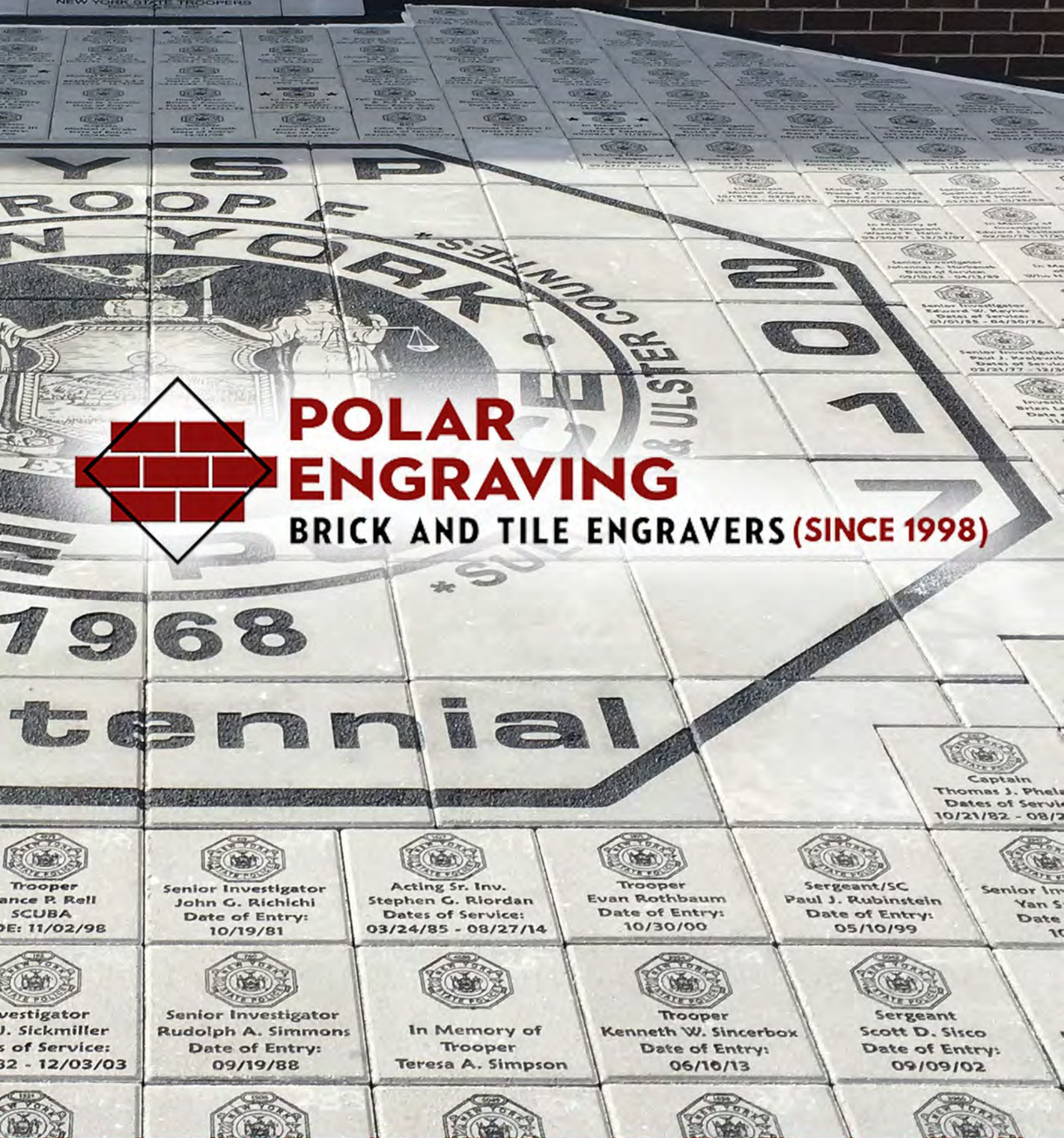


100

NEW YORK STATE TROOPERS



# POLAR ENGRAVING

BRICK AND TILE ENGRAVERS (SINCE 1998)

 Trooper ance P. Rell SCUBA DE: 11/02/98	 Senior Investigator John G. Richichi Date of Entry: 10/19/81	 Acting Sr. Inv. Stephen G. Riordan Dates of Service: 03/24/85 - 08/27/14	 Trooper Evan Rothbaum Date of Entry: 10/30/00	 Sergeant/SC Paul J. Rubinstein Date of Entry: 05/10/99	 Senior In Van S Date 10
 Investigator J. Sickmiller s of Service: 32 - 12/03/03	 Senior Investigator Rudolph A. Simmons Date of Entry: 09/19/88	 In Memory of Trooper Teresa A. Simpson	 Trooper Kenneth W. Sincerbox Date of Entry: 06/10/13	 Sergeant Scott D. Sisco Date of Entry: 09/09/02	

# FUNDRAISING/MEMORIAL GUIDE



## FUNDRAISING/MEMORIAL GUIDE

Starting a fundraiser or memorial can be an overwhelming experience and you must have many questions. One of the biggest challenges is to acquire the necessary knowledge to *make your project a success*. Our friendly and educated team of marketing professionals will be with you every step of the way helping you raise money.

We have over 24 years of experience, serving more than 10,000 customers all over the USA and abroad. Our marketing tools have been created to turn you into a fundraising or memorial expert. The best part is we give you these tools for free.

Choosing Polar Engraving as your engraving company means you have selected a family-owned business, devoted to the best quality of brick engraving in the industry. If there is any way we can be of further assistance to you, please visit our website or call us with any questions you might have.

We look forward to serving you and hope to hear from you soon.

Sincerely,

### THE POLAR ENGRAVING FAMILY



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# WHY POLAR ENGRAVING?

