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Poblocki Sign to install 1,000 signs for Children's Hospital expansion

March 12, 2009 11:06 AM ET

Poblocki Sign Co. of West Allis has been selected as the sign provider for Children's Hospital of

Wisconsin's west tower expansion, a project that calls for Poblocki to install an estimated 1,000 signs.

Poblocki will fabricate and install interior and exterior signage throughout the tower. The project will include building and room identification signage, wayfinding signage and specialty signage for the donor walls. Financial terms were not disclosed.

Poblocki is working in collaboration with Zimmerman Design Group, of Milwaukee, and Boston-based Shepley Bulfinch Richardson and Abbot, the project's designers.

Children's Hospital is expanding its campus in Wauwatosa to accommodate growth. The 12-story, 425,000-square-foot tower will have room for 236 to 294 patient beds, leaving space for an additional 72 beds in the future. The tower also will feature a larger pediatric intensive care unit and the expanded Herma Heart Center. The project is expected to be completed this spring.

"We are honored that Children's Hospital chose Poblocki as its signage partner for this project," said Paul Poblocki, vice president and general manager of Poblocki Sign Co. "Hospital environments are always challenging and our team is excited to help develop an effective wayfinding system from this beautiful, new facility."

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