



Regional Garden and Landscape Facility Creates Durable, Waterproof Signage Quickly and Cost Effectively Using REVLAR® from Relyco

Locally owned and operated with a staff of expert horticulturalists, McDonald Garden Center was founded more than 65 years ago, and today provides customers with a wide selection of traditional and unique plant material, more than 80 percent of which is grown locally. McDonald Garden Center operates three year-round garden centers in Virginia Beach, Hampton, and Chesapeake, Virginia, and 12 seasonal garden markets across eastern Virginia, which provide quality plants and garden accessories from March through mid-July. The company also has production and landscape design divisions.

Given the variety of plant materials and other products available in both its year-round and seasonal facilities, McDonald Garden Center relies on hundreds of signs to give its customer details about each product or to promote special offers or events. "We need signage for all our locations, and these signs are exposed to the elements, both inside and outside our facilities, where they can be damaged by wind, rain or watering, as well as from sitting within the plant material itself," says Sherry Connell, promotions coordinator at McDonald Garden Center. "In the past, we were able to produce the signs we needed using just card stock and lamination, but as we opened more and more locations and had more facilities requiring signage, we found that our approach was becoming time consuming and costly."

At A Glance:

Customer
McDonald Garden Center

Industry
Retail

Relyco Product
REVLAR Waterproof Paper

Website
www.mcdonaldgardencenter.com

"In the more than four years that we've been working with Relyco and using REVLAR, we've never been disappointed. The product is excellent and ideally suited to our environment, and we have a great relationship with the company. Relyco's service is unmatched and we absolutely trust that Relyco will do a good job for us."

Sherry Connell
Promotions Coordinator
McDonald Garden Center

The team at McDonald Garden Center began the search for a paper that would work in the conditions most common in its unique environment and found Relyco and REVLAR waterproof paper. "It seems so simple," Connell says, "but at the time, waterproof paper was very tough to find. Now that we've found Relyco and REVLAR, we wouldn't use anything else. The paper is waterproof, durable, and a perfect thickness for our needs, and thanks to the service Relyco provides, we can order it in a special size that meets our exact requirements."

Connell explains that in addition to ordering standard 8 ½" x 11" and 11" x 17" REVLAR, the garden center needs a unique 11" x 7" size for the majority of its signage. "Relyco offers a special template and then cuts 11" x 7" paper for us. We stock a supply of this paper in each of our facilities so that it can be used as needed to promote weekly specials; the staff just runs the sheets through a black and white printer to add facility- or offer-specific text," she notes. "These types of signs are needed in a high volume and have a quick turnaround, so beginning with the preprinted template ensures great flexibility and efficiency."

McDonald Garden Center also relies on the standard sizes of REVLAR to print posters and other promotional signs for its special events, such as festivals, workshops, and fundraisers; the company raised more than \$20,000 for local charities last year alone.

"In the more than four years that we've been working with Relyco and using REVLAR, we've never been disappointed," Connell concludes. "The product is excellent and ideally suited to our environment, and we have a great relationship with the company. Relyco's service is unmatched and we absolutely trust that Relyco will do a good job for us."

About Relyco: For 30 years, Relyco has been the premier supplier of unique and innovative paper products. Our products are great for thousands of uses, which enables you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority.