

P R E S S R E L E A S E

Lifetime Guarantee? Gemini Letters Are “Grizzly-Proof”

FOR IMMEDIATE RELEASE

Neustadt, ON – Gemini’s lifetime guarantee has been put to the test on many occasions, but never before has it faced as an unbearable test as it did recently when a curious grizzly bear tried to make a picnic lunch out of a Gemini letter on the eve of an important sign installation.

According to Gord Shaben of Silvertip Signs & Promotions in Terrace, British Columbia, a set of 37" tall, 3/8" thick aluminum letters due to be installed at a remote location at Kemano, British Columbia were left in the back of a pick-up truck over night. In the morning when the crew arrived to do the install job, they found to their dismay that an “O” in their sign for “Rio Tinto Alcan” was missing.

Was the letter lost in shipping? Did it not make it on the ferry? Was it not produced at Gemini’s manufacturing plant? The answer to these questions became a resounding “No” after an eagle-eyed observer pointed out that there were fresh grizzly bear tracks around the truck.

“It’s not just a chance encounter. Grizzly bears are a daily issue out there,” Gord said. “They formed a search party and went out looking for it and sure enough, found it. What was remarkable is that the letter wasn’t damaged at all. It wasn’t bent and there was no marring or teeth marks.”

“Not many things are Grizzly Proof but it appears these Gemini letters are!” Gord added.

It’s a good thing, too. The bear could have created a big fupaw if it would have destroyed the letter, leaving the company name misspelled with no time to replace it. Installation was a big issue due to the remote location. The only way in is by boat or helicopter. Silvertip Signs is the contractor for Rio Tinto Alcan’s signage and was having the letters installed some 30 feet up the wall over the company’s power station entrance.

“I’m not sure why the grizzly hauled off the letter,” Gord said. “They don’t like humans much and don’t hang around them, but when they live in close quarters with us, they associate food with humans they’ll look for anything they can get their teeth into. He may have thought it was a big Cheerio and then didn’t like the plastic and cardboard and just hauled the letter around for awhile before he left it in the bush and went looking for something else to get into.”

“This was a rush job to begin with and Gemini really came through for us, from matching the PMS color, reproducing the corporate font accurately at a good price and making our deadline handily,” he added. “I mean, to withstand being hauled around by a grizzly bear – that’s tough!”

“To say the least, we’re very pleased with Gemini’s quality, service & pricing,” he added. “Gemini is a company that we count on time and again to come through for us – most times in a pinch. They’re just fantastic.”

Gemini Incorporated is the world's largest manufacturer of dimensional letters, logos and plaques for the sign industry. The company manufactures plastic letters (formed, injection-molded, laser-cut acrylic) metal letters (cast, flat cut, fabricated) laminated letters (metal laminate on acrylic, acrylic on foam, and Leafed on acrylic), plaques (architectural cast and etched), changeable copy, channel letters (formed, injection molded and reverse channel), as well as GemTrim brand trim, extruded sheets of CAB plastic and acrylic and other sign installation supplies. Gemini products are guaranteed for life.

For more information about Gemini and its products for the sign industry, visit them online at www.signletters.ca or call Gemini toll-free at 1-800-265-0426.

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