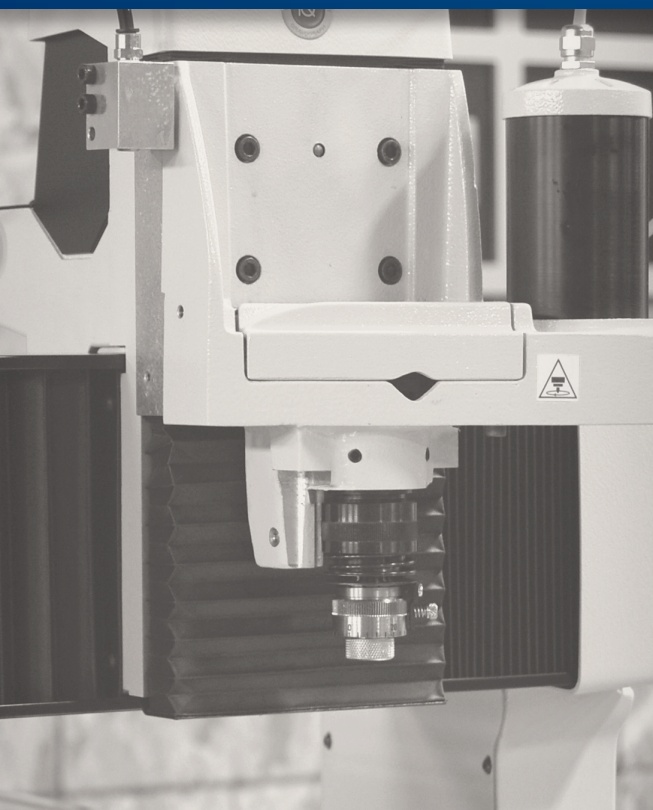
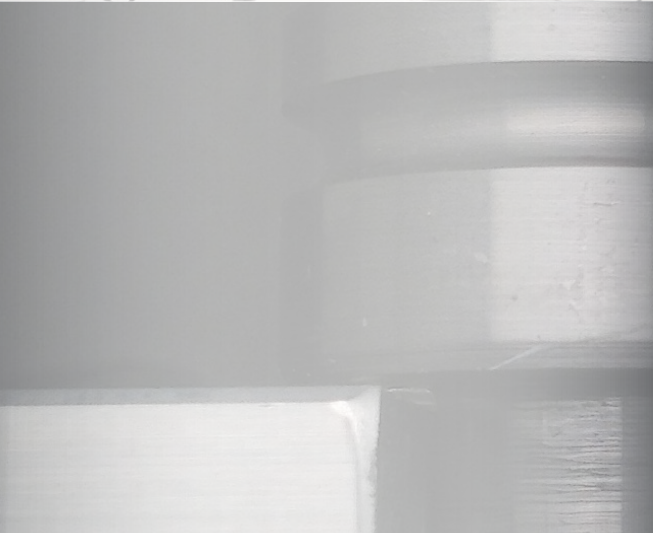


**HIGH STANDARDS
IN ENGRAVING AND
ETCHING SINCE 1934**



**PELLA ENGRAVING
COMPANY**

PRODUCT CATALOG

CONTENTS

CREATIVE SOLUTIONS	2-4
PLAQUE GUIDE.....	5-6
MAGNESIUM PLAQUES.....	7
ZINC PLAQUES.....	8
METALPHOTO® PLAQUES.....	9
BRASS & BRONZE PLAQUES.....	10
PLAQUE COLOR OPTIONS	11
PLAQUE TEXTURE, FINISH, & MOUNTING OPTIONS	12
PLAQUE TYPESETTING & SHAPE OPTIONS	13
PLAQUE ARTWORK OPTIONS.....	14
PLAQUE STAKES	15
RECOGNITION WALLS & CHANNELS.....	16
IDENTIFICATION TAGS & TOOL ENGRAVING	17
CNC ROUTING & PLASMA CUTTING	18
FLATBED COLOR PRINTING	19
FOIL STAMPING DIES.....	20
LASER ENGRAVING.....	21
SANDBLASTING.....	22
CUSTOMER SHOWCASE.....	23-25
MESSAGE FROM THE OWNERS & ABOUT PEC	26

CREATIVE SOLUTIONS



Recognition plaza – The Recognition Plaza for the Cedar Rapids Community School District in Iowa features distinctive Metalphoto panels depicting an agricultural scene. After the panels were created, they were delivered by PEC and assembled like puzzle pieces.



Recognition wall – A Pella Engraving exclusive solution that allows for expansion and updates. Plexiglas® frames with zinc attached plaques slide easily in and out of the wall channels for this recognition wall.



Donor wall – This donor wall welcomes people to the VanKirk Career Academy building at the Des Moines Area Community College in Iowa. It offers a distinctly professional way to honor donors. This project combined etched zinc plaques and letters cut out with the plasma cutter.



Outdoor sign – Pella Engraving worked with Lake View Camp, a camping ministry for youth, to create this sign for their entrance. Pieces were cut out separately with the plasma cutter, and layered to create this unique, stunning seven-foot-wide sign. Scan the code to the right to watch a video about the making of this sign.



CREATIVE SOLUTIONS



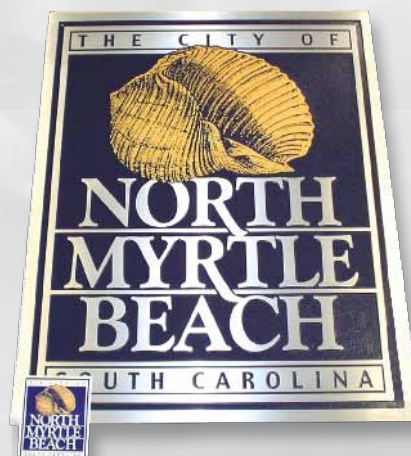
Plaque replicated from bottle label – The monks of the Monastery of San Benedetto in Italy brew their own beer with a unique label, which Pella Engraving replicated on a long-lasting zinc plaque. The plaque now hangs on the wall in the monastery's brewery.



