

Industry News

Remembering Our Greater Purpose

Words of Wisdom from ValdostaMemorials.com SM

Burton Fletcher, proprietor of ValdostaMemorials.com SM in Valdosta, Ga., explains in his own words why it's best to design each monument as if it were for your own family.

"I submit [photos] of a bench that I designed for our family ... because it epitomizes what we should do for our clients. With every client, we have an opportunity to educate and inform the client so they understand the many ways in which we can tell their story. Isn't this bench so much more meaningful because it is engraved with the family story?"

"Telling the client's story is an underutilized art and part of why I entered this profession.

"Cemeteries are filled with monuments that are very poor memorials. This bench provides the names of the family members, identifies them as farmers, informs the reader where they farmed, [their] hobbies, and children's names and occupations. The reverse side of the bench provides the names of the children and the grandchildren. A large color photograph will be recessed into the reverse side of the bench in the near future.

"Tell your client's story! A monument with simple artwork – perhaps a flower – names, dates of birth, death and marriage does not leave much information for historians, genealogists, or future generations.

"We are professionals, so tell the story of a living person!"

Thanks to Burton Fletcher for his words of wisdom!

Updates and Improvements from Intertape Polymer Group

Intertape Polymer Group announced that it has a new updated Web site, which lists all Anchor/IPC Stencil products. Visit www.intertapepolymer.com, click on "Products," and then on "Signblast/Stencil Products."

Also, Anchor has established an awards travel program for its monument stencil users. Anchor offers a points voucher inside these products: #124, #154 and #129. The points vouchers can be saved and used for free travel anywhere in the world. Please contact Monty Seawright for program details at 800.628.8556, ext. 5453.

