

COMPANY PROFILE

THE FOURTH
DIMENSION, INC.

THE RATIONALE BEHIND THE NAME

Advertising is commonly perceived to have three dimensions
- radio, print and TV.

Most people commonly view things in three dimensions as well
- height, width, and depth.

We believe that there is a fourth dimension, that, which only the creative eye can see.

It is the medium that stands above the rest,
The new, the innovative,

-The Fourth Dimension Inc.

Incorporated in 1985, the company was envisioned to be the purveyor of cutting edge technology in the visual communications in the Out-of-home (OOH) industry.

The company specializes and is known for providing solutions to customized, unique, challenging graphic design and production requirements. It is recognized as the leader in cutting edge technology, having introduced and pioneered in products now considered very much an integral part of the indoor and outdoor advertising industry.

The company is a full-service company engaged in the indoor and outdoor sign and advertising industry in the country. Its core competence is in rolling out sign programs of companies that are national in scope due to its capability to operate nationwide. It is also engaged in the supply of various materials used in the construction finishing industry. It also supplies a unique ceramic paint used as an anti-corrosive.

It has been, over the last 15 years or so, the exclusive sign contractor of Chevron Philippines for all its Caltex service stations scattered all over the country. It also provides total maintenance for all of its Luzon service stations.

Over the years, the company has supplied labor and materials and/or manpower to various entities engaged in the oil industry. To name a few, Pilipinas Shell, PTT Philippines Corporation, Unioil, Phoenix Petroleum, and Total Philippines. It also is the preferred supplier of several car manufacturers for their dealerships. The company is also the sole supplier for Hyundai for their re-imaging program. Other clients include Mitsubishi Motors, Honda Cars, and Honda Motorcycles.

Throughout its 32-year history, it has had the privilege of supplying most of the original signage of most banks, fast-food and drug chains, restaurants, fashion retailers, car dealerships, resorts, salons, supermarkets and many other prestigious commercial companies. Among its clients are TGI Fridays, California Pizza Kitchen, Gonuts Donuts, RCBC, and Lacoste to name a few. It has also supplied architectural, wayfinding and informational signage systems to hotels such as the former Oakwood, now known as the Ascott, Frasier Place and the EDSA Shangri-la, malls such as the Shangri-la Mall, Robinson's Galleria, SM North Annex and Skygarden, Megamall and more.





- Molded Acrylic Signage

















Brief History

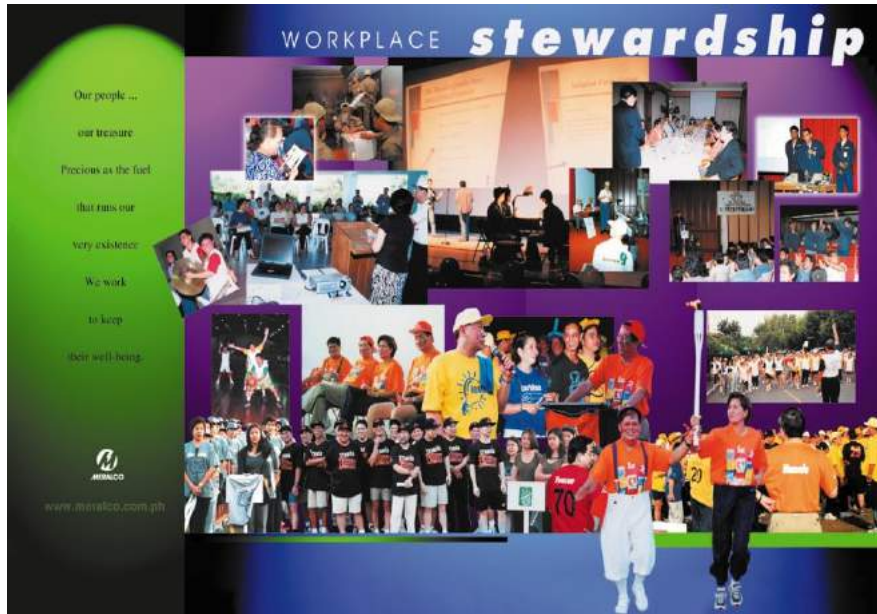
It pioneered in giant inflatable advertising displays in 1985. The company produced and supplied the giant inflatable replicas of Ronald McDonald and Jollibee, as well as replicas of Coke and San Miguel Beer, Pepsi and many more.