Outdoor business sign – The right outdoor sign can invite customers in and convey professionalism and integrity. Scan this code with your smartphone to watch a video about the making of this unique sign.



Etched wrestling belt – To create this wrestling belt, Pella Engraving etched the zinc plates with the desired design and bent the plate to fit around the waist when worn. The client then had the plates plated and painted and attached them to a leather belt.

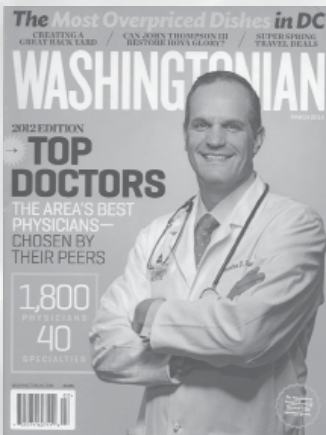


Etched plaque created from custom art – The custom line art seashell on this 28- by 35-inch plaque was created by Pella Engraving artists using only a 2-inch sticker. The color of the shell and the deep blue of the pebbled background were custom-matched on the final magnesium plaque.



Etched plaque with color fill – For this plaque for the United States Air Force, the spaces between raised lines were paint-filled using Pella Engraving's color-fill process.

CREATIVE SOLUTIONS



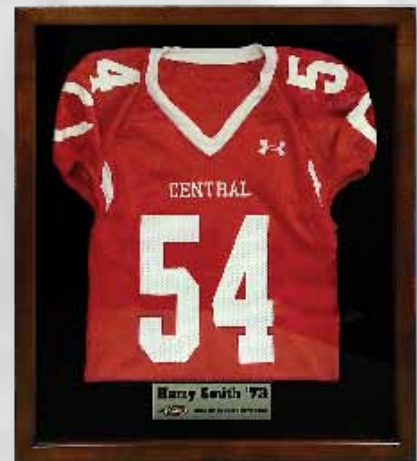
Custom artwork on plaque – A Pella Engraving artist combined stipple and crosshatch artwork to recreate this portrait. The drawing was transferred to a plaque, creating a long-lasting memory.



Recognition wall – Pella Engraving created this recognition wall for a large space. Eight separate pieces were engraved to fill the space with the desired information in a visually appealing design.



Plaque on walnut – For this project, the photo was printed on the flatbed color printer, attached to an etched magnesium plaque, and mounted on a piece of walnut, for an elegant and long-lasting award.

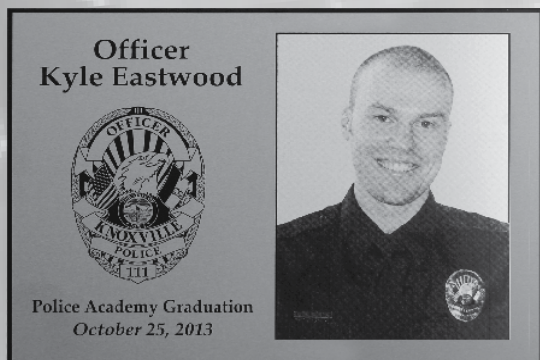


Shadowbox/plaque – PEC assembled this jersey and plaque in a shadowbox display. Central College gave the display to honored football alumnus Harry Smith.

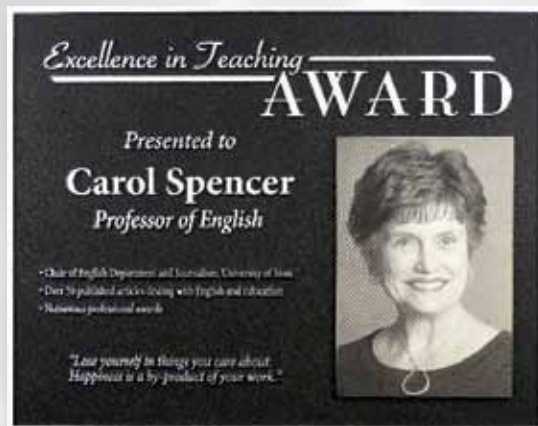


Etched shield with swords – Pella Engraving etched and paint-filled this shield, then attached the two swords, which were provided by the customer.

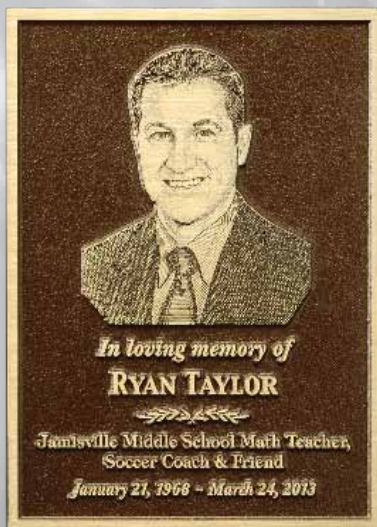
PLAQUE GUIDE



A. METALPHOTO® PLAQUE
Silver finish



B. METALPHOTO® ON ETCHED PLAQUE
Black background
Silver finish



C. ETCHED PLAQUE
Brown background
Gold finish
Stipple artwork



D. ETCHED PLAQUE
Black background
Gold finish with color fill



E. ETCHED PLAQUE
Black background
Silver finish



F. REVERSE PLAQUE
Silver finish with black fill
Recessed copy

PLAQUE GUIDE



G. DOUBLE-ETCHED PLAQUE

Available in magnesium or zinc
Black background
Silver & antique finish



H. ETCHED PLAQUE

Black background
Silver finish



I. ETCHED BRASS PLAQUE

Recessed text with black fill
Straight-line horizontal finish



J. ANTIQUED BRASS PLAQUE

Antiqued finish
Raised text and border



K.

**MAGNESIUM WITH
FLATBED COLOR
CENTER DESIGN**

Blue background
Gold finish
Color-printed photo



L. BRONZE PLAQUE

Brown background
Natural bronze finish

MAGNESIUM PLAQUES

MAGNESIUM PLAQUES are lightweight and acid-etched—perfect for detailed artwork. Copy can be either raised or recessed. Available in four thickness options, allowing varying depths of etching. Magnesium is an excellent choice for very small text. Magnesium plaques are recommended exclusively for indoor use.

