

# *News Release*



**FOR IMMEDIATE RELEASE:  
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## **National Sign Program Introduced**

Owensboro, Kentucky -- Retailers across the United States will have an economical source for high quality facility entrance signs. The signs are designed especially for use at the entrance to facilities that store anhydrous ammonia but are expected to be popular with all retail locations. A LPDE thermoplastic core with aluminum on both sides forms the most durable laminated sign panel available, making it resistant to weather, swelling and corrosion. Life expectancy of the sign is 7-10 years and replacement lettering will be available to accommodate personnel and phone number changes.

Lloyd Burling, Liaison to the State Associations for the Asmark Institute attributes the idea for developing a centralized source for high-quality signs to Kathy Zander, Executive Director for the South Dakota Agri-Business Association. "She requested the name of a vendor" said Burling, "upon checking into it, we discovered there were several others looking for a viable alternative to the inconsistent quality and prices found on the local level." "There hasn't been a national source for professionally-produced signs since the American Cyanamid AgriCenter program was discontinued about ten years ago" added Burling.

In addition to being personalized with the facility information, the signs will bear the state association's logo and name since it is being offered as a membership service. Signs can be ordered through your participating state association.

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### **Asmark Institute:**

The Asmark Institute is the leading resource center for agricultural retailers in the United States. The Institute acts as a resource center for compliance materials and services, develops common sense solutions to new regulatory requirements, monitors enforcement activity for uniformity, and supports industry efforts to ward off adverse regulation. The Institute is a private, non-profit organization that provides a forum for state and national organizations to effectively collaborate on issues for the benefit of the nation's agricultural retailers.

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