

HIDDEN ART SELECT BRIEF 2010

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I. INTRODUCTION

I.1 Introduction

Hidden Art is inviting all Hidden Art Level 2 London members to submit expressions of interest for the production of a range of giftware and design collectables for **Hidden Art Select 2010**.

It is a great opportunity for the designer-makers involved to achieve exposure as well as sales and gain experience on brand licensing.

The 2010 edition will be the fourth range of the Hidden Art Select brand and will build on the strength and experience achieved through the previous ranges.

To find out more about the designers who participated in 2007, 2008 and 2009, please refer to our website: <http://www.hiddenartlondon.co.uk/select>

Best sellers so far have included Jake Phipps Jeeves and Wooster lights (2007), Sharon Bishop's 'Danger series' plates (2008 edition) and Susan Bradley's London Landmark bookends (2009), to name a few.

The Hidden Art Select range continues to sell outside of the year of selection through the Hidden Art E-shop and independent channels.

All Hidden Art Select products which are currently available can be found here: <http://www.hiddenartshop.com/section.php?xSec=460>

Summary of requirements:

We are looking to develop and launch a range of unique and original gifts and collectable products: They must be sustainable, commercially viable products, which have not been released before.

The retail prices should be around the recommended price points detailed below:

- **Gifts** – Price point between £ 5.00 and £ 40.00
- **Collectables** – between £ 10.00 and £ 60.00 (with a giftware focus only)

Those selected will have 6 months for product development, sampling, production and testing. The products' delivery date will be June 2010.

The designer-makers involved will receive support from Hidden Art through production (if required) plus a professional photo-shoot, PR campaign and promotional material to complement the group launch of Hidden Art Select 2010: At this stage Hidden Art envisages a soft-launch of the products in September 2010.

- Hidden Art Select 2010 Information session: Tuesday 8th December, 6 - 7.30pm
- Deadline for Expressions of Interest: Friday 11th December 2009
- Deadline for Applications: Friday 8th January 2010

1.2 The Hidden Art Brand and Hidden Art Select

The Hidden Art brand is modern and conscious of its origins in craft and manufacture. It is leading edge – and Hidden Art the organisation - embraces new designer-maker talent, combines functionality with form, and is quick to acknowledge the individual whilst playing a larger role in the community.

The Hidden Art Select Brand embraces the brand of Hidden Art whilst giving the project a specific identity and celebrating the individuality of Hidden Art's designer-makers.

2. THE BRIEF

2.1 The Products Hidden Art is looking for

4-6 products, one of which could be a 'premium' product (further details below). All the products must also fall under the category of giftware and design collectables.

All submissions for Hidden Art Select 2010 should be **original, innovative and visually strong**. The products must also allow us to sell them successfully online, for this reason they should have a strong visual impact on a computer screen.

Type of products: Giftware and Design Collectables.

The collectable products could be limited editions (produced in limited quantity and numbered, premium price). The Giftware range should sit within the pricing guidelines and can be either 'stand-alone' items or (only if logical) complimentary pairs or sets.

The theme for this year's product range is '**Britishness**'

The manufacturing system should allow mass production of the products if required.

The retail price should be justified and competitive in its marketplace for all entries. For this reason it is essential that you familiarize yourself with what is going on in the High Street, and understand the relative cost and retail prices of similar or related products / designs.

The retail prices should be around the recommended price points detailed below:

Gifts – Price point between £ 5.00 and £ 40.00

Collectables – between £ 10.00 and £ 60.00 (with a giftware focus only)

The Collectable element of the range will be treated as a premium product. It must be conceptually brilliant, innovative, well conceived and articulated and environmentally aware (justifying in this way the higher selling price).

Each product will carry a co-branded logo, incorporating the Hidden Art Select logo and the designers own branding. The range will be marketed under the Hidden Art Select brand name and will be accompanied by Hidden Art Select literature. You will be expected to follow all co-branding guidelines, cover costs and production of branded labels in advance of the product ready date and ensure that this same logo is visible on your own website and wherever the product is marketed (including press releases and all communication).