THICKNESSES AVAILABLE	MAXIMUM SIZE
.064"	27" x 36"
.118"	23" x 35"
.153"	27" x 36"
.25"	27" x 36"



Scan here to watch a video of the acid etching process



MOUNTING OPTIONS

- Holes and screws available in all thicknesses
- Drilled and tapped studs available on .25" thickness with wide border
- Adhesive backing available on all thicknesses

SETUP OPTIONS

- Raised image with pebbled background texture (standard)
- Reverse: raised background with color-filled recessed image
- Double etch (see page 6)

COLOR OPTIONS

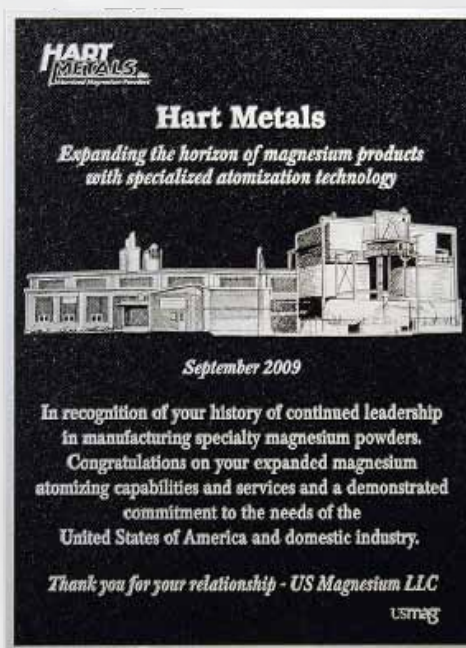
- See Plaque Color Options (page 11) for available colors
- Additional colors available on request

FINISH OPTIONS

- Straight-line horizontal sanding pattern
- Straight-line vertical sanding pattern
- Orbital sanding pattern

TURNAROUND

Seven working days from artwork approval. Large quantities or special orders may require additional time.



ZINC PLAQUES

A **ZINC PLAQUE** is a good option for detailed artwork and outdoor durability. Zinc offers a quick, 10-day turnaround time. Zinc plaques can be used indoors when durability is desired—for example, in a humid weight room or gymnasium, or outdoors for a memorial dedication that will be in place for a very long time. A zinc plaque is an excellent economical alternative to bronze. The acid-etched process allows for a greater range of font size and more detailed graphics than bronze casting. Raised areas on a zinc plaque can be colored gold, silver, or copper.

THICKNESSES AVAILABLE	MAXIMUM SIZE
.064" .125" .153"	23" x 35"



MOUNTING OPTIONS

- Holes and screws available in all thicknesses
- Welded studs available on .125" and .153" thicknesses
- Adhesive backing available on all thicknesses

SETUP OPTIONS

- Raised image with pebbled background texture
- Reverse: raised background with color-filled recessed image
- Double etch (see page 6)

COLOR OPTIONS

- See Plaque Color Options (page 11) for available colors
- Additional colors available on request

FINISH OPTIONS

- Straight-line horizontal sanding pattern
- Straight-line vertical sanding pattern
- Orbital sanding pattern

TURNAROUND

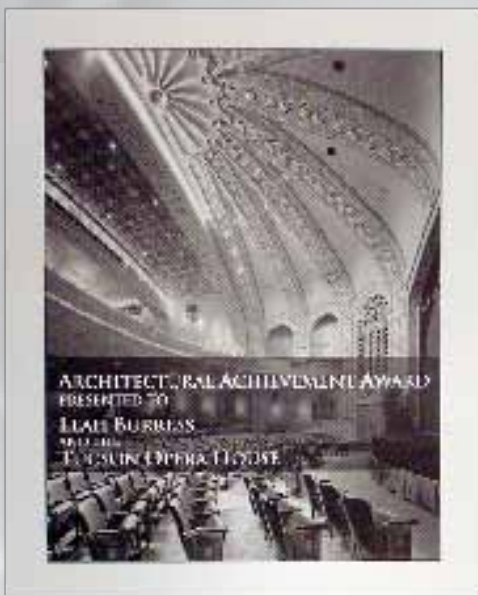
Ten working days from artwork approval. Large quantities or special orders may require additional time.



METALPHOTO® PLAQUES

METALPHOTO PLAQUES reproduce photos, text, graphics, and illustrations in crisp, fine detail and offer the fastest turnaround time of any of our plaques. These anodized aluminum products are an excellent choice for both indoor and outdoor use since they resist weathering, fading, abrasion from UV rays, heat, salt spray, and cleaning products. Metalphoto plaques can be used alone or added to one of Pella Engraving's other plaque offerings to incorporate a photo.

THICKNESSES AVAILABLE	MAXIMUM SIZE
.020"	20" x 24"
.032"	20" x 24" 24" x 40" silver only
.063"	20" x 24" 24" x 40" silver only



MOUNTING OPTIONS

- Holes and screws available in all thicknesses
- Adhesive backing available on all thicknesses

