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WINTER 2011

Greetings!

Our Winter edition of Metro Sign & Awning's quarterly newsletter:

- discusses innovative ways to dramatically enhance a sign using QR codes;
- continues our [tips and tricks series](#);
- presents important Company news (our growth in New Hampshire and our new Partner program); and
- announces a New Year, New Sign promotion (see coupon at the end).

As always, we welcome your feedback, questions, or topics you'd like us to cover in a future issue.

Sincerely,

[Tom Dunn](#)
Metro Sign & Awning

QR Codes: Giving "Life" to Signs



*Scan this QR Code to
Learn More or Contact Us*

so it displays information relevant to that moment in

Quick Response Codes are 2-D bar codes (like the one on the left) that are easily scanned by anyone with a smart phone and a free App like [QuickMark](#) or [ScanLife](#). No more difficult than taking a picture, after the QR code is "snapped", the user is automatically brought to a web page where they can read the text, watch a video, submit a survey, etc. And the beauty of it is that **the page they're brought to is "live" not "canned"**,

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Metro Is Growing!

High quality materials and workmanship, competitive pricing, as well as prompt, professional service have all contributed to Metro Sign



& Awnings position as #84 on the Inc. magazine list of fastest growing manufacturers in America.

And to better serve our growing base of clients in New Hampshire, we have recently launched four new, local websites: [SignsManchesterNH.com](#), [SignsNashuaNH.com](#), [PortsmouthNHSigns.com](#), [SignsConcordNH.com](#). Our Boston-based customers have their own website, [SignsBostonMA.com](#), and Metro's current website, [MetroSignandAwning.com](#), will continue to provide signage information to all other communities in New England. Our goal over time is to provide more, and more relevant, local content on these sites. ([Read](#) the press release.)



WIN-WIN PARTNER PROGRAM. Metro Sign & Awning has launched its Partner Program for

time. It's no wonder QR Codes have become increasingly popular in business.

LIVE SIGNS. The one downside to the fact that Metro's high quality signs last for a very long time is that whatever you communicate with the sign on day one, will be what's communicated every other day over its long lifetime. With the addition of a QR Code to the sign, however, it becomes a **"live" sign that can adjust what it communicates in real-time.** So now you can have the best of both worlds: a long lasting sign that can update its message whenever you want.

Here are just a few examples of how QR codes can be integrated into a Metro Sign & Awning sign:



Storefront graphics can link to:

- * Your e-commerce site so store visitors can buy even if you're closed.
- * Monday's Specials on Monday, Tuesday's Specials on Tuesday.



Dimensional signs can link to:

- * Hours of operation, a Contact Us form on your site, etc.
- * An online calendar to schedule an appointment.



Pylon signs can link to:

- * up-to-date leasing information, floor plans, etc.



Directory signs can:

- * link to directions & maps
- * offer added value for tenants to provide their address, hours, contact information.

Metro Sign & Awning can help your business bridge the real and digital worlds. Want to learn more about how QR Codes might help you? Contact us by **scanning the QR code** above, [clicking here](#), or calling **978-851-2424** and asking for Tom.

Customer Spotlight: Motel 6 Partner Program in Action



Last winter the old Motel 6 / IHOP Tewksbury pylon sign came down in a bad storm. The damage was severe, and the sign needed to be

architects, general contractors, property managers and signage consultants. Through this new program, Metro offers its resellers and partners its valuable signage **and** business development expertise, both necessary ingredients for a successful, profitable partnership.

We're confident that with our signage expertise, focus on customer satisfaction, unique three- and five-year warranties and business development experience, both you and your clients will value working with Metro. For more information, please contact us [via our website](#) or phone (978-851-2424) and ask for Elena. ([Read the press release.](#))

Today's Tip: Got Wood? Try HDU



Did you know that most carved signs are not made of wood but with a plastic called HDU (High Density Urethane)?

The common brand name used is "Sign Foam." What makes this such a great product is that it is waterproof, lightweight yet remarkably strong. When it is finished with paint and clear coat it looks and feels like a wood sign.

Introduced to the sign industry a number of years ago, HDU has proven longevity and is a superior alternative to wood. If you would like to learn more about carved signs as an option for your business please give us a call at 978-851-2424.

Quick Links

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replaced. The corporate

office contacted Metro for a quick response to remove the massive wreckage and replace the sign.

MEETING PERMITTING AND INSTALLATION

CHALLENGES. The project presented several challenges beyond the need for quick action. The corporate office felt it was critical to replace the sign with a new one of the same size, given the visibility of the site to Interstate 495, yet the sign was old and did not conform to current zoning regulations. During the permitting process, Metro's engineer reviewed the shop drawings and the site's soil conditions and provided stamped plans for fabrication and installation to the town's building inspector, satisfying the town and paving the way for installation of the new sign.

Installing the sign back in the same site raised a different challenge. Removal of the old spread footing (an enormous, concrete block) that extended into the parking lot was required to ensure the sign was structurally sound, and Metro needed to bring in very heavy equipment to take it out the before installing the new pylon.

The end result? Drawing on its signage, governmental and business expertise, Metro was able to satisfy both its corporate partner and local regulators and installed the new sign in the same site, at the same size as the former sign. This pylon is once again drawing the attention of thousands of potential new customers driving along Route 38 and I-495 every day.

Does your business have a sign or awning that needs replacing? Take a look at our [customer portfolio](#) or [contact us](#) or call (978-851-2424) to learn how we can help you upgrade your image.

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Metro Sign & Awning

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MetroSignandAwning.com
978-851-2424

**Save
12%**

New Year, New Sign!

Save 12% when you place a new order of \$1,000 or more between now and January 31. Contact us [via our website](#) or call 978-851-2424 today!



Offer Expires: January 31, 2012. Mention this newsletter when contacting us to receive the discount.

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