2.2 Target Market

Launched in October 2005, the Hidden Art E-shop will be our main vehicle to distribute the Hidden Art Select 2010 range.

It currently has almost 1000 products from 96 designers. It operates in the competitive design-led home and giftware markets and offers contemporary, innovative quality design from UK designer-makers.

Currently our best selling giftware products are priced between £9.95 and £35.00 (E.g. mugs, teacups, mirrors, candleholders etc...).

The opportunities and exposure generated by being on the Hidden Art E-Shop is far reaching. Our target market consists mainly of giftware design conscious buyers.

From captured customer profiling, we understand also that our client base encompasses many successful professionals with high expendable income, belonging to a very mixed age bracket.

The profile of Hidden Art E-shop customers to date is as follows:

- 76% are female, 22% male
- 95% are UK based, 3.5% EU and 1% USA
- Over 41.9% used the E-shop to buy gifts

2.3 Wholesale

Products submitted under Hidden Art Select must also be available at viable wholesale prices, to enable us to sell them to:

1. Retailers such as gift shops, where the mark up will be as much as 300%
2. Interior Designers, specifiers and architects, where a smaller discounted rate is offered
- The Corporate sector, where again the customer might be looking to buy high volume and would therefore expect a discount.
3. Other opportunities arising from the Cultural Olympiad (including festivals, museums, etc)

In order for designer-maker to maximise sales, you would also be encouraged to sell your products through alternative wholesale channels, or through your own websites, once agreements are made with Hidden Art.

2.4 Production and Quality

The manufactured products must be delivered to time and according to specifications. Quality needs to be consistently excellent and health and safety criteria adhered to. The method of production should be in line with the price point and quantities outlined. For this to occur, Hidden Art will require you to provide the following (assistance will be available for those who do not have these in place)

1. A Manufacturing Agreement. It will be the responsibility of the participants to source a manufacturer, whether existing or new. Hidden Art will assist with provision of contract templates for the manufacturing agreement and will need to receive a copy as part of one of the key signing off stages.

2. A Quality Assurance Document to meet the consistently high standards expected by customers. This also includes customer care and how you meet customer expectations and needs.
3. Financial and activity performance targets to ensure you can meet the standards and requirements of the Hidden Art Select brief in the timetable and in a cash flow chart provided by Hidden Art.

2.5 Environmental and Ethical

It is important to demonstrate an understanding of the environmental and ethical considerations in relation to your practice and production processes. This will entail supply chain management to ensure best practice by all involved. Both working practice and product should be environmentally sound, economically viable, and socially responsible.

2.6 Health and safety

Your product must be safe for customers and 'fit for purpose'. Many products have specific regulations concerning them, such as toys, furniture, lighting and electrical items. Health and Safety is also important in your own working environment. To meet these criteria, you must:

1. Research and identify the health and safety requirements of the product you are submitting.
2. Demonstrate that you have sufficient funds to put your product through testing. You will also need to list the HTS code (for export/import of product).
3. Demonstrate Health and Safety considerations in your business. It is essential practise for you as a small business to show that you are responsible especially if you employ staff and have machinery in your studio. You will need to include this information in the Application Form supplied by Hidden Art.

3. ARRANGEMENTS AND MARKETING

3.1 The joint venture - the Merchandise Agreement

Hidden Art will work together with those selected to successfully produce and market the Hidden Art Select 2010 range.

The basis of the joint venture will be the Merchandise Agreement, which outlines the responsibilities of each party and will include:

- Details of products to be produced, quantities, quality standards, wholesale and retail pricing
- Quality standards and health and safety
- Commissions for E-Shop as well as wholesale
- Details on 'licensing' Hidden Art Select products to third parties or for wholesale.
- Copyright

The responsibilities of Hidden Art include:

- Overall project management – to ensure that deadlines don't slip and targets are met for the Select brand. Key sign-off dates at crucial stages of development will be agreed
- Undertake marketing and press campaign of Hidden Art Select 2010, which will include branded literature for promotional activity.
- Provide branded packaging materials and guidance for branding.
- Grant each designer-maker a non-exclusive licence to use the 'Hidden Art Select' logo on the selected products.
- Provide support where needed