COLOR OPTIONS

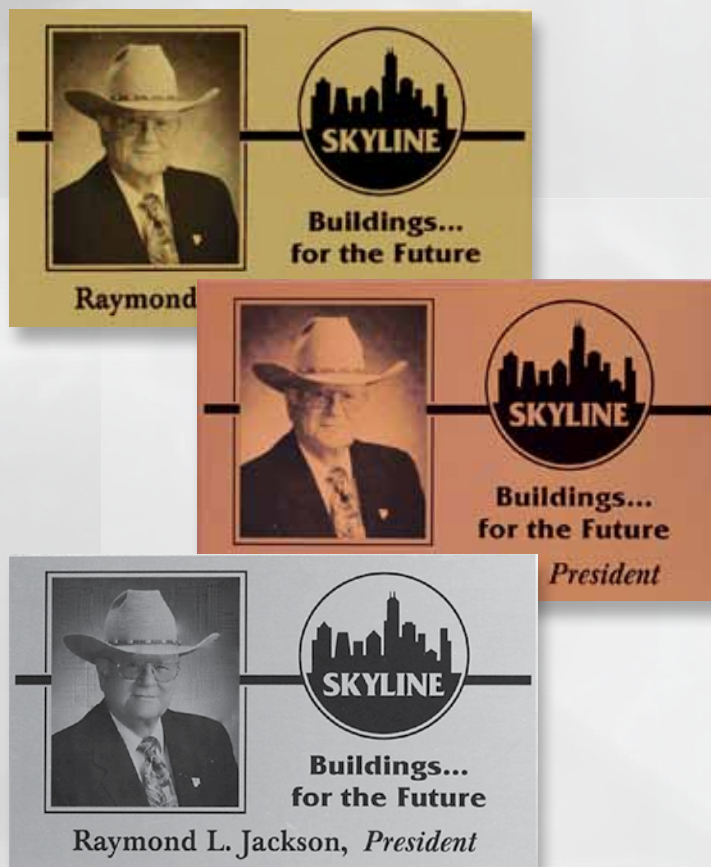
- Gold
- Silver
- Copper

SETUP OPTIONS

- Black image with gold, silver, or copper background
- Gold, silver, or copper letters with black background
- Halftone photo image strip-in

TURNAROUND

Five working days from artwork approval.
Large quantities or special orders may require additional time.



BRONZE PLAQUES

BRONZE CASTING creates a classic plaque suitable for both indoor and outdoor use. As a traditional process, it has a longer turnaround time and more limited type styles and font sizes. It is appropriate for people wanting a classic product made with a time-honored process.



MOUNTING OPTIONS

- Holes and screws available
- Concealed stud mount

SETUP OPTIONS

- Raised image with pebbled background texture or raised background with recessed text or images
- Font and type size are limited—call for details

COLOR OPTIONS

- Golden brown or black background
- Natural bronze finish

FINISH OPTIONS

Straight-line horizontal sanding pattern

TURNAROUND

21 working days from artwork approval.

Large quantities or special orders may require additional time.

BRASS PLAQUES

BRASS PLAQUES are an elegant and economical alternative to bronze. They are suitable for both indoor and outdoor use and are available in two different styles. The image can be etched into the brass and then filled with color, or the plaque can be etched with a raised image and then given an antique finish.

THICKNESSES AVAILABLE	MAXIMUM SIZE
.064"	17.5" x 23.5"
.25"	



MOUNTING OPTIONS

- Holes and screws available for all thicknesses
- Welded studs available on .25" thickness
- Adhesive backing available for all thicknesses

SETUP OPTIONS

- Reverse: raised brass background with color-filled recessed image
- Raised image with antiqued finish

FINISH OPTIONS

- Straight-line horizontal sanding pattern
- Straight-line vertical sanding pattern
- Orbital sanding pattern

TURNAROUND

14 working days from artwork approval.

Large quantities or special orders may require additional time.

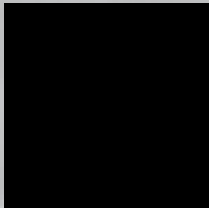
PLAQUE COLOR OPTIONS

To help personalize your plaques, awards, signs, and other products, Pella Engraving offers several color options.

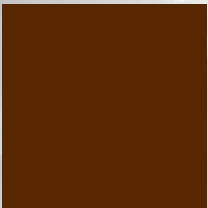
RECESSED COLOR OPTIONS

The recessed areas of etched plaques can be painted with your choice of our five standard colors. In addition, hundreds of PMS PANTONE® colors are available at an extra charge. More than one color can be used, but a raised area must separate each color.

STANDARD COLOR OPTIONS



BLACK
Process Black C



BROWN
PMS 4625 C



BLUE
PMS 287 C



GREEN
PMS 3302 C



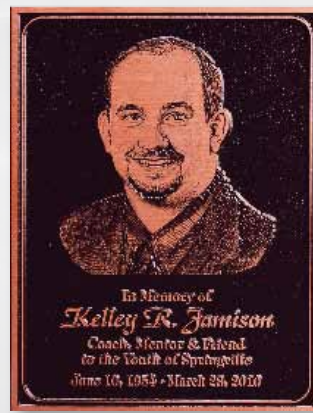
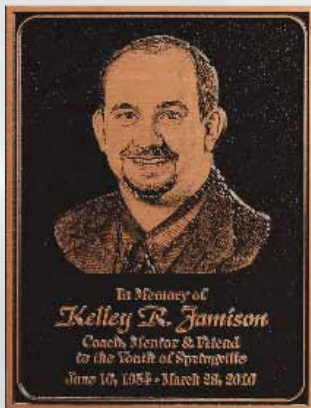
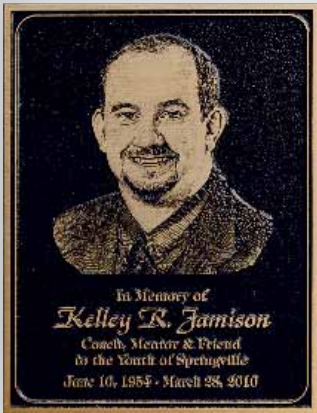
MAROON
PMS 209 C

The PMS number reflects the closest PMS PANTONE® match to our standard color options.

RAISED COLOR OPTIONS

You have several color options for the raised areas of etched plaques.

- Raised areas of magnesium or zinc plaques can have a gold, silver, or copper finish applied for a different look. **Note:** The gold or copper finishes can slightly change the appearance of the color in recessed areas.
- Raised areas of magnesium or zinc plaques can be tipped or rolled with ink in limited colors.
- A glossy finish is available upon request.