- Lowest pricing including shipping; starting at \$19.50 for tiles, concrete, and clay bricks
- We are the ONLY brick engraving company in the USA officially licensed to engrave military logos
- Free personalized engraved brick sample
- Free Donor Website and printable brochure with ordering system
- Free Fundraising Guide and PowerPoint presentation to help kick off your fundraiser
- Free shipping within Continental U.S. (no additional fees for lift gate, limited access, etc.) along with shipping confirmation and tracking information
- Extensive Clip-art library with over 2300 images starting at \$6.00!
- No additional set up fees for custom clip art and logos
- Lifetime warranty
- No minimum quantities
- Unlimited font selection
- Quickest production time in the industry
- No contract required
- We can engrave your bricks and/or tiles
- Knowledgeable, fun, and caring staff, live during business hours
- **WE HAVE HAPPY CUSTOMERS! CHECK OUT OUR TESTIMONIAL PAGE!**



# INTRODUCTION

Thank you for your interest in **Polar Engraving, the company that helps you make money!**

Founded in 1998, Polar Engraving is a family-owned business, specializing in successful fundraising brick and tile campaigns including Veterans and other memorials. We can help with any type of donor recognition project. We create **the highest quality** custom engravings at an **affordable price**.

**Also, we have one of the fastest turnaround times for production in the industry!**

**Rush orders can also be accommodated. Please ask us for pricing.**

## ***Why a Brick or Tile Campaign as a Fundraiser/Memorial?***

- **No upfront costs.**
- **Proven fundraising concept.**
- **Large profit margins:** for example, your cost for an engraved 4" x 8" brick from Polar Engraving is only \$19.50 (if you order 5 or more of a size at a time). You can sell the bricks from as little as \$40 to over \$1000 **for maximum profitability!**
- **Permanent Donor Recognition:** the message chosen by your donor is forever engraved on his/her brick or tile. Each engraving leaves a legacy which is a motivation, not only for present, but also for future donors.
- **Lasting Fundraisers/Memorials:** brick or tile fundraising/memorial campaigns are **ongoing projects**. Installed bricks or pavers can be laid using a sand bed installation; blank bricks can be removed and replaced with engraved bricks. You can also have a tile project, if you have a blank wall, you can expand your tile campaign.

## ***Who can benefit from a Brick/Tile Campaign?***

**Civic organizations, charitable institutions such as non-profit organizations, Veterans groups, schools, hospitals, religious entities, universities, zoos, aquariums, stadiums, libraries, recreation centers, rescue groups, and government buildings.** Just about anyone trying to raise funds for a project can do so with a donor recognition brick/tile program.

## ***How to Raise Funds without spending any money up front?***

With brick or tile fundraisers, you can collect donations before having to purchase a single engraved brick or tile. With other fundraisers, you need to purchase a product up front and try to resell it at a higher price to make a profit.

## ***How can we help you achieve a successful Brick/Tile Fundraiser/Memorial?***

Thanks to the marketing knowledge of our experienced consulting team, we help you every step of the way, so you can quickly achieve your fundraising goals.

## **You will be provided with:**

- a free custom brick/tile sample engraved with your personalized text and logo
  - a free personalized Donor Website and brochure order form
  - a free online ordering system
  - continuous support from our caring team
- ~ ALL FOR FREE! ~**

Call our helpful staff, who are always attentive to your needs. Call us at 239-597-8005 or email [info@polarengraving.com](mailto:info@polarengraving.com)

# SERVICES

## Free Customized Donor Website

Polar Engraving can provide you with a free customized Donor Website with your text, logos/clip art and photos. You will be able to receive online orders from your donors at their convenience. The donations for credit card orders will go directly into your PayPal account or your donors can mail you checks. It is a hassle-free way for your donors to order their bricks and for you to manage your fundraiser and collect donations. You can link your Donor Website to your own website, Facebook, and other media.

## Two Ways to Place Your Orders

1. **Free Online Ordering System (Donor Website):** Orders from your Donor Website will be automatically recorded along with donor's information, inscription, and payments. This online management system also offers you the flexibility to enter your orders at your own pace. Once you are ready to place an order you can generate our excel order form online.
2. **Easy Order Form in Excel format:** If you do not have a Donor Website you can download our user-friendly order form from our website, or we can email it to you. We also have the order form available as a Word document.

**Free Consulting:** Our marketing specialists are here to help you with your brick fundraising campaign, customer service is always our number one priority.

**No Extra Logo Fees:** *We do not charge set up fees for logos.* Other companies can charge \$75/logo and up. We only charge \$6.00 per engraved logo or clip art submitted to us. This is the same price as clip art in our collection.

**No Extra Fees for Special Fonts:** We can engrave any font and any language for the same price.

**No Contracts to Sign:** We are committed to your satisfaction, and you are not required to sign a contract to place orders with us. You can order whenever you are ready.

**Free Shipping:** Free shipping within the Continental United States is included in our pricing.

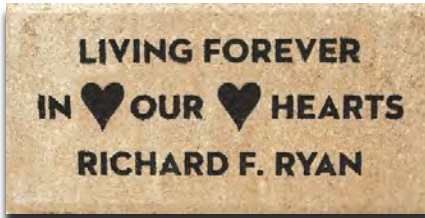
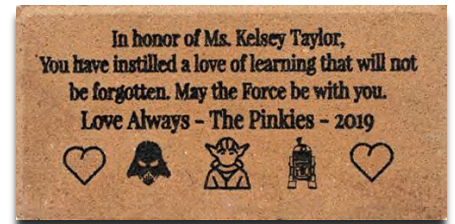
**Processing Orders & Payments:** We have the fastest turnaround time in the industry, after your invoice is paid our typical production time is 3-6 weeks and we ship as soon as your order is done.

**Lifetime Warranty\*** we guarantee the quality of our engraving and legibility of the lettering for the lifetime of the bricks and tiles we engrave. We will replace at our cost any bricks or tiles broken during shipping. We are committed to your satisfaction.



## OUR TECHNIQUE

- Our hybrid engraving technique is a combination of laser engraving and sandblasting. Thanks to this process, we can engrave **both clay and concrete brick pavers for the same price.**
- Please note that most other companies cannot engrave concrete or charge more for this option. Concrete is a harder and more durable material, making it more difficult to engrave.
- The paint used for our bricks and tiles is the same used on tombstones, so it is extremely durable.
- We can also engrave complicated logos, clip art, and personal artwork with **no additional fees** for set up or engraving, it is still just \$6 per engraving.