The responsibilities of the participants include:

- Finance and manage the production, testing, label production and stock
- Manage the production schedule (sampling, approvals, order-raising) quality control and delivering to time.
- Consideration of any sustainable policies (e.g. environment, health and safety etc)
- Adhere to Health and Safety requirements
- Develop and have a Quality Assurance System in place
- Ensure that a manufacturing agreement is signed with the manufacturer and provide Hidden Art with a copy.
- Oversee packing and delivery periods
- Maintain stock levels and order stock and manage minimum quantities
- Manage any arrangements regarding orders sent direct from the manufacturer.
- Cost of production payable to the manufacturer.
- Adhere to Hidden Art Select co-branding guidelines
- Have up-to-date Insurance in place (product and public liability) and Employers Liability Insurance if you employ staff
- To pass each key sign-off stage as approved by Hidden Art to enable progression of the product through to launch.
- To inform Hidden Art when sales are made outside the E-shop
- To make sure that the Hidden Art Select project is mentioned in all communication related to the product (including press releases and your own website, where the Hidden Art Select logo must be clearly visible)

3.2 Arrangement with Manufacturers and suppliers

It is essential that you have a manufacturing agreement in place with your chosen manufacturer(s). Hidden Art requires copies of this agreement.

Please note: The Hidden Art Select timetable does not allow for any unexpected changes in manufacturers well into the product development stage.

3.3 Marketing and promotion

The marketing and promotion of Hidden Art Select 2010 will include, but not be limited to the following:

- Hidden Art E-Shop (dedicated section) and related showcases.
- Hidden Art website.
- Hidden Art E-Newsletter and the quarterly Hidden Art Magazine.
- Hidden Art Select launch during the London Design Festival
- Hidden Art national press coverage – via our PR agency.
- Publicity surrounding a Hidden Art Award for the Hidden Art E-shop Product

Hidden Art will also arrange and cover the costs for a professional photo-shoot of all completed Hidden Art Select products in July. The images will be used for press purposes as well as to create a dedicated brochure to accompany the launch of the products.

3.4 Delivery and Packaging

All orders sent out as part of Hidden Art Select should make use of a traceable guaranteed level of service with prompt delivery.

Developing retail and postage packaging for the products is compulsory: a packaging company has been identified and will be recommended for all designer-makers involved in Hidden Art Select 2010. Should the designer choose to use their own packaging company, packaging supplied will be approved by Hidden Art to ensure products arrive safely, and are well presented.

4. CRITERIA FOR SELECTION

To participate in Hidden Art Select 2010 you must:

1. Be a signed up **Hidden Art London Level 2 Member** at the time you submit your proposal and remain a Level 2 Member while the products are being sold as Hidden Art Select products.

2. Commitment

- Be committed to delivering a quality product, at the right price point, on time.
- Be committed to working in close collaboration with Hidden Art should any customer issues arise, which can be quickly and effectively resolved.
- Be committed to implementing an effective Quality Assurance System.
- Adhere to the Hidden Art Select timetable

3. Share the Hidden Art Select objectives

Products will need to be in synergy with the 2010 theme of "Britishness" and with the Hidden Art brand philosophy. Products which cannot include the Hidden Art Select logo will not be considered (this includes embracing and displaying the Hidden Art Select Brand on your website and communication).

4. Be commercially aware

You should have a good understanding of the market you operate in, and clearly identify the target audience (who the product is aimed at) both for retail and wholesale.

You must know what is going on in the High Street and the relative cost and retail prices of whatever you design. You must also consider that the product must be visually strong, bearing in mind that it will be sold online through the E-Shop.

You are advised to visit the Hidden Art E-Shop and view the complete product offer as well as other e-shops and high street stores to compare their ranges. This will help you understand where Hidden Art sits in the market place and the need for the Hidden Art Select range to be viewed as unique, contemporary and cutting-edge.