PLAQUE TEXTURE, FINISH, & MOUNTING OPTIONS

TEXTURE OPTIONS



PEBBLED TEXTURE
Standard



SMOOTH TEXTURE
Available on magnesium
plaques only; ADA compliant

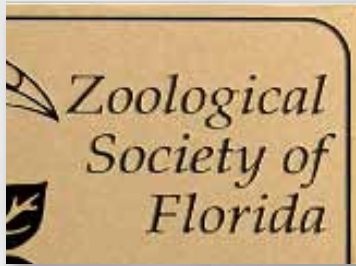


DOUBLE-ETCHED TEXTURE
Available on magnesium and
zinc plaques only

FINISH OPTIONS



ANTIQUED FINISH
Raised copy (brass only)



**COLOR FILL/ORBITAL
SANDING PATTERN**
Recessed copy



**COLOR FILL/STRAIGHT-LINE
SANDING PATTERN**
Recessed copy
Available in horizontal or
vertical sanding pattern

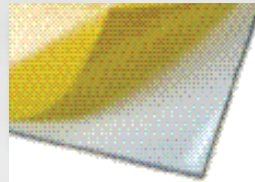
MOUNTING OPTIONS



SCREWS AND HOLES



WELDED STUDS



ADHESIVE



STAKES IN 3 SIZES
See page 15 for
more information



WOOD-MOUNTED PLAQUES

Pella Engraving has wooden boards available for mounting your engraved plaques. There are a number of sizes, finishes, and styles you can choose from to achieve your plaque's unique look. Call for additional information and price quotes.

PLAQUE TYPESETTING & SHAPE OPTIONS

TYPESETTING OPTIONS

Our typesetters use your ideas and information to create a unique, personalized product that meets your individual needs. Once the design is completed, a paper proof is faxed or emailed to you for final approval. Upon receipt of the signed approval, we begin production of your order.

Pella Engraving typesetters work on the Macintosh® OS platform and print to film from Adobe Illustrator®.

SHAPE OPTIONS AND SPECIFICATIONS



RADIUS CORNERS

Available in 1/8", 1/4", 5/16", 3/8", and 1/2". Unless a particular radius is specified, we will determine the appropriate radius for the plaque.



NIPPED CORNERS

Available in 1/8", 3/16", 1/4", 3/8", and 1/2". Unless a particular nipped size is specified, we will determine the appropriate size for the plaque.



IRREGULAR SHAPE CUTOUTS

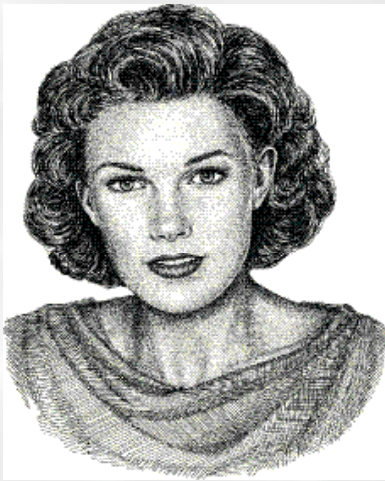
A shape without straight edges is considered an irregular shape.

PLAQUE ARTWORK OPTIONS

ARTWORK OPTIONS

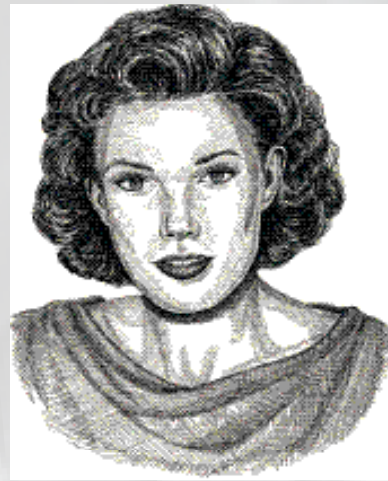
Pella Engraving artists create custom line drawings of people, places, or scenes from your photos or image samples we have on file. Then we incorporate the artwork into your plaque in one of three different art styles (see below). Contact us to discuss which options best suit your plaque and finish choices.

Original images received by mail or e-mail can be in black and white or color. Your final product will have the best quality when created from high-clarity artwork.



STIPPLE

Available on magnesium, zinc, and Metalphoto® plaques



CROSSHATCH

Available on magnesium, zinc, metalphoto, brass, and copper plaques and laser engraved items



SIMPLE CONTOUR

Recommended for bronze plaques and sandblasted items

PLAQUE STAKES

STAKES: If you're creating a plaque destined for exterior display, consider ordering a stake from Pella Engraving Company to meet your presentation needs. We offer two types of stakes. Our garden stake option can display smaller plaques closer to the ground. Our taller, two-piece heavy-duty stake comes in three different height options. With either stake, your plaque can be in a landscape or portrait orientation.

THE GARDEN STAKE is a 22" tall, black-painted aluminum stake with a small backer plate onto which your plaque is mounted. It comes ready to be placed in the ground. Maximum plaque size recommendation for the garden stake is 8x10".



Garden stakes

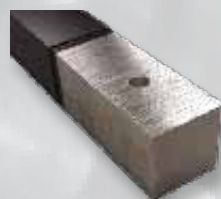
HEAVY-DUTY STAKE: This stake is used for larger sized plaques or if a taller stake height is desired. This stake comes in two parts for assembly after shipping: A separate backer head-mount with the plaque attached and the stake itself.



Back view of a plaque attached to the heavy-duty stake



The heavy-duty stake will arrive in two sections: the head-mount (shown here) and the pole



The head-mount slides onto the top of the pole (shown here) and can be tightened with screws



The bottom of the pole – solid, black-painted aluminum

COLOR OPTIONS

Black stake and backer plate

MOUNTING OPTIONS

Garden Stake:

- 1/8" thick zinc plaque with studs
- Metalphoto 1/16" thick aluminum plate mounted to the backer with exterior tape

Heavy-Duty Stake:

A backer head-mount with the plaque attached

HEIGHT OPTIONS

Garden Stake: 22"

Heavy-Duty Stake:

Three heights: 4', 6', or 8'



Scan here to watch a video of our stake options



Shown here are the 22-inch garden stake, 4-foot heavy-duty stake, and 6-foot heavy-duty stake. The heavy-duty stake is also available in 8 feet.

RECOGNITION WALLS & CHANNELS

RECOGNITION AND DONOR WALLS: Pella Engraving Company's recognition walls are a unique, component-based system that can be customized to meet customers' needs for color and capacity. The recognition wall is created by sliding the Plexiglas® frames that house the plaques in and out of channels, giving the ability to update the wall's layout as needed.

