

ENGRAVERS' THE UPDATE

Pella Engraving Company is pleased to bring our customers and dealers this publication, dedicated to keeping you informed of exciting changes in our services as well as industry news.



Volume 3

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Issue 1

Greetings From Pella Engraving Company!

By now, we hope all of you have added the new Pella Engraving product catalog to your summer reading list! It features the same helpful plaque gallery that showcases a sampling of our plaque options, as well as the services we are well-known for, such as laser engraving, Metalphoto®, and custom artwork.

The catalog features some services we've added since our last catalog was printed, including CNC routing and plasma cutting.

A few product additions are highlighted in the new catalog. PEC now offers aluminum channels that can be custom configured for recognition walls. The channels accept Plexiglas® frames that house plaques, and these frames slide easily in and out of the channels. Updating your award display is easy with this system!

Also featured in the new catalog are identity and serial tags. These tags are great for machinery. We use Phototransfer to permanently embed ink into the aluminum plate. Unique VIN numbers can be placed on the tags, as well as barcodes. Flip to the catalog's new customer testimonial section to read about how Vermeer Corporation has benefitted from this new product!

Finally, PEC can provide dealers with a version of this new catalog that does not contain our contact information. We understand that in some situations, this type of catalog may be a better sales tool for our dealers. If you would like to receive such a catalog, or need a regular catalog, please contact us at info@pellaengraving.com.

We do offer other ways to show your customers our products. Photos of samples can be requested via email and stock samples are also available. Custom samples for potential large orders can be provided at about half price to our dealers. Finally, as always, if there are other ways we can meet your needs, don't hesitate to call!

Pella Engraving Company Co-Owners

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PEC Project Spotlight: Drake Stadium

“The 100th anniversary of the Drake Relays was a milestone, and we wanted to honor the Relay’s history, legacy, and destiny,” said Drake Relays Director Brian Brown. “The idea to honor the Athletes of the Century who competed at the Relays was a big part of our anniversary celebration.”

Plaques were the perfect way to preserve the contributions these athletes made to the legacy of the Drake Relays. When a vendor referred Brian to Pella Engraving, he knew he had found the right company for the job. “We saw a sample plaque with an artist’s rendering of a picture—it was so much more unique than a photo on a plaque. It sealed the deal,” said Brian.

Pella Engraving Co-Owners Bruce Van Wyk and Jeff Vroom traveled to Drake University’s stadium in Des

“The plaques make the entrance around the stadium light up.”

**- Drake Relays Director
Brian Brown**

Moines, Iowa, to photograph the brick pillars and walls onto which the plaques would be installed. The entire project included 18 zinc plaques—each with a portrait—as well as miniature versions of those plaques that were given to each honored athlete. About twenty other signs by PEC were also installed in and around Drake Stadium.

“PEC wanted this project to be as successful as we did,” said Brian. “Because of this, we listened to them when they had suggestions. And they always listened to us—no matter how many times we called with changes, we never felt like we were a bother.”

The plaques were unveiled, with many of the athletes on-hand, at a ceremony after the 100th Anniversary Gala. “The artwork on each plaque is consistent yet representative of each athlete’s individuality,” said Brian. “The plaques make the entrance around the stadium light up.”

Zinc Thickness Options To Change

A supplier’s recent decision not to repair a zinc-rolling machine means Pella Engraving can no longer offer zinc plaques in a thickness of .250 inches.

“No one in the country is able to get zinc in this thickness anymore,” explained PEC Co-Owner Bruce Van Wyk. “We are sorry for the inconvenience, but we’re able to offer customers a solution.”

To achieve the aesthetic appearance of what was the company’s thickest zinc plaque, PEC can mount a backer plate on its .125-inch plaque. PEC has also added a .153-inch thick option to its zinc lineup.

Individual Letters Make Signage With an Impact

When a business has a large expanse to cover or a background material to show, individual letter cutouts can make an impact.

Attractive brick or stonework shows through individual letters mounted on a wall. And, this option is more affordable than expensive large signs, according to PEC Co-Owner Jeff Vroom. “Individual letters can announce your business name for less cost and cover a lot of real estate.”

Individual lettering is also an understated approach that may stand the test of time over a sign design whose style may become dated.

Options abound for individual lettering from Pella Engraving Company:

- For outdoor lettering, Pella Engraving offers stainless steel, aluminum, and Corian®.
- Those choices, and wood and acrylic, are appropriate for indoor use.
- Because plasma-cutting is so precise, few type styles are off limits for metal lettering.
- With a three-inch minimum letter height and thicknesses up to ¼-inch, size possibilities are plentiful.
- Choose any color—PEC can custom mix it!



