Hall of Fame**

- Elaborate central display with portrait and text plates. May contain historical or event driven content.
- Recipients receive an individual portrait plaque/awards with a replica included on a central display.

### **Special Athletic Achievement Awards**

- Individual recognition pieces recognizing MVP, student-athlete awards, etc.
- Central displays recognizing past, present and allowing room for future award recipients.

## **SPECIAL AWARDS**

- Individual desk, plaques, awards, glass pieces presented to honoree.
- Service, Safety or Length of Service individual awards and wall displays
- Central display honoring past, present and allowing for future award recipients.

## **SIGNAGE**

- Major donor recognition, building and campus identification, special objects/scenes can be incorporated.
- Exterior Usage: cast bronze or aluminum; stainless steel, etched metal, ImageCast, Alumicolor, corian and combinations of these materials.
- Interior Usage: cast bronze or aluminum; stainless steel, etched metal, ImageCast, Alumicolor, glass, acrylic, wood, laminates, corian and combinations of these materials.

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