In 1986, it introduced short-run, computer-aided cutting machines that cut pressure-sensitive vinyl to produce graphics, which is now common decoration for vehicle graphics, both interior and exterior informational or directional signage, graphic applications and as an all-around alternative to silk-screened graphics.

Inflatable..



High-Resolution Printing..



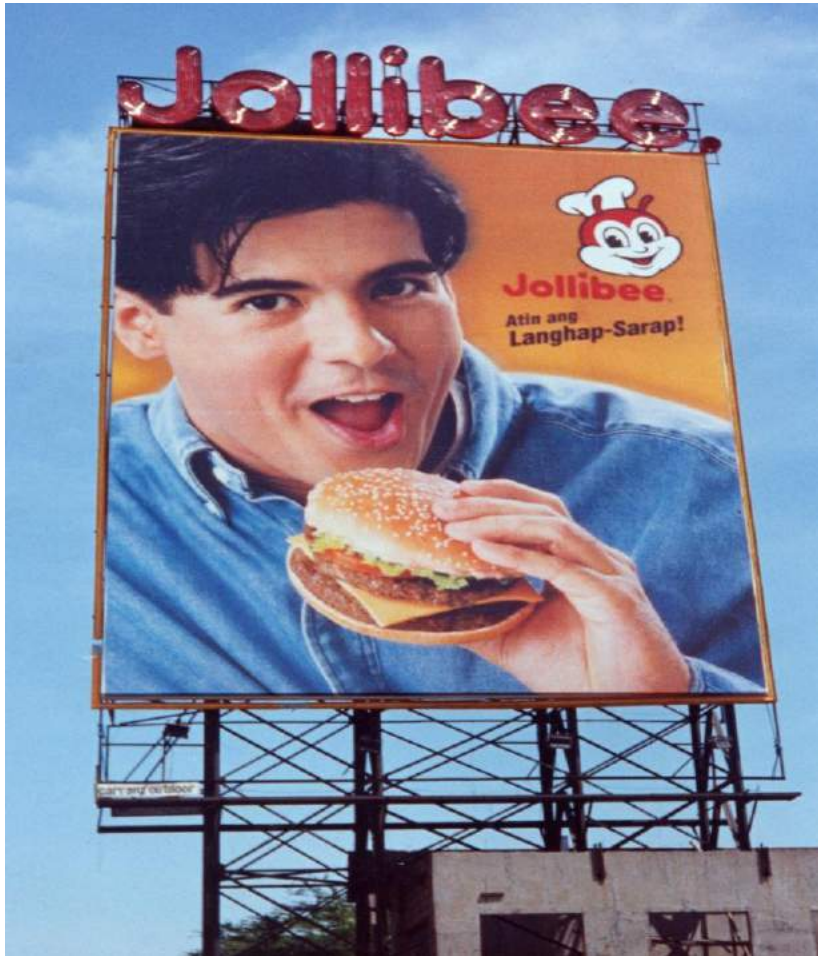
In 1987, in exclusive partnership with 3M, it introduced Panaflex flexible face material as an alternative to acrylic or plexiglass rigid sheets used in the back-lighted sign market and the use of especially-designed aluminum extrusions as an alternative material to steel for use as sign cabinets. Today, almost all backlit signs are made from this material.

Two years, later in 1989, the company introduced the first large-format full color digital printer in the Philippines, a 20'-wide printer that was only one among the first 100 such printers built in the world at the time. It introduced also the use of tarpaulin material as an alternative to GI sheets commonly used as substrate material for billboard faces. The introduction of this technology has given birth to what we today know to be the interior and exterior advertising industry.

The technology is used for billboards, tarpaulin banners, photographic displays for interior murals, delivery vans, transit advertising, floor graphics, mobile advertising, exhibits and promotions, and many more. It is also used not only for commercial applications but for architectural applications as well.

In the following years it would introduce “Sintra” material or closed-cell, rigid PVC sheets for use as substrates in merchandising and displays, exhibit systems for merchandising and way-finding, tri-vision display systems, portable inflatable billboards, and aluminum composite materials (ACM), being the first representative of Alucubond Technologies in the market. ACM is extensively used as an exterior and interior cladding material today.