# STARTING YOUR FUNDRAISING CAMPAIGN

## ***1. Determine the size and the cost of your project:***

*First*, you will need to determine the total number of bricks or tiles based on the square footage of your project. *Next*, determine the number of bricks or tiles that you expect to have engraved. Once you have these two numbers, you can calculate your cost for blanks, engraved bricks or tiles and your installation.

When choosing a local professional mason or contractor, it is always a good idea to do some research and make sure the contractor has experience with the type of project you are doing. Also ask for estimates from different companies. The installation is usually the biggest expense of your project.

However, many organizations have the installation donated to them as well.

## ***2. Determine who your donors are?***

- Donors are EVERYWHERE! Everyone is a potential donor.
- Members of other organizations: they will want to help raise money for your project.
- Local businesses: we can engrave their logos!
- Members of your community.

## ***3. Set up a strategy to increase your profit.***

- Persuade corporate sponsors by offering their logo engraved on our largest brick or tile. You can charge a lot more for corporate sponsored bricks or tiles.
- Offering Replica Tiles can increase your profits and can be displayed at the donor's home or business.

## ***4. Where and how to display engraved bricks or tiles?***

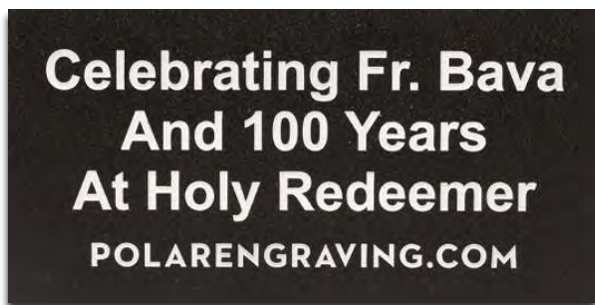
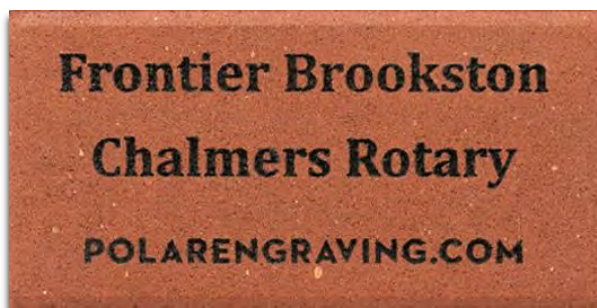
- Walkways are always a great place to display your engraved bricks.
- Entryways are a good location for your project, and you can ask higher prices for bricks placed in the best spots.
- Gardens/Patios: engraved bricks under trees, planters, surrounding statues or fountains.
- Donor Walls: vertical brick or tile walls erected inside or outside of buildings.
- Brick & Tile Arrays: brick and tile arrays can display your organization's logo as a centerpiece engraved over multiple bricks. You can refer to our website for more information. <https://polarengraving.com>



## FREE PERSONALIZED SAMPLE



- Polar Engraving helps with marketing of your project before it even starts. We give you a free personalized brick or tile sample with your logo. You can use it together with our free PowerPoint presentation at your board meeting to get approval for your project. You can also display your sample at events or a designated area to motivate donors to make purchases.
- If you have not ordered your free sample yet, please give us a call at 239-597-8005 and speak to one of our marketing specialists who can take your order and guide you through the process.



*(Our website address is only engraved on our free samples, not on regular production bricks or tiles.)*

# FUNDRAISER PROFITABILITY CHART

\*Price per brick/tile includes the brick/tile, engraving and shipping.

SIZE	SOLD	PRICE PER BRICK	COST	DONATION AMOUNT	TOTAL PROFIT!
4X8	50	\$19.50	\$975.00	\$75.00	<b>\$2,775.00</b>
4X8	100	\$19.50	\$1,950.00	\$75.00	<b>\$5,550.00</b>
4X8	300	\$19.50	\$5,850.00	\$75.00	<b>\$16,650.00</b>
4X8	500	\$19.50	\$9,750.00	\$75.00	<b>\$27,750.00</b>
8X8	50	\$27.50	\$1,375.00	\$150.00	<b>\$6,125.00</b>
8X8	100	\$27.50	\$2,750.00	\$150.00	<b>\$12,250.00</b>
8X8	300	\$27.50	\$8,250.00	\$150.00	<b>\$36,750.00</b>
8X8	500	\$27.50	\$13,750.00	\$150.00	<b>\$61,250.00</b>
12X12	50	\$48.50	\$2,425.00	\$300.00	<b>\$12,575.00</b>
12X12	100	\$48.50	\$4,850.00	\$300.00	<b>\$25,150.00</b>
12X12	300	\$48.50	\$14,550.00	\$300.00	<b>\$75,450.00</b>
12X12	500	\$48.50	\$24,250.00	\$300.00	<b>\$125,750.00</b>

SIZE	SOLD	PRICE PER BRICK	COST	DONATION AMOUNT	TOTAL PROFIT!
4X8	50	\$19.50	\$975.00	\$100.00	<b>\$4,025.00</b>
4X8	100	\$19.50	\$1,950.00	\$100.00	<b>\$8,050.00</b>
4X8	300	\$19.50	\$5,850.00	\$100.00	<b>\$24,150.00</b>
4X8	500	\$19.50	\$9,750.00	\$100.00	<b>\$40,250.00</b>
8X8	50	\$27.50	\$1,375.00	\$250.00	<b>\$11,125.00</b>
8X8	100	\$27.50	\$2,750.00	\$250.00	<b>\$22,250.00</b>
8X8	300	\$27.50	\$8,250.00	\$250.00	<b>\$66,750.00</b>
8X8	500	\$27.50	\$13,750.00	\$250.00	<b>\$111,250.00</b>
12X12	50	\$48.50	\$2,425.00	\$500.00	<b>\$22,575.00</b>
12X12	100	\$48.50	\$4,850.00	\$500.00	<b>\$45,150.00</b>
12X12	300	\$48.50	\$14,550.00	\$500.00	<b>\$135,450.00</b>
12X12	500	\$48.50	\$24,250.00	\$500.00	<b>\$225,750.00</b>