The Evolution of Pella Engraving Company

Pella Engraving Company traces its roots back to an industry that is now virtually obsolete. The first products the company made were letterpress printing dies for newspapers. Yet the company has survived, and even expanded, through some of the most challenging economic times the nation has ever seen.

The key to Pella Engraving's success? Determination to satisfy customers better than the rest and the courage to see change as an opportunity rather than an obstacle.

Throughout its history, change has been the name of the game for Pella Engraving:

- In 1934, Pella Engraving Company (PEC) was engraving the letterpress printing dies that were an integral part of the newspaper printing press process, and also expanded to serve the prepress needs for newspapers and printing agencies.
- By the 1960s, the company also provided other aspects of the prepress trade, including preparing color separations, stripping together ads, and making negatives.
- In the early 1990s, letterpress printing was being rendered obsolete by offset printing. Offset printing allowed many of the services printers outsourced to PEC to be done in-house, so the company added the machines and capability necessary to apply finish coats to its engravings.

Today, PEC is capable of making plaques, awards, and signage, as well as letterpress dies. PEC's niche in the marketplace has grown as a result of expanded product and service offerings. Much of its energy is focused on providing products to custom trophy and award shops, but jobs are also regularly executed for architects and signage companies. Personalized gift products round out PEC's repertoire.

Pella Engraving Company creates thousands of products a year with just fourteen employees. The team has many

years of service to PEC under its belt—the “rookie” has been with PEC five years, and another staffer just celebrated his 40th year.

Pella Engraving Company's foundation of innovation and willingness to change serves it well today. PEC team members never balk at learning new things—they know continuously improving processes and a variety of product options are critical to satisfying customers.

No matter what the specifications or the size of the job, Pella Engraving Company is committed to its motto: we make it right. This dedication is a proven formula for success in an industry in which only a handful of companies remain to compete for customers. PEC continues to provide custom award and signage shops with superb customer service and products that are unmatched for quality and price.

Looking ahead, the lean PEC team of fourteen is optimistic. They thrive on the challenges of change!

Bronze Refurbishing May Save Your Customers Money

Bronze is a classic choice for plaques, and it does stand the test of time—to a point. “When bronze plaques start to show their age and lose their sheen, your customers may be looking for solutions,” said Janeen Eastwood, customer service representative.

Bronze is a fairly expensive metal and customers may be happy to know that replacement is not the only answer. Pella Engraving can refurbish a bronze plaque to near-new appearance for less cost than new.

“Typically, customers save about 25 percent when they choose to refurbish,” said Janeen. “And they often appreciate that they can reuse a product that is already made, rather than creating waste and using new raw material.”

For more information on bronze refurbishing, contact Janeen at info@pellaengraving.com or call 877.549.5447.



PEC Featured in August Issue of Engravers Journal

Pick up a copy of the August issue of *Engravers Journal* to learn more about the history and current operations of Pella Engraving. The article by Lorraine Ross is titled “Leading the Pack in Metal Plaques” and can be found on page 24 of the magazine, which is currently available in print and online at www.engraversjournal.com.



“We are honored to be chosen for this feature,” said PEC Co-Owner Bruce Van Wyk. “It’s great to be prominently included in a publication that is so valuable to many of our customers!”

Meet the Leaders of Pella Engraving Company

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Jeff Vroom is the man with the answers at Pella Engraving Company. Since joining the PEC team as a junior in high school, Jeff has come to know the company inside and out. He shares co-ownership with Bruce Van Wyk today, and is responsible for

staying in tune with industry trends and developing new products to meet customers' changing needs.

"I like the challenge of research and development," said Jeff. "We've had winners and losers, but when we find a niche product that is needed, it's worth it!"

Jeff works hands-on with PEC's machinery—he is responsible for making repairs and refurbishing. He also collaborates with the PEC production team to troubleshoot any issues that arise.

Family vacations to Wisconsin or Jamaica with his wife Lois and their two kids are among his favorite activities each year. He also enjoys watching his kids' sport activities.



Bruce Van Wyk has been with Pella Engraving Company for 34 years. He started his career as a PEC artist, and then moved into shipping, invoicing, and quoting. When owner John Vroom was ready to retire, Bruce and John's son Jeff became equal partners in the growing company.

Today, Bruce's focus is keeping Pella Engraving's customers happy. He begins his day checking his email for any customer needs. "I am really motivated by working directly with our customers, whether it's a routine project or a product challenge we need to solve."

Later in the day, Bruce moves to the shipping department, where his years of logistical experience help get orders out the door on time. "Our great team at Pella Engraving also keeps me excited to come to work each day," added Bruce.

Outside of work, Bruce and his wife Trudy are actively involved in their church. Spending time with their adult children, who live in Kansas City and St. Louis, is also a priority for the couple.

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