Large Format Printing



Billboards



Van Graphics

In 2000, it pioneered in LED assembly in the Philippines for use as accent lighting in the architectural industry. For Caltex service stations alone, the company has produced and installed over 50 kilometers of LED accent lighting! Today, the company carries the complete line of Led products that are used for the architectural lighting industry, including SOLAR-POWERED, LED streets lamps and other LED lamp for various applications such as down-lighting, ambient lighting, accent and interiors.

The company also introduced slim, 16mm thick LED-lit backlit displays, LCD screens and various hardware for merchandising and point-of-purchase, as well as SHOP FITTING hardware for in-store displays.

In June of 2008, the company was appointed by Aristech Plastics, Inc. of the USA for its world-famous “AVONITE” brand of solid surfaces. Avonite is used extensively as high quality countertops for kitchens, bathrooms, furniture, reception and selling areas also as wall cladding, as an alternative to stone. It has a complete collection of different colors, including semi-translucent that allow for backlighting.

Since the arrival of its initial inventory of solid surface material in 2008 the company has installed a fabrication shop solely for Avonite countertops, hired fabricators with a combined experience of almost 15 years in the solid surface fabrication industry and has facilitated their further training by bringing in Avonite trainers from the USA.

AVONITE



The company also supplies ALUMINUM SCAFFOLDS for use in construction and maintenance work.

Aluminum scaffolds are lighter than traditional metal scaffolds, therefore easier for workers to carry and move around, thereby reducing the risk of back-related injuries to users.

And because they are light, they are much faster to deploy with less manpower. Vehicles can carry more of them to sites and are subjected to less suspension fatigue.

Made exclusively with 100% virgin aluminum, features include handrails and Z-type stair ladders with landings, Platforms featuring trap doors and safety toe boards, 8" diameter, hard rubber-lined wheels with locks, and, four-point outriggers for stability – all designed for the safety of the users.

ORGANIZATION

CARLO S. LLAVE

Chairman / CEO

He is the immediate past Chairman of the Outdoor Advertising Association of the Philippines (OAAP) and 2007 Vice Chairman of the Advertising Board of the Philippines (ADBOARD). He currently sits in the Board of Trustees of the Advertising Foundation of the Philippines

He is a 1999 AGORA award recipient for entrepreneurship.

A holder of a Bachelor's degree in Mechanical Engineering from De La Salle University, and has been a regular speaker in graphic design and evolving trends in outdoor advertising both in graphic design and advertising seminars both in the academic and the professional industry.

He has also spearheaded the modernization of the Outdoor Advertising Association of the Philippines (OAAP), having served as its President for three terms and its first Chairman, starting from 2005 till 2007

RODOLFO R. SISON

President / COO

He is holder of bachelor's degree in Mechanical Engineering from the De la Salle University.

He oversees the day-to-day operation of the company.

He has had training in Japan in handling plant operations and the Operations Manager of the Kayaba Shock Absorber Manufacturing Company here in the Philippines in the early 80's. His family co-owns Diamond Motors in the Philippines.