# PROMOTE YOUR FUNDRAISER

*Helpful suggestions for getting the word out about your campaign.*

- Social Media sites such as Facebook, Twitter, LinkedIn, Instagram, etc.
- Keep an up-to-date mailing list and make sure your donors are kept informed to all that is happening with your campaign. There are several email programs out there that help such as Constant Contact, Mail Chimp or Benchmark Email.
- Live Stream Event: create an internet gathering with information and fun virtual activities to promote your fundraiser.
- Digital Flyers: email prospective donors with information about your fundraiser.
- Linking your free Polar Engraving donor website everywhere!
- PDF Brochures (we design a digital brochure for free along with a free donor website).
- Video Content: film your staff and donations to build up excitement for your campaign.
- Blog, Blog and BLOG again to be sure!
- E-mail or mail a press release explaining your fundraising/ memorial story to local newspapers along with how to contact your organization.
- Send a PSA (Public Service Announcement) to your local radio station.
- Call your local vendors and businesses. Ask if they can display your order forms.
- Telemarketing: charitable organizations are not under the same restrictions as for-profit telemarketers. Check with the FCC for appropriate calling times and updates.



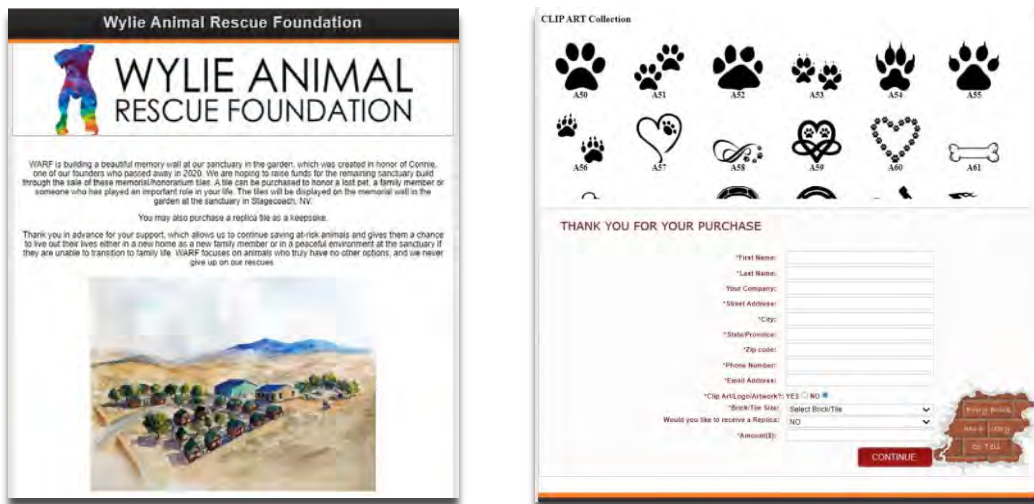
# FREE DONOR WEBSITE PACKAGE

Your free Donor Website with donor management system allows your donors to place their order online and is the easiest way to track your orders. If you decide to use our Donor Website, we can also create a free brochure with the same information you have submitted for the website.

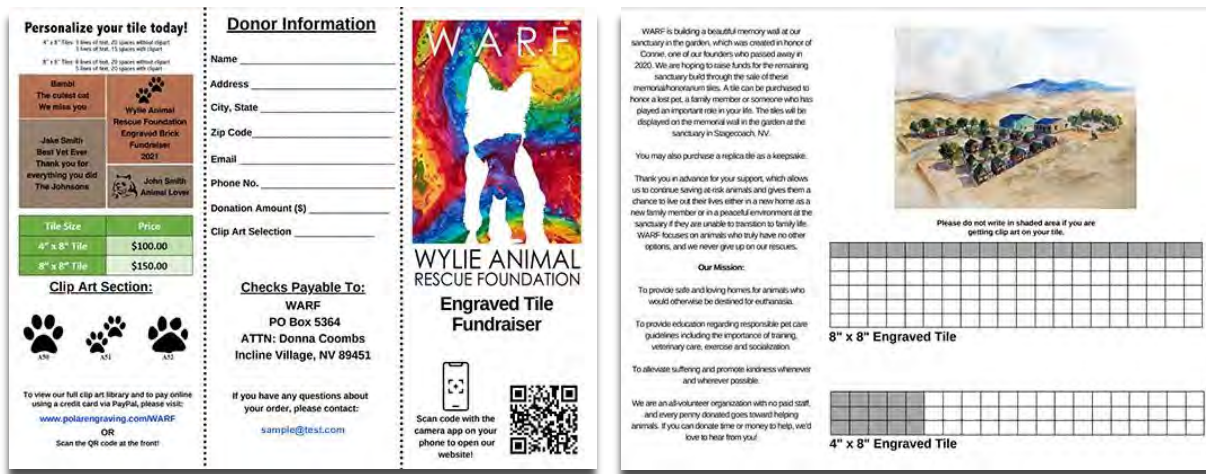
## What are the advantages of having a Donor Website?

- Collect donations online.
- Accept PayPal and allow donors to pay with their credit card.
- Expose your cause worldwide.
- Give people access all over the world to donate.
- Easily manage donor orders.
- Using the same information provided for your website we can create a beautiful brochure/order form. You just need to print them out.

## DONOR WEBSITE EXAMPLE



## DONOR WEBSITE BROCHURE



# ENGRAVED BRICK COLLECTION

You have the choice between our Brick Color Collection (see below) or use your own bricks. If using your own bricks, please send us a sample so we can test the quality of the brick for engraving. This will help determine if it is the right brick for you to use. Once we engrave your brick, we will send it back to you to display for your fundraiser. **Polar Engraving is committed to the best service with the highest standards of quality.**

## Concrete

We use the highest quality concrete bricks on the market to ensure your engraved bricks will remain beautiful for years to come. Our concrete bricks are durable and have been tested by our customers for the last 23 years.



COLOR	AVAILABLE SIZES		
#7 Gray	4"x 8"	8"x 8"	12" x 12"
#10 Red	4"x 8"	8"x 8"	12" x 12"
#5 Tan	4"x 8"	8"x 8"	12" x 12"
#9 Beige	4"x 8"	8"x 8"	12" x 12"

## Clay

Our clay Belden bricks are of the highest quality you can find on the market. They are denser and harder than most. The color is a rich dark hue of red with an antique attractive look.