FEATURES

- Our extruded aluminum channels offer flexibility for your recognition or donor wall.
- Complete your recognition wall project with our zinc recognition plaques.
- You can purchase each component individually: recognition wall channels, frames, and plaques.

CHANNEL OPTIONS

- Finished in black or silver
- Cut to any length up to five feet
- Channels accept 1/8" material

PLAQUE OPTIONS

- Zinc 1/8" thick
- Oval or rectangular shaped Plexiglas
- Raised or reversed text
- Custom colors available

FRAME OPTIONS

Plexiglas frames slide easily in and out of channels and hold plaques



Aluminum wall channels



Plaque in circular Plexiglas frames in the wall channels



Recognition wall at Pella Regional Hospital



Plaques in rectangular Plexiglas frames in the wall channels

IDENTIFICATION TAGS

ID & SERIAL TAGS: Pella Engraving uses its one-of-a-kind Metalphoto® process to create highly durable ID tags and ID plates appropriate for use on machinery. Phototransfer technology embeds the dye permanently into the pores of the aluminum. Electronic data transfer makes it possible for tags to be produced with unique VINs. ID tags can also incorporate barcodes for use with scanners, giving companies the ability to replace handwritten shipping manifests with computer-generated ones.



SHAPE

- Rounded corners
- Square corners

COLOR OPTIONS

- Gold metal
- Silver metal

THICKNESSES AVAILABLE

.020"
.032"
.063"

SETUP OPTIONS

- Black background with silver or gold lettering
- Gold background with black lettering
- Silver background with black lettering

FINISH

- Satin for ID tags
- Matte (recommended for serial tags with barcodes)

TOOL ENGRAVING

TOOL ENGRAVING: Fast, accurate, and powerful, Pella Engraving's newest engraver allows more precise and intricate tooling. The fast engraving speed of 9.45 inches/second does not detract from the reliability or quality. The engraver can tool into a wider variety of metals—even stainless steel. It also allows an expanded size range of up to 24"x48".



Tool engraved tag



Tool engraving machine



Tool engraving fonts

CNC ROUTING & PLASMA CUTTING

CNC ROUTING & PLASMA CUTTING machines make it possible for Pella Engraving to offer high-quality individual letter cutouts and intricate shapes. Both machines are computer-controlled so intricate curves, inside curves, and sharp corners are executed to perfection. The automated and improved cutting processes result in quicker turnaround times and more precise cuts.

MAXIMUM SIZE

CNC Routing: 48" x 60"

Plasma Cutting: 46" x 80"

MATERIAL OPTIONS

CNC Routing:

- Corian
- Aluminum
- Wood
- Acrylic

Plasma Cutting:

- Stainless steel
- Steel
- Aluminum



Scan here to watch a video about the CNC routing process



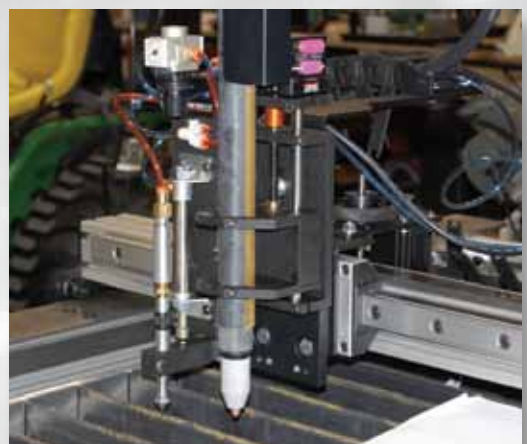
Letters created with plasma cutter



Letters created with plasma cutter



Sign created with plasma cutter



Plasma cutter head

FLATBED COLOR PRINTING

FLATBED COLOR PRINTING: Pella Engraving can add color to your plaques, awards, and other products with the DirectJet 1024 UV printer from Direct Color Systems®. This option saves you time and money while retaining the class of a high-quality plaque. Flatbed color printing can be used in conjunction with magnesium plaques or lasered acrylic awards, and can enhance wood plaques or a variety of other materials.

USES FOR FLATBED COLOR PRINTING: Ideal for printing color on your plaque—such as on a corporate logo or government seal. The printer produces crisp text and sharp, detailed images in vibrant color.

MATERIAL OPTIONS

Printing available on a wide range of materials, including wood, ceramic tiles, plastics, and metal.

COLOR OPTIONS

Full color

TURNAROUND

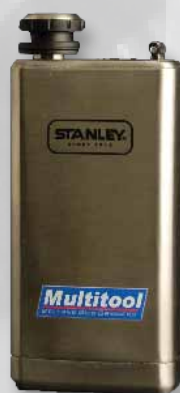
Seven working days from artwork approval. Large quantities or special orders may require additional time.

MAXIMUM PRINT SIZE

10" x 24" x 6" tall



Scan here to watch a video of the flatbed color printer in action



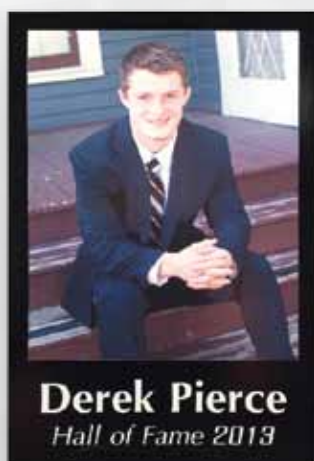
Color printing on flask



Color printing on wood



Color printing on laser engraved award



Color printing on aluminum



Color printing on magnesium

FOIL STAMPING DIES

FOIL STAMPING DIES: Pella Engraving began etching metals to produce printing plates and foil dies for the printing and hot stamping industry in 1934. We offer hot stamping dies, printing dies, and embossing dies. Stamping dies are available in a variety of thicknesses and bases, and we have several mounting options to choose from. Contact us for more information and solutions about foil stamping dies.