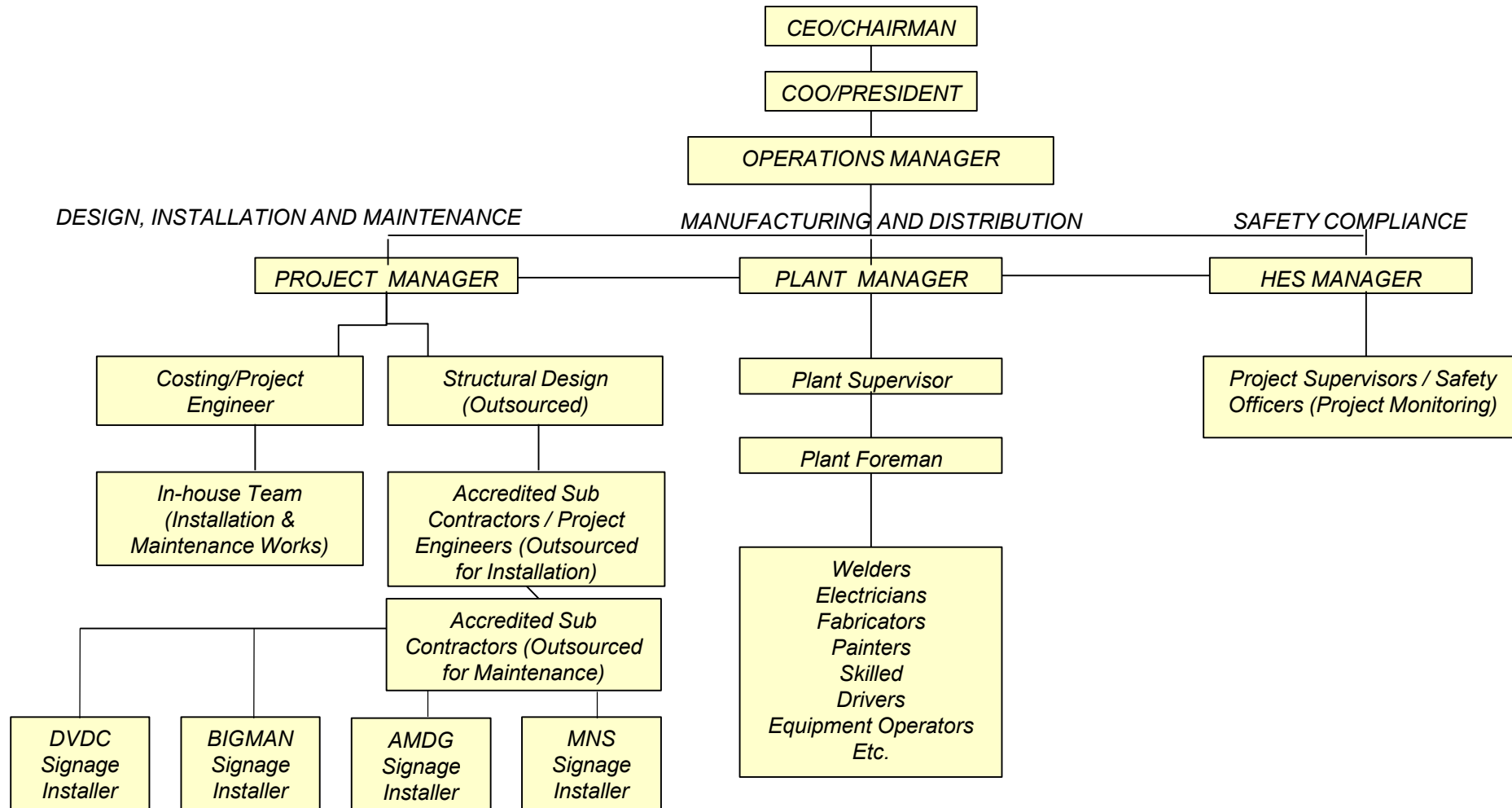
The company has a regular staff of about 250 people composed of marketing administrative, graphic and plant personnel. It has under its employ, a full technical staff comprised of architects and engineers, as well as graphic design practitioners. It has accredited contractors, all TFDI-trained deployed all over the country, with a staff of more than a hundred employees.

The company is also recognized as an AUTHORIZED CONVERTER by 3M of 3M Panaflex and translucent film material and therefore its works are covered by the 3M MCS Warranty. It is also an authorized converter of Avery. It is a recognized dealer of Philips for its lighting products.

The company strictly adheres to a health and safety program to ensure the well-being of its employees and the public it serves as prescribed by the Operational Health and Safety Association or the OHSA.

It has a dedicated OHSA department whose job is to ensure that all employees observe proper attire and procedures to keep safe and healthy at all times. It conducts regular training of all its personnel and sub-contractors with Philippine Red Cross, Fire Marshalls and OHSA-certified trainers as resource persons. The company maintains a ZERO tolerance policy for accidents and invest heavily on safety equipment such as safety signage for on-site work and PPE's for all its work personnel.

PROJECT ORGANIZATIONAL CHART



COMPANY RESOURCES

The company is headquartered in Carmona, Cavite, and operates in a company-owned building consisting of 5600 sqm covered space.

It has its own concessionaire-run, on-premise, kitchen, canteen, lockers, and recreation facilities for its employees.