Be aware that there could be a slight color variation within an order or within different brick batches.



COLOR	AVAILABLE SIZES	
#12 Belden	4"x 8"	8"x 8"

## ***What is efflorescence?***

It is a fine, white, powdery deposit of water-soluble salts left on the surface of the bricks as the water evaporates. It can be washed off with vinegar or with any preparation recommended by your brick contractor or local builder. This is **not** a defect in the paver product.

## **Arrays**

An array consists of your message or logo engraved over several bricks or tiles. Similar to a puzzle.

The arrays can be used to display your organization's name, or distinguish high level brick and tile donors, big corporations, and businesses who want to be recognized with a work of art.

The price of a custom engraved brick array is the regular price of the engraved brick plus an array fee of \$30.00/4 bricks. Clip art \$6 per brick. There is also an addition 10% added to the invoice for arrays over 16 pieces.

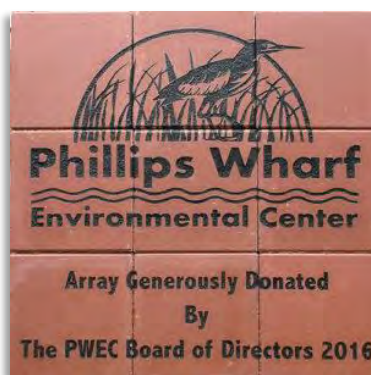
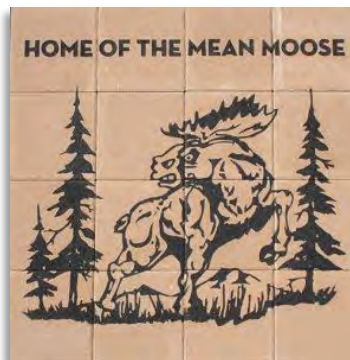
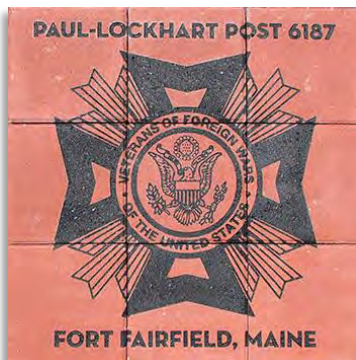
We can create arrays using 8" x 8" and 12" x 12" bricks or tiles.

### ***Example: Brick array using 9 bricks.***

Size of the bricks: 8" x 8"

#### **Price of Bricks**

9 x \$27.50	\$ 247.50
Array Fee (\$30/4 bricks)	\$ 90.00
Clip Art (\$6 x 9 bricks)	\$ 54.00
Total	= \$ 391.50

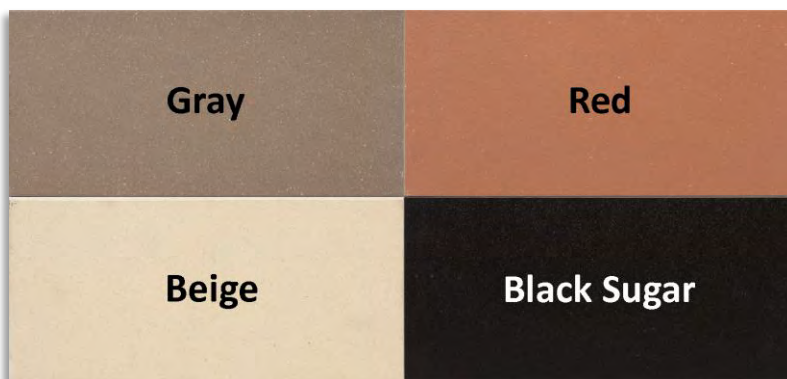




## ENGRAVED TILE COLLECTION

Polar Engraving offers ceramic, black granite and quarry custom engraved tiles as an alternative or in addition to engraved bricks. They can be placed on vertical recognition walls located indoors or outdoors. The personalized engraved tiles are 3/8 to 1/2-inch-thick on average, which makes them much lighter than the usual 2 3/8-inch bricks.

### Quarry & Black Sugar



COLOR	AVAILABLE SIZES		
Gray	4" x 8"	8" x 8"	
Red	4" x 8"	8" x 8"	12" x 12"
Beige	4" x 8"	8" x 8"	
Black Sugar	4" x 8"	8" x 8"	

### Black Granite

Black Granite Tiles come only in one size: 12" x 12" with gold paint.



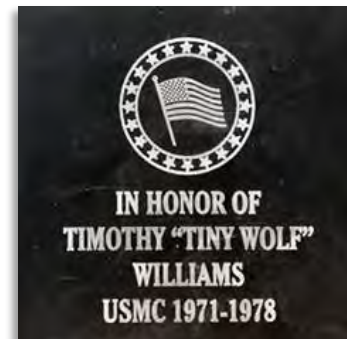
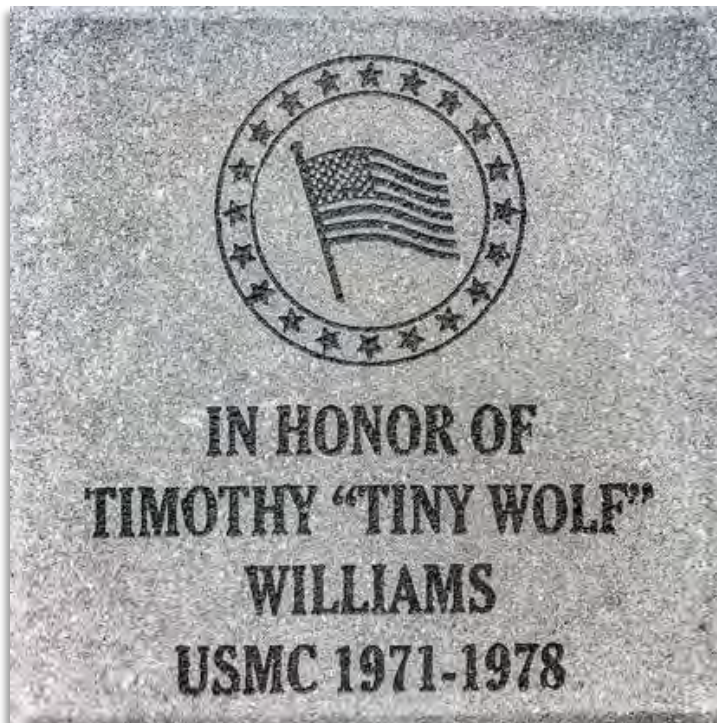
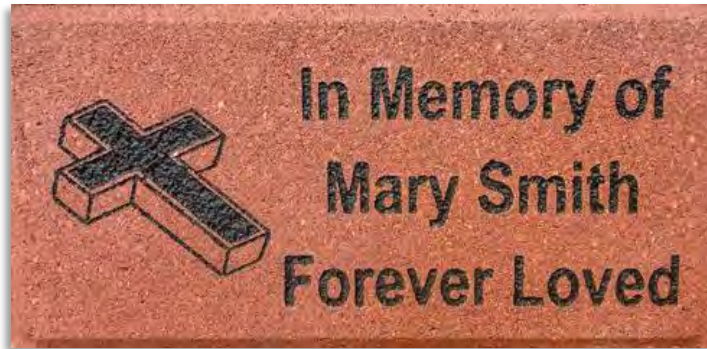
COLOR	AVAILABLE SIZES
Black Granite	12" x 12"