5. Have a good understanding of production costs, manufacturing processes, lead times, and health and safety considerations

We expect you to know how your products will be produced and the approximate lead-time (from order-raising to delivery). Hidden Art will need to see an informed estimate of costs. This needs to be as accurate as possible and sit within the price bracket stipulated. A minimum stock will need to be held in order to direct respond to enquiries. Your tender should include details of testing for health and safety as well as a basic analysis of health and safety hazards

6. Sustainability and ethical production

Criteria related to sustainability will also be taken into account. This includes areas such as use of recycled or sustainably managed materials as well as use of sustainable production processes and embracing ethical trading principles.

5. SUBMITTING YOUR TENDER

5.1 Expression of Interest

Email Chiara Cifello (chiara:@hiddenart.co.uk) at the very latest by **Friday 11 December** with your expression of interest. The subject heading should be 'EOI - Hidden Art Select 2010'. Your expression of interest will be noted and you will receive a confirmation email within 2 working days

The expression of interest should tell us:

- The type of product and product category.
- Name of product
- Approximate price point

5.2 Tender Submission

Email your submission to Chiara Cifello (chiara:@hiddenart.co.uk).

The deadline for this tender is **Friday 8th of January 2010**

Submissions should include:

1. A PowerPoint Presentation
2. An Application Form
3. An Evaluation Form

Please note: All three elements must be completed and submitted. Failure to do so will mean that you will not be put forward for Hidden Art Select 2010. Please make sure that we have received the application.

1. **PowerPoint presentation** of no more than 7 slides consisting of the following:

(Please note that presentations will only be accepted by email if the file size is no larger than 2 megabytes. If the file size is larger than this, it can only be accepted on disc sent to the Hidden Art office or via YouSendIt. Please visit the website www.yousendit.com and follow instructions. A free service is available.) Don't forget to mark any postal applications for the attention of Chiara Cifello.)

Slide 1 – Contact details, company name, company history awards and press coverage

Slides 2 & 3 – Product history of previous products sold: (include best seller(s) of 2008 and projected best seller for 2009), product description, volume sold, retail price, dimensions, materials, cost and where sold

Slides 4, 5 & 6 – Details of your proposed product to include:

Name
Dimensions
Cost, wholesale and retail prices
Proposed production quantity
Where Hidden Art Select co-branding logo will be placed and how it will be applied
Materials used
Method of production

Manufacturer
Sustainable, environmental and ethical credentials

Slide 7 – Your competitive shop showing related products and the corresponding retail prices.
Explain where your product sits within the market according to price point and why.

***** Please note: any presentation submitted which exceeds 7 slides will not be considered *****

2. Application Form – (Section 8 of this document)

If you are successful, over the course of product development you will be required to provide a Quality Assurance System, Sustainable Development, Health and Safety and Environmental policy. Assistance from Hidden Art can be provided if necessary.

3. Initial Evaluation Form – (Section 7 of this document) without which your submission will not be accepted.

Late submissions cannot be accepted.

A condition of application is that you must be available for the initial product development meeting with Hidden Art on Monday 25th or Tuesday 26th January. This booking will be confirmed should your application be successful.

All submissions will be treated as confidential and Hidden Art will sign a non-disclosure agreement.

6. TIMETABLE

The key milestones and deadlines for Hidden Art Select 2010 are as follows

- **Information Session: Tuesday 8th December 2009 6 – 7.30pm**
This session will provide further details on the brief as well as cover: project planning, pricing, manufacturing and branding. This session is essential if you have not done any submissions before or would like to know more about the process. Email amy@hiddenart.co.uk to book your place for this session no later than **Friday 4th December**.
- **Deadline for Expressions of Interest: Friday 11th December 2009**
- **Deadline for Applications: Friday 8th January 2010**

Late applications cannot be considered and will not be accepted
- **Selection of Hidden Art Select 2010 range: Week Commencing 18th January 2010**
A panel of industry experts will meet to consider the applications and select the winners: The 2010 panel will be confirmed shortly and details will be made available.
- **Successful candidates announced: Week Commencing 18th January 2010**
Following the panel selection, Hidden Art will contact all applicants for Hidden Art Select 2010 to announce the decision. Those candidates not selected will be provided with information as to why they were not chosen for 2010.
- **Initial product development review: Monday 25th and Tuesday 26th January 2010**
A condition of all those who submit an application is that you will be able to attend this initial session.
- **Product development: January – June 2010**
At each stage of development, key milestones will be set for each product, which will need to be signed off by Hidden Art before progression to the next stage of development. Product Development meetings will occur at the same time of month every month. For those who require them.
- **Product ready date: 18th June 2010**
- **Final progress review session and delivery of product: 21st June 2010**
- **Photo-shoot: Week commencing 12th July**
All designers should be available for the shoot.