THICKNESSES AVAILABLE	MAXIMUM SIZE
.064"	27" x 37"
.118"	
.153"	
.25"	



Stamping die



Foil stamping plate for the Slip Disc frisbee (see right) >>

MOUNTED BASE OPTIONS

- Wood mount available in plywood or cherry
- 1" thick metal base
- Type high metal base with 1/4" die

SETUP OPTIONS

- Raised letters with recessed background
- Raised background with recessed letters
- Right reading or wrong reading
- Embossing dies (with or without counter die)

TURNAROUND

Same-day service is available when camera-ready art is supplied by 10:30 a.m. CST



Ribbons created with foil stamping



Finished foil stamped frisbee

LASER ENGRAVING

LASER ENGRAVING: Pella Engraving offers a line of laser-engraved products which are perfect for a distinguished-looking plaque or award. Laser engraving can be used on wood and acrylic awards, as well as coated brass, leather, plastic, rubber, or stainless steel. It is a great option for custom-engraved name plates. For a different look, we can cut completely through the product to create an outline or cut-out shape.

MAXIMUM SIZE

12" x 24"



Acrylic award

MATERIAL OPTIONS

- Wood
- Acrylic
- Stainless steel

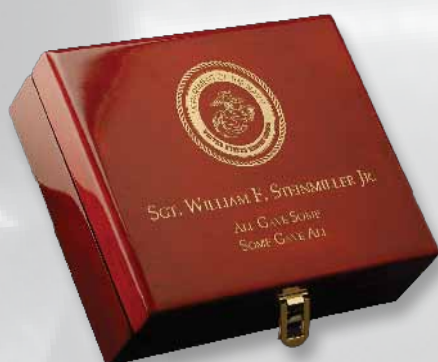
Other materials available for laser engraving. Color fill is available on some materials. Contact us for more information.



Black acrylic measure



Coated metal engraved on contour gauge



Rosewood box



Wood baby block

ADDITIONAL LASER ENGRAVING GUIDELINES

Artwork, copy, and graphics for laser engraving can be sent by mail or e-mail in the following file formats: Adobe Illustrator®, Corel Draw, pdf, eps, jpeg, and tiff.

SANDBLASTING

SANDBLASTING: For a unique and beautiful gift or award, have your text, graphic, or logo sandblasted into a product. Personalize further by adding a color fill to the image. Commonly used for glass engraving, we can also sandblast crystal, stones, marble, clay pots, or crocks. In the sandblasting process, the product is carved using silicone sand, creating a recessed image. Sandblasted crystal or glass will have a frosted look.

MATERIAL OPTIONS

- Glass/crystal
- Rocks
- Ceramics

Available in an assortment of sizes and styles. Please call for pricing quotes and additional information regarding sandblasted products.

MAXIMUM SIZE

20" x 30"



Scan here to watch a video of the sandblasting technique



Glass award



Ceramic crock



Rock memorial



Glasses and ice bucket



Anniversary pots

ADDITIONAL SANDBLASTING GUIDELINES

Artwork, copy, and photos for sandblasting can be sent by mail or e-mail in the following file formats: Adobe Illustrator®, pdf, eps, and jpeg.

Artwork that is not camera-ready can be reproduced for an additional charge. Once the design is completed, a paper proof is faxed or emailed to you for final approval. Upon receipt of the signed approval, we begin production of your order. If you are sending a large file, we recommend that you follow up with an e-mail or phone call to ensure that we have received your order.

CUSTOMER SHOWCASE



ANDREW LAZARCHIK | WILDCAT CHAMPIONSHIP BELTS

When Andrew Lazarchik started Wildcat Championship Belts in 2005, he searched for an engraving company that could custom engrave zinc plates for wrestling, boxing, and other award belts. Pella Engraving was the only manufacturer he found that was able to do exactly what he needed.

Andrew, who has been a wrestling manager, ring announcer, and referee, first became fascinated with championship wrestling belts after watching a 1988 match between Hulk Hogan and Andre the Giant. Starting with cardboard belts in his basement, Andrew eventually founded and grew Wildcat Championship Belts into an international custom belt company. Today, about 50 percent of his products are wrestling and boxing belts, while the other half are corporate award belts, fantasy football belts, and custom belts.

One custom job was the Nathan's Hot Dog Eating Contest championship belt. "Pella really pulled through for me on that project," said Andrew. "I received the order from the customer on June 27, and they needed it by July 4. Normally it takes 8 to 12 weeks to complete a project. I talked to Bruce [Van Wyk, PEC co-owner], and he was able to get his portion of the project, the zinc engraving, done right away. In fact, they worked so quickly we were able to get it to the end customer the day before they wanted it."



On normal belt projects for Wildcat Championship Belts, Pella Engraving engraves the zinc plates—there are typically three per belt—working from a design that Andrew provides. PEC usually bends the plates slightly, so they fit well around the waist when worn. After the plates reach Andrew, he colorizes them and attaches the final product to the belt.

Other projects on which Andrew has partnered with PEC are a WWE US Championship belt, Hulk Hogan's Celebrity Championship belt, and the Japanese IWGP Intercontinental Title belt.

"I enjoy working with Pella Engraving because I don't have to worry about messed up orders," said Andrew. "I know my plates are going to come back the way I want them. In this day and age, I don't have time to waste holding hands. They're good people who do quality work."

STEPHEN SCHADE | PROFESSIONAL AWARDS OF AMERICA

"It all starts with merchandise that customers want. Then the focus moves quickly to customer service. Smart companies realize that the customer is king and treat them accordingly. It is refreshing to have a supplier who treats us the same way. We have had a business relationship with Pella Engraving for over two years, ordering several times a month. Orders both large and small are shipped in a timely manner and rushes are always received by the 'need date.' Their products are the highest quality we've seen, but we feel it is their customer service that sets them apart from the competition."

CUSTOMER SHOWCASE



BEV RIETVELD & CHAD VANDER WILT | VERMEER MANUFACTURING

Vermeer Corporation has been a satisfied customer of Pella Engraving for many years. Each year, PEC provides award plaques for Vermeer dealers.