## Replica Tiles

Replica tiles and bricks can be ordered along with your brick or tile purchase.

The replica tile is a 4" x 4" black granite tile with the same engraving including any clip art or logo that has been engraved on the larger brick or tile. A Replica Tile is an add-on to an existing order and can only be purchased in conjunction with a specific brick or tile. The replica tiles are a beautiful black granite tile with natural veining.



The price of the Replica Tile is \$10.00 including tile, artwork and engraving must be purchased along with a regular sized brick or tile including the same wording and image.



**We do not compromise when it comes to quality!**

# BULK PRICING

Best pricing when you order at least 5 - of each size - at a time.  
Shipping is FREE within Continental US!

CONCRETE BRICK						
	SIZE	4" x 8" x 2 <sup>3</sup> / <sub>8</sub> "	8" x 8" x 2 <sup>3</sup> / <sub>8</sub> "	12" x 12" x 2 <sup>3</sup> / <sub>8</sub> "		
	PRICING	\$19.50	\$27.50	\$48.50		
CLAY BRICK						
	SIZE	4" x 8" x 2 <sup>3</sup> / <sub>8</sub> "	8" x 8" x 2 <sup>3</sup> / <sub>8</sub> "			
	PRICING	\$19.50	\$27.50			
QUARRY TILE						
	SIZE	4" x 8" x 3 <sup>3</sup> / <sub>8</sub> "	8" x 8" x 3 <sup>3</sup> / <sub>8</sub> "	12" x 12" x 3 <sup>3</sup> / <sub>8</sub> "		
	PRICING	\$19.50	\$27.50	\$33.50		
BLACK SUGAR TILE						
	SIZE	4" x 8" x 3 <sup>3</sup> / <sub>8</sub> "	8" x 8" x 3 <sup>3</sup> / <sub>8</sub> "			
	PRICING	\$19.50	\$29.50			
BLACK GRANITE TILE						
	Size	12" x 12" x 1/2"				
	PRICING	\$49.50				
ARRAY						
	Only available with 8" x 8" or 12" x 12" bricks or tiles. Array fee of \$30 per 4 bricks or tiles, additional to clip art and regular pricing. If there are more than 16 bricks, add 10%. Please contact us for a quote.					
REPLICA TILE						
	The Replica Tile is a 4" x 4" tile with the same engraving including clip art or logo that has been engraved on the larger brick or tile. A Replica Tile is an add-on to an existing order and can only be purchased in conjunction with an engraved brick or tile at the cost of \$10.					
CLIP ART & LOGO						
\$6 each (refer to our <a href="#">Clip Art Library</a> for more options)						
						



