

## Easy Online Pricing and Ordering of Real Metal Signs and Plaques

*Atlas Signs and Plaques, a division of Metal Facades brings the look of real cast metal to the Sign and Plaque industry. Bronze, copper, brass, and aluminum cold-spray-applied to virtually any surface.*

**Dec. 31, 2008** - [PRLog](#) -- Lake Mills, Wisconsin. January 2, 2009, Metal facades, has opened a sign division. Atlas Signs and Plaques offers easy online pricing, ordering, and fast shipping of custom-made Signs and Plaques through their website, [www.atlassignsandplaques.com](http://www.atlassignsandplaques.com).

"We have been using the patented LuminOre® process for several years to give the look of foundry-cast metal to products ranging from industrial to decorative" said owner, Janey Freid. "I realized early on that Metal Facades was coating a lot of golf course signage, lettering, and other commercial signs along with our varied mix of projects. When our recent expansion finally gave us the required room, we took a serious look at what others in the sign industry were offering. We found that most sign companies were simply resellers of cast metal signs and plaques. We also realized that the process of obtaining a custom sign or plaque could be very difficult and could take up to 6 weeks. Most often the customer had to telephone the company and attempt to convey his or her's desires to a salesperson. If the company had a website, the customer could not order a custom product online and usually had to fill out a form and wait for a salesperson to call back. Most of all, the final price always seemed to be a secret until the final moment of ordering. Atlas Signs and Plaques vastly improves this archaic process with upfront pricing, easy online ordering, no hassle, and fast turn-around. And, In these economic times, we are extremely happy to save our clients as much as 80% off the price of traditional cast metal signs".

The materials and process used really benefits the end user with a sign that is suitable for the harshest exterior applications. Atlas Signs and Plaques utilizes durable, HDU foam board as a substrate for most signs and plaques. This product was originally developed for the aerospace industry, but has been used for years as a replacement for wood signs. After using abrasive blasting to form the decor and lettering, the signs are metal-coated using one or more cold-spray metals to achieve the look of very expensive foundry casting at a small fraction of the cost and weight. The economics translate into a business sign that is beautiful, long-lasting, and easy to install. Atlas Signs and Plaques is able to get details that are not possible with traditional cast. This is very apparent in the line of Military and Service Plaques. "As a Veteran," said Janey, "I am proud that our staff can honor our service women and men by offering such exceptional quality at such a great price".

Design possibilities are limitless. Combining metal coatings with artistically applied patinas gives more than eighteen unique finishes ranging from traditional to contemporary. "We are able to produce a historic plaque that looks like it was cast from bronze, brass, or copper 200 years ago. We can also create signs to complement the decor of the most modern of buildings. Most of our signs are coated 100% with metal, but we use a bit of high-quality sign enamel for a splash of color or as background on our metal parking and recycle signs." Added Ms Freid. Since the weight of our metal coating and HDU is low, size is not an issue. It is easy to have signs that are 4 feet or larger making them very suitable for long-distance viewing and large building identification.

Janey M. Freid began Metal Facades in 2004 after many years as an accomplished Faux Finisher specializing in producing spectacular finishes on residential and commercial projects. Explaining her move into metal coating, Janey says "It all started because I saw a bronze coated toilet and wanted the rich look of a foundry-cast fixture for a bathroom that I was remodeling in my own home. Realizing that it was out of my price range, I sought out the coating manufacturer which turned out to be LuminOre®. After extensive research, I attended their factory school and became an authorized applicator. Unfortunately, I still haven't

found the time to get my bronze toilet". After her return from the factory school, she metal coated everything in sight to learn more about the process and polish her skills. Opening her shop in Lake Mills, Wisconsin proved to be timely as the number and scope of orders started increasing. Asked if being a woman-owned business was a help, Janey said "I realize that industrial coatings is not seen as a traditional role, but I put an artistic twist on most all of my projects which I don't think it is a gender thing at all. I have always had a good eye for form, function, and color" and that translates into a quality end product. That is my only concern".

For more information:

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Metal Facades applies real metal to almost any substrate. The look of foundry cast bronze, brass, aluminum, copper, or chrome without the weight, wait, or expense. Up to 90% real metal cold-spray applied using the patented LuminOre process.

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Source	Metal Facades
State/Province	Wisconsin
Zip	53038
Country	United States
Industry	<a href="#">Manufacturing</a> , <a href="#">Internet</a> , <a href="#">Construction</a>
Tags	<a href="#">Plaques</a> , <a href="#">Plaque</a> , <a href="#">Sign</a> , <a href="#">Signs</a> , <a href="#">Bronze</a> , <a href="#">Brass</a> , <a href="#">Aluminum</a> , <a href="#">Copper</a> , <a href="#">Metal Art</a>
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