Following the delivery of your final product and the photo shoot, a product launch will take place during the London Design Festival in September.

7. INITIAL EVALUATION FORM

Name:

Company name:

Date of expiry of Level 2 Membership:

Date:

In order to monitor our services, for Hidden Art as well as external assessment and for the benefit of our funders, please complete this short survey, and return it to chiara@hiddenart.co.uk with your submission.

Any submission without this evaluation form will not be taken forward.

- a) What interested you in the Select brief?

- b) How much time did you spend considering this opportunity, and responding to the e-mail-out?

- c) How much time did you spend in preparing your presentation (PowerPoint) and supporting documentation?

- d) How much time did you spend liaising with Hidden Art regarding this brief (emails, phone calls, meetings)?

- g) How has submitting for this tender helped your business?

- h) Any other comments and suggestions.

THANK YOU

8. APPLICATION FORM

This information is confidential and it will be dealt with in the strictest confidence:

Hidden Art and the Hidden Art Select panel will sign a non-disclosure agreement. (Please see a copy of this document at the end of the application form)

This information will be used for the selection process even though it will not be shared with the panel.

For this reason please add relevant background information also in the Power Point presentation (if you feel it's important for the panel to acknowledge).

Please complete this application form and submit together with your PowerPoint presentation and the initial evaluation form **by Friday 8th of January 2010** to Chiara Cifello (chiara@hiddenart.co.uk)

SECTION I	ABOUT YOUR BUSINESS		
Your name			
Company name			
Company website			
Email address			
Legal Status (i.e. sole trader, limited company, partnership etc)			
Date company was set up			
Number of staff	2006/7	2007/8	2008/9
How many staff (including yourself) did the company have over the last 3 years?	<input type="checkbox"/> only me <input type="checkbox"/> myself plus others [] <input type="checkbox"/> full time (include yourself) <input type="checkbox"/> part time <input type="checkbox"/> freelance	<input type="checkbox"/> only me <input type="checkbox"/> myself plus others [] <input type="checkbox"/> full time (include yourself) <input type="checkbox"/> part time <input type="checkbox"/> freelance	<input type="checkbox"/> only me <input type="checkbox"/> myself plus others <input type="checkbox"/> full time (include yourself) <input type="checkbox"/> part time <input type="checkbox"/> freelance
Over the last three years who has been responsible for which areas? (E.g. sales, marketing, general assistance, product development, customer service etc).	Please specify for yourself and others that work for you (either f/t, p/t or freelance)	Please specify for yourself and others that work for you (either f/t, p/t or freelance)	Please specify for yourself and others that work for you (either f/t, p/t or freelance)
Do you have an Equal Opportunities and Diversity policy in place?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Ethnic profile of your business	What percentage of your business is Black, Asian or Ethnic minority owned or led?	What percentage of your business is owned or led by women?	What percentage of your business is owned or led by disabled people?
Turnover	2006/7	2007/8	2008/9
What was your turnover in the last 3 years			
Profit	2006/7	2007/8	2008/9
What was your profit in the last 3 years?			