# PRICING FOR LESS THAN 5

PRICING FOR ORDERS OF LESS THAN 5 PIECES PER SIZE : SHIPPING INCLUDED		
ENGRAVED BRICKS		
4" x 8" x 2 3/8" Brick Clay or Concrete	Order 1 Brick	\$79.50
4" x 8" x 2 3/8" Brick Clay or Concrete	Order 2 Bricks	\$89.50 for both Bricks
4" x 8" x 2 3/8" Brick Clay or Concrete	Order 3 Bricks	\$97.50 for all 3 Bricks
4" x 8" x 2 3/8" Brick Clay or Concrete	Orders 4 Bricks	\$97.50 for all 4 Bricks
8" x 8" x 2 3/8" Brick Clay or Concrete	Order 1 Brick	\$89.50
8" x 8" x 2 3/8" Brick Clay or Concrete	Order 2 Bricks	\$119.50 for both Bricks
8" x 8" x 2 3/8" Brick Clay or Concrete	Order 3 Bricks	\$129.50 for all 3 Bricks
8" x 8" x 2 3/8" Brick Clay or Concrete	Orders 4 Bricks	\$137.50 for all 4 Bricks
12"x 12" X 2" 3/8 Brick Concrete	Order 1 Brick	\$98.00
12"x 12" X 2" 3/8 Brick Concrete	Order 2 Brick	\$146.50 for both Bricks
12"x 12" X 2" 3/8 Brick Concrete	Order 3 Bricks	\$195.00 for all 3 Bricks
12"x 12" X 2" 3/8 Brick Concrete	Order 4 Bricks	\$242.50 for all 4 Bricks
ENGRAVED BLACK SUGAR TILES		
4" x 8" x 3/8" Black Sugar Tile	Order 1 Tile	\$79.50
4" x 8" x 3/8" Black Sugar Tile	Order 2 Tiles	\$89.50 for both Tiles
4" x 8" x 3/8" Black Sugar Tile	Order 3 Tiles	\$97.50 for all 3 Tiles
4" x 8" x 3/8" Black Sugar Tile	Orders 4 Tiles	\$97.50 for all 3 Tiles
8" x 8" x 3/8" Black Sugar Tile	Order 1 Tile	\$89.50
8" x 8" x 3/8" Black Sugar Tile	Order 2 Tiles	\$119.50 for both Tiles
8" x 8" x 3/8" Black Sugar Tile	Order 3 Tiles	\$129.50 for all 3 Tiles
8" x 8" x 3/8" Black Sugar Tile	Order 4 Tiles	\$137.50 for all 4 Tiles
ENGRAVED BLACK GRANITE TILES		
12" x 12" x 1/2" Black Granite Tile	Order 1 Tile	\$109.00
12" x 12" x 1/2" Black Granite Tile	Order 2 Tiles	\$158.50 for both Tiles
12" x 12" x 1/2" Black Granite Tile	Order 3 Tiles	\$208.00 for all 3 Tiles
12" x 12" x 1/2" Black Granite Tile	Order 4 Tiles	\$257.50 for all 4 Tiles
ENGRAVED QUARRY TILES		
4" x 8" x 3/8" Quarry Tile	Order 1 Tile	\$79.50
4" x 8" x 3/8" Quarry Tile	Order 2 Tiles	\$89.50 for both Tiles
4" x 8" x 3/8" Quarry Tile	Order 3 Tiles	\$97.50 for all 3 Tiles
4" x 8" x 3/8" Quarry Tile	Orders 4 Tiles	\$97.50 for all 4 Tiles
8" x 8" x 3/8" Quarry Tile	Order 1 Tile	\$89.50
8" x 8" x 3/8" Quarry Tile	Order 2 Tiles	\$119.50 for both Tiles
8" x 8" x 3/8" Quarry Tile	Order 3 Tiles	\$129.50 for all 3 Tiles
8" x 8" x 3/8" Quarry Tile	Order 4 Tiles	\$137.50 for all 4 Tiles
12" x 12" x 3/8" Quarry Tile	Order 1 Tile	\$83.00
12" x 12" x 3/8" Quarry Tile	Order 2 Tiles	\$116.50 for both Tiles
12" x 12" x 3/8" Quarry Tile	Order 3 Tiles	\$150.00 for all 3 Tiles
12" x 12" x 3/8" Quarry Tile	Order 4 Tiles	\$183.50 for all 4 Tiles

\* Polar Engraving reserves the right to modify or change our pricing or services offered at any time without notice.

## FONTS

Any font may be used for your engraving, **one font per organization**. If we do not have the font you would like to use, simply email us your font file.

Here are the most common fonts used by our customers:

Abadi Condensed	<b>Arial</b>	Baskerville	Blue Highway
Book Antiqua	<b>Calibri</b>	<b>Cambria</b>	Century Gothic
CHELTENHEIM UPPER	Classico URW	<b>Dinot</b>	Franklin Gothic
Goudy Old Style	<b>Helvetica</b>	<b>Impact</b>	NEUTRAFACE UPPER
Quicktype Condensed	<b>Rockwell</b>	TRAJAN PRO	<b>WASABI</b>

## LANGUAGES

Polar Engraving can engrave in any language or font. What better way to let your donors convey their message than letting them express themselves in their native language?

Express your community support!

Express your culture with an engraved brick!



Greek Text Engraving  
Thai Text Engraving

Hebrew Text Engraving  
Chinese Text Engraving

French Text Engraving  
Japanese Text Engraving

## CLIP ART, SYMBOLS, AND LOGOS

Whether you decide to choose from our large clip art collection or submit your own clip art, symbol, or logo, we only charge **\$6.00 per engraved artwork**.

**We do not charge extra to convert a complicated graphic; we simply charge \$6.00 per engraved artwork. No set up fees.**

If you don't find the symbol you are looking for, please contact us and we'll find it for you.

Or email us your logo as a black/white high-resolution picture (EPS, VECTOR, JPEG, and TIF) at [info@polarengraving.com](mailto:info@polarengraving.com)

*Placement of clip art, logos and emblems on the brick/tile will be left to the discretion of the engravers.*

You can view all our clip art choices at:

<https://polarengraving.com/clip-art-gallery/>



A02



A12



A43



L11



L21



M08

## MILITARY EMBLEMS

We are the **ONLY** brick engraving company in the USA that is officially licensed to engrave military logos and emblems.

The **ONLY** brick engraving company  
officially licensed to engrave military emblems



## ORIGINAL ARTWORK

Polar Engraving is always one step ahead, bringing innovative engraving techniques.

We can also engrave original artwork.

No set up fee, artwork will count as a clip art and cost only \$6.00 per engraved artwork plus cost of engraved brick or tile. This is perfect for school fundraisers or any organization that would like to display original artwork

**YES**



*City of Walnut – IA*

**NO**





# CHARACTERS AND SPACING

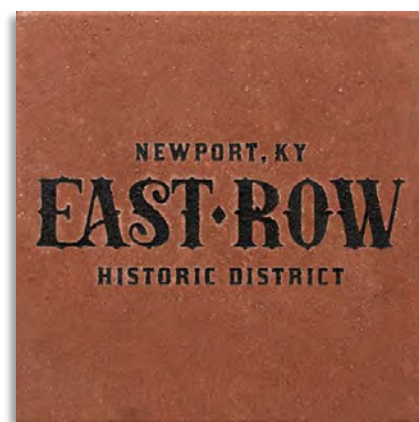
**How many letters or characters can be engraved on a brick/tile?**

**How many lines can fit on a brick/tile?**

Depending on the font, 18 to 20 spaces per line (including blank spaces and punctuation) is our standard for engraved bricks without clip art.

Below you will find our recommended number of spaces and lines.

