



The idea of NSI Products began in late 1992. The company founder, John C. Ortiz, believed in the process of providing a turn-key solution for lighting designers and architects that would exclusively focus on the specialty lighting products of Neon, Cold Cathode and Fiber Optics. Mastering design, manufacture and installation was and still is the company's recipe for success throughout the years.

In the beginning, John attempted to work his beliefs within his father's company – Neon Solutions, but health reasons and company ideas decided John's direction. He decided to venture forward under his own name – Imagemaker Sign Group.

At first, success eluded John but he persevered through determination and focus. As Imagemaker Sign Group advanced, Pete Ortiz would later join John at Imagemaker Sign Group but under a new brand – NSI Architectural Cathode.

With a new brand and a promising vision, John ran the company with vigor. He sought help from Tom Fling, his mentor, who aided in keeping John on track and gave him pointers on being an owner of a company. John bought new trucks, moved to a new facility in Placentia, California and embraced technology. Even though sign-making made him successful; John knew that architectural lighting was his true calling and he focused on Neon, Cold Cathode and Fiber Optics.

In 1995, with continued success in the sign industry under his belt he continued making in-roads into the architectural lighting industry. He concentrated his efforts by having only one sales agent – California Lighting Sales. He often worked late into the night and always every weekend.

By 1998, NSI had four sales reps covering all of California and the new business required new blood. Pete Contreras joined the team to develop the AutoCAD department at NSI. It was safe to say that Pete made a huge impact because lighting designers and architects immediately commented on the great new AutoCAD submittals.

In 1999, Neon, Cold Cathode and Fiber Optics were staples in the product line and soon Light Emitting Diode(LED) technology was becoming increasingly popular in the lighting industry. NSI

received requests from all over California as well as Las Vegas, Nevada. Our way of doing business reached Las Vegas and NSI was rewarded with the Desert Passage project at the Aladdin Hotel and Casino.

With nine months to build five miles of neon and every competitor stating it would take 12 months; the task was at hand. The job started in December 1999 and NSI's first problem surfaced when John's mother had a stroke. With this unfortunate circumstance, John's father could not run the project in Las Vegas as originally planned. John made the move to run his company, run the Desert Passage project and visit his mother every Saturday to keep his father back at the hospital with his mother.

Over the years, NSI has always had a great group of employees that always took the task at hand and made things happen. This difficult time was no different as NSI team members rallied around, worked together and accomplished what had to be done. As a great thanks for their efforts, John took the entire company along with his mother and father to Las Vegas for a well deserved 3 day holiday. He wanted them all to see their contribution to Team NSI as a small token of his appreciation for their efforts throughout this year and many others.

In late 2000, NSI decided to eliminate Fiber Optics from its standard product line because a better technology-based product called LEDWorks was being developed. NSI had already spent five years developing products, technology and building the idea of color merging Red, Green and Amber to make other colors and soon Blue would be added to the mix. Always believing in growth, ideas and technology; NSI moved in the direction of LED without losing its staples, Neon and Cold Cathode.

John Ortiz met a lot of great people that helped direct him towards his success; some of those include Celeste Gainey, Michael O'Connor, Alan Suttle, Bruce Nuttall, Chris Klute, Roger David and of course Tom Fling.