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What was/were your best selling product(s) in the last 3 years (include retail price)?			
What is your sales forecast for the financial year 09/10?	Turnover		Profit
Your largest accounts	Account 1	Account 2	Account 3
Please provide the names of your three largest accounts (in the last 3 years), sales volumes and length of account relationship	Name: Sales volume; (no of units sold) Sales value; (Total value of sales) Profit generated; Length of project from concept to completion; Length of relationship:	Name: Sales volume; (no of units sold) Sales value; (Total value of sales) Profit generated; Length of project from concept to completion; Length of relationship:	Name: Sales volume; (no of units sold) Sales value; (Total value of sales) Profit generated; Length of project from concept to completion; Length of relationship:
Have you produced gifts for a procurement department of a large corporation/ organisation?	[] Yes [] No (if yes, please give name, sales value, sales volume, timescale, and profit generated as well as other relevant details)		
Please specify how you aim to fund your plans	i.e. bank loan, own money, partner, etc.		
Has your business met the terms of its banking facilities and loan agreements in the past year?	Yes [] No [] (if no, please provide reasons why)		
What insurance cover have you got? Please list the overall value per annum of your insurance/s	[] Public Liability Overall value [] [] Product liability Overall value [] Other (please specify) Please submit a copy of the relevant insurance together with your application		
SECTION 2	PRODUCT INFORMATION – change title, confusing <i>Please complete the next section for the products you are proposing.</i>		
Product Name proposed for Hidden Art Select 2010			
Materials			
Dimensions			
Suggested trade price			
Suggested retail price			
Proposed initial quantity			

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Please describe the customer profile for the product you are submitting?		
How do you deal with holding stock? What is the maximum stock of your product that you/ your manufacturer can hold at any one time?		
State your expected lead-time.		
How will you ensure that products are delivered on time, according to specification and in line with the price point and quantities outlined?		
What Quality Assurance System do you currently have in place?	<input type="checkbox"/> It is all in my head <input type="checkbox"/> I have written down the key steps and review this occasionally <input type="checkbox"/> All main processes are written down and used as a basis to run my business <input type="checkbox"/> I have a formal Quality Assurance system in place which has been devised by (please add)	
Quality Control - How do you check the quality of your products and who is responsible for it?		
Which manufacturers have you identified for this product or component parts?	1. 2. 3. 4.	Have you worked with these before? Yes/No [] Yes/No [] Yes/No [] Yes/No []
Have you ever worked with the above manufacturers before?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Have you personally visited the factory/ies that you will be working with?	Yes [] No [] If Yes, are you satisfied with working conditions and standards	
Please list the key milestones to deliver your product from selection to launch (including testing)	<i>E.g. Sourcing/ Sampling time frame/ packaging design/ co-branding manufacture/ Projected lead-time/ testing window etc.</i>	
What risks can you identify that might delay your production?	<i>i.e. lack of funding, quality of prototype, manufacturer stops producing your product etc.</i>	

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How will you address this?	
SECTION 3	HEALTH AND SAFETY
What tests are required for the Hidden Art Select 2010 product you are proposing?	
Have you tested this type of product before?	Yes [] No []
If not, have you identified a testing house?	Yes [] No [] (If yes, please list their company details and proposed cost of testing and how long it will take)
Do you have a Health and Safety Policy in place?	Yes [] No []
SECTION 4	THE ENVIRONMENT
Have you undertaken an environmental audit?	Yes [] No []
Which of the following are you addressing a) with your business b) with your proposed product?	<input type="checkbox"/> Reduction of waste consumption <input type="checkbox"/> Use of recycled or sustainably managed materials <input type="checkbox"/> Use of sustainable production processes <input type="checkbox"/> Reduction of energy consumption <input type="checkbox"/> Other (please specify)

Thank you very much for your interest in Hidden Art Select 2010, we are looking forward to receiving your application!

9. CONFIDENTIALITY AGREEMENT

This will be signed in the office and by all panellists to ensure confidentiality of your ideas. Please note, the Hidden Art Select Panel will only see the power point presentation and will not see the application form. Should anyone wish to see this form, the original, signed copy will be held at the Hidden Art Office.

Confidentiality Agreement

Hidden Art Select Brief submissions 2010

The Hidden Art Select Brief submissions are confidential to the designers and designer-makers who submitted the brief and may be read or viewed only by duly authorised persons.

The material may not be reproduced either in whole or in part without permission and may not be used or disclosed without permission. No copies of this material whether in whole or in part, may be made without attaching a copy of this notice to each such copy.

We hereby agree to abide by the above terms,

Name	Company	Signed	Date