“For several years Pella Engraving has created our years-of-service awards that we give out every December. We also worked with them on our

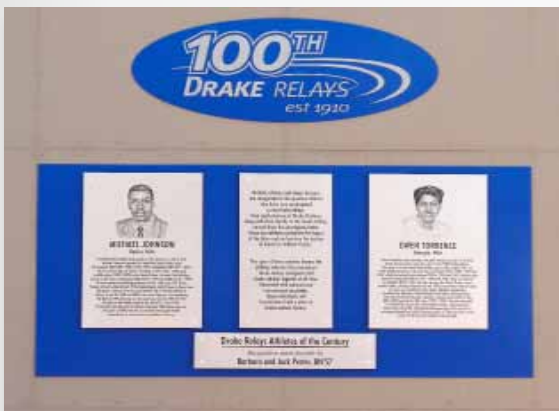
Platinum Dealership Award which hangs in our Global Pavilion. We have been thrilled with Pella Engraving. They are always willing to get every last detail just right,” said Vermeer representative Bev Rietveld.

Pella Engraving also developed a new process for Vermeer when this long-standing client needed a better equipment ID tag.

“As soon as I knew what we were looking for, I called Jeff [Vroom, PEC co-owner],” said Vermeer Distribution Development Manager Chad Vander Wilt. “He told me that while ID tags would be a new item, he was sure Pella Engraving could develop just the right product. We no longer have to keystroke in equipment IDs because PEC is able to print the tags with barcodes and a unique 17-digit VIN. These ID tags reduce our in-house labor by nearly 80 percent and lower our ID tag inventory. They also provide greater accuracy than the previous tags. We tried scratching it off with a key, and we couldn’t do it. We are pleased with the durability.



“The advantages for Vermeer are great,” Chad continued. “Pella Engraving’s willingness to try something new and its ability to produce a product that meets all our needs earned our business on this project!”



BRIAN BROWN | DRAKE RELAYS DIRECTOR

“The 100th anniversary of the Drake Relays was a milestone, and we wanted to honor the Relays’ 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.

“We saw a sample [Pella Engraving] 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,” continued Brian. “PEC wanted this project to be as successful as we did. 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.”

CUSTOMER SHOWCASE



TIM HOLKER | VARSITY PHOTOS AND AWARDS

Varsity Photos, a company whose main business is sports and events photography, got a request from regular client Minnesota Football Coaches Association for an outdoor display wall to publicly recognize MFCA's Hall of Fame inductees.

"We provide the plaques that the MFCA needs for its coaching awards, special recognition recipients, and Hall of Fame inductees," said Tim Holker of Varsity Photos and Awards. "But this display is installed on an exterior

wall of the new TCF Bank Stadium at the University of Minnesota. We needed to partner with a company experienced in working with the appropriate materials for a display exposed to the elements.

"I made a trip to Pella to see the PEC operation and get a feel for the company and partners both personally and professionally. I presented my design ideas and got Bruce and Jeff's [PEC co-owners] input. I made a strong personal connection and left with a very positive impression of their ideas and capabilities as a company."

According to Tim, PEC exchanged ideas and offered and explained options for meeting the MFCA's needs. The final product features zinc plaques installed on top of multiple aluminum backer plates.

"PEC also was willing to move up the timetable to ensure the job was installed in time for a special event prior to the first home football game of the year," said Tim. "Bruce and Jeff traveled to Minnesota to personally install the project and provide maintenance and installation guidelines.

"I had the utmost level of satisfaction with the final product as well as my entire project experience with PEC! They were receptive to my input, quick to respond to my needs, and willing to go the extra step when needed. I have received very complimentary comments on the display from a wide variety of people, including the university athletic director and the MFCA executive director."

JEFF HAYES | CUSTOM AWARDS

"Initially, we went with Pella Engraving because they're located in the Midwest, just like we are. But we've continued to come back to them because of the customer service they offer. Any time we've had any issue with a plaque, they are more than willing to correct it without any questions about whose fault it was. They help us any time we have a rush job. When I forgot to re-order a second edition on time, Pella Engraving had no questions. Within a few days, they sent it out. It really helped me in a pinch."

BRITTANY LANDRY | ADVANCED GRAPHIC ENGRAVING LLC

"We've ordered approximately 4,700 Metalphoto ID tags to be used in a marine environment. The tags are very durable, and their quality has met our every expectation. The thing I like most about working with Pella Engraving is the customer service—they answer all my questions in a timely manner."

MESSAGE FROM THE OWNERS

For the entire Pella Engraving team, “WE MAKE IT RIGHT” is not just a slogan—it plainly states what we are about. It is a core value our company stands on. WE MAKE IT RIGHT because we want you to have the utmost confidence in our services and capabilities.

As owners, we promise that our entire staff is committed to achieving 100 percent satisfaction for 100 percent of our customers on 100 percent of our products. We guarantee quality products, reasonable pricing, and superb customer service.

As a dealer, when you place an order with Pella Engraving Company, you can be assured that we have the same commitment to your customers. Without a major investment, you can offer your customers a variety of products through us—metal etching for plaques and awards, laser engraving, color printing, and sandblasting. We also manufacture printing and foil stamping dies.

Our dedicated and talented artists work with you to produce unique, personalized products for your customers. We submit the design for your customers’ approval and then accurately reproduce it on the selected product.

Whether you are meeting us for the first time on these pages or we have served you since 1934, we welcome the opportunity to get to know you and your specific needs. We want to make your experience with Pella Engraving an enjoyable and profitable one.

- Jeff Vroom, Bruce Van Wyk, and Brent Jansen, Pella Engraving co-owners

ABOUT PELLA ENGRAVING COMPANY

PELLA ENGRAVING COMPANY is located in a community in Iowa that celebrates its Dutch heritage. Traditional values have helped Pella Engraving maintain high standards for old world craftsmanship since its founding in 1934. While the engraving industry has changed significantly over the years, we have responded by using our metal-etching expertise to meet the need for personalized awards and gifts. Today, new equipment enables us to offer our customers an expanded range of services.





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