It has five (5) large-format printers for printing of full-color graphic displays. It has two graphic design workstations. It has five CAD-CAM routers capable of cutting and engraving in three dimensions, two laser cutter-engravers for exact and intricate cutting work, an automated channel letter making machine, vertical routers, and huge vacuum forming machines, capable of processing acrylic and polycarbonate sheet sizes of up to 100" x 110", as well as keeps inventory of a myriad of materials for use in architectural and commercial applications.

It has complete facilities and equipment for metal works such as aluminum and steel welding machines, various machine shop equipment and other support facilities and utilities for the production of its various products. The plant features an enclosed painting booth, and a separate hot-weld building for safety purposes. It owns and uses proprietary aluminum profile extrusions specifically designed for use with flexible face sign cabinets.

Complementing its plant is a fleet of work vehicles such as forklifts, 40'-long boom trucks, bucket lift trucks, delivery and shuttle vans.

The company is headquartered in Carmona, Cavite, and operates in a company-owned building consisting of 5600 sqm covered space.

It has its own concessionaire-run, on-premise, kitchen, canteen, lockers, and recreation facilities for its employees.

It has five (5) large-format printers for printing of full-color graphic displays. It has two graphic design workstations. It has five CAD-CAM routers capable of cutting and engraving in three dimensions, two laser cutter-engravers for exact and intricate cutting work, an automated channel letter making machine, vertical routers, and huge vacuum forming machines, capable of processing acrylic and polycarbonate sheet sizes of up to 100" x 110", as well as keeps inventory of a myriad of materials for use in architectural and commercial applications.

It has complete facilities and equipment for metal works such as aluminum and steel welding machines, various machine shop equipment and other support facilities and utilities for the production of its various products. The plant features an enclosed painting booth, and a separate hot-weld building for safety purposes. It owns and uses proprietary aluminum profile extrusions specifically designed for use with flexible face sign cabinets.

Complementing its plant is a fleet of work vehicles such as forklifts, 40'-long boom trucks, bucket lift trucks, delivery and shuttle vans.







Printing Machines



Roland Plotter/ Cutter



Roland Printer



HP Printer

Printing Machines



Docan Printer



Flora Printer

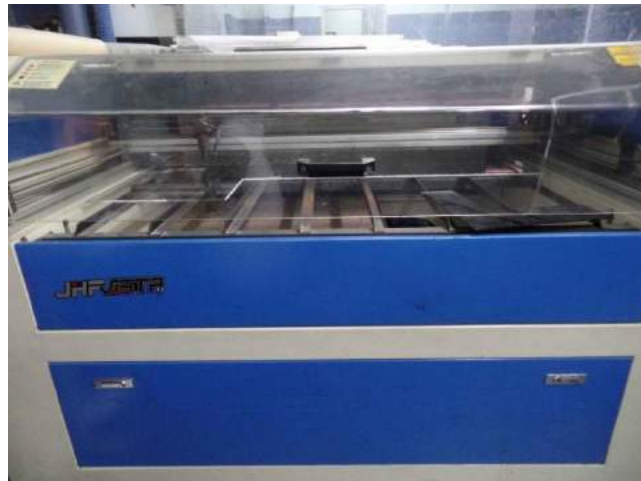
Routing Machines



CNC Router



CNC Plasma



CNC Lazer



Vertical Router

Routing Machines



CNC Router



Bodor Fiber/Lazer - Steel



Bodor Acrylic Lazer Cutter

Molding Equipments



Large Molding Equipment



Small/Medium Molding Equipment.



Pre Drying Oven



Bending/Shearing, Radial Armsaw & Rolling Machines



Laser Welding Machine



CAD/CAM Channel Letter

Some Installations.

CALTEX



Mamplasan SLEX



Macapagal Blvd.



Pampanga



Non-Standard Irregular Shaped Canopy Fascia of CALTEX Palawan

PTT PHILIPPINES CORP.



Lucena



Mexico Pampanga

UNIOIL PETROLEUM PHILS. INC.



Cainta, Rizal



Pulilan, Bulacan

PHOENIX PETROLEUM PHILS. INC.



Graceville, Bulacan



Edsa, Guadalupe



Socony Bugallon, Pangasinan



Iba, Zambales

mitsubishi motors



Hyundai Logistics Center

Calamba, Laguna



HYUNDAI PHILIPPINES

Cebu South - J. De Veyra St, Cebu City



HYUNDAI PHILIPPINES

General Santos City – National Highway