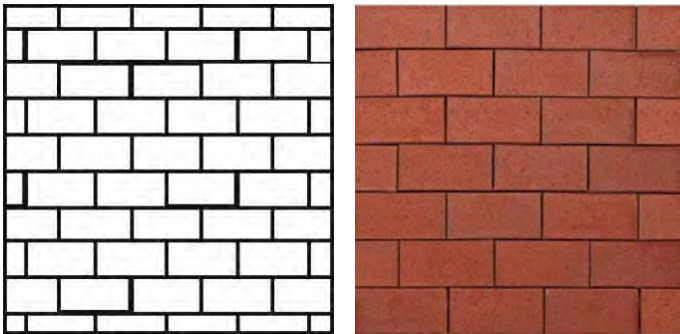
Brick Size	Text Only	With Clip Art/Logo
4" x 8"	Up to 20 spaces, 3 lines	Up to 15 spaces, 3 lines
8" x 8"	Up to 20 spaces, 6 lines	Up to 20 spaces, 5 lines
12" x 12"	Up to 20 spaces, 8 lines	Up to 20 spaces, 7 lines
Tile Size	Text Only	With Clip Art/Logo
4" x 8"	Up to 20 spaces, 3 lines	Up to 15 spaces, 3 lines
8" x 8"	Up to 20 spaces, 6 lines	Up to 20 spaces, 5 lines
12" x 12"	Up to 20 spaces, 8 lines	Up to 20 spaces, 7 lines



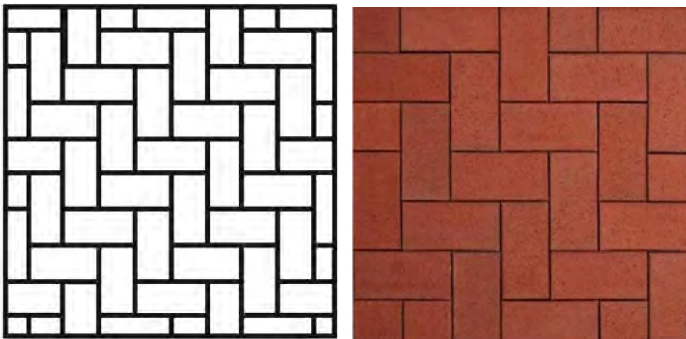
PATTERNS

BRICK

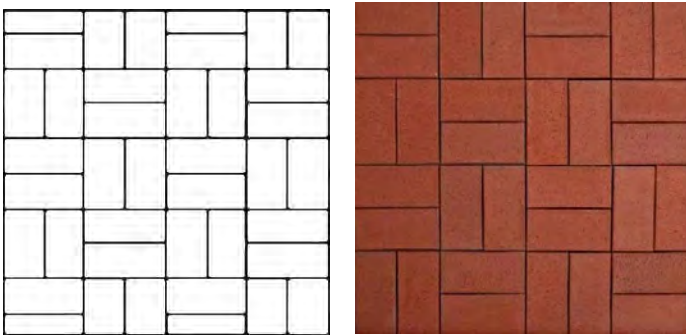
Running Bond Pattern



Herringbone Pattern



Basket Weave Pattern

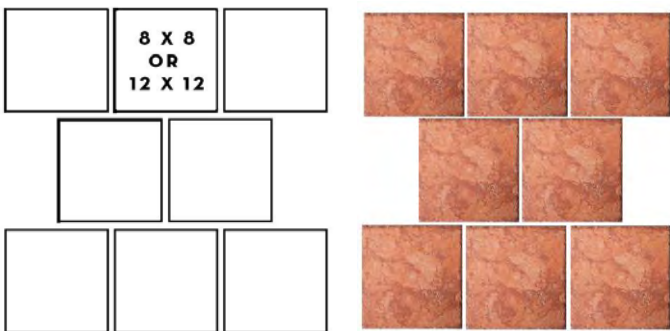


TILE

Staggered



Square Staggered



Checker Board



ORDERING

Easy to use excel order form.

Please download our order forms at link below or email us and we can email you the order forms.

<https://polarengraving.com/order-forms/>

**Color Choice:** Up to two colors per size ordered or all colors can be done at once, but the selection will be random and left to the discretion of the engravers.

**Font Choice:** You can pick any font you would like for your organization. **One font per organization.**

Please email completed order form to **sales@polarengraving.com**

Please email this completed form to sales@polarengraving.com					
Brick #	Line 1	Line 2	Line 3	Clip Art	Replica Tile
Example:	In Memory of	John Doe	Forever in Our Hearts	ID or File Name	Yes or No
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					

## PAYMENTS

Once you place your order, we will email you your invoice.

You can pay via check or ACH (e-check). Please remember to write your invoice # on your check.

We also accept Visa, MasterCard, Discover and American Express but prefer checks to keep our pricing low.

Please note for credit card payment we charge 2.5% (min. \$5.00).



# WARRANTY



Provided the bricks and tiles were installed, maintained, and sealed properly, Polar Engraving guarantees the quality of the engraving and the legibility of the lettering for the lifetime of what we engrave. We guarantee no chipping, fading or peeling of the inside letters.

We guarantee no chipping, fading or peeling of the inside letters.  
Our warranty is limited to the replacement of your bricks and tiles at our expense and we do not cover installation.

*Patrick Calman*

CEO of Polar Engraving

\*\*\*Polar Engraving will not warranty engravings under the following circumstances: the result of tampering, vandalism, misuse, abuse, improper installation or maintenance, misapplication, natural disaster or acts of God, excluding normal environmental conditions such as rain, sleet, snow, freeze/thaw conditions. We also will not warranty any brick, tile or other material that is not supplied by Polar Engraving. \*\*\*

# TESTIMONIALS

"In 2011 the Hooved Animal Humane Society has just celebrated its 40th year.

We promote the humane treatment of hooved animals thru education, legislation, investigation, and if necessary, intervention. We receive many donations from people that like to leave a memorial or tribute to a loved one, 2-legged and 4-legged alike.

In early 2010 we dedicated a part of our 26-acre farm to a Memorial Garden and we started offering engraved bricks in 2 sizes, with wording of the donors' choice.

We would like to thank you for your assistance in providing these bricks for us. We would not be able to memorialize and honor these loved ones without you."

*Edeltraud Crabb, Hooved Animal Humane Society  
Woodstock IL*

"In August 2010, after chalking out a design for a 7-circuit classical labyrinth in the field at St. Matthew's Episcopal Church in Eugene, Oregon, it was decided to make it more permanent with bricks. The initial bricks and labor were donated by church members, and it took over a month of weekends and evenings to dig out the trenