

3930 Ventura Drive
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March 11, 2015

Arlington Heights, IL
Village Board of Trustees,

This is a formal letter to request a signage variance due to the current building design and location.

We are a sales and research & development office, so we are not looking to pull people in off the street. We operate two businesses out of the same office at 3930 Ventura Dr - Soarus LLC and MSI Technology. The companies are separate businesses that operate out of the same office and use the same resources – people, equipment, etc. Soarus mainly sells a plastic resin called Soarnol used in the making of plastic film for food packaging. MSI Technology mainly sells a complementary product called Plexar that is used as an adhesive between the different layers of a multi-layer film.

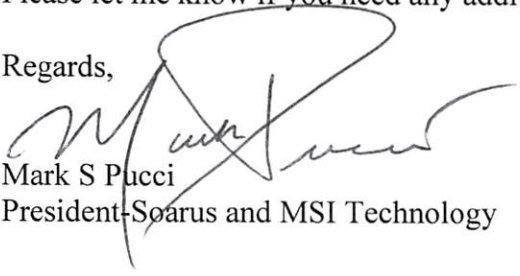
The current provision from the sign commission would have us put a sign on the building itself. As you can see from the pictures of the building we are not a retail building or company. We are also not looking to put permanent holes into the building. We like the current look of the building and do not want to detract from the current aesthetic.

Our goal in installing this sign is to signify our entrance. The building's design was made for many tenants, with many doors all looking the same. There are only two tenants currently in the building – Soarus/MSIT and Sonoco. Without a proper identifier it is very difficult for visitors to find the main entrance to our space. I have had people go to each door looking for the entrance, even though only one door has the names of the company on it. Therefore putting a small sign that is clear at the front of our main entrance will be sure people can find our entrance.

We believe the sign will not cause any traffic issues nor will it cause any depreciation of the surrounding area. We are not a retail company so it will not give us a competitive advantage against another company in the area.

Please let me know if you need any additional information.

Regards,



Mark S Pucci
President-Soarus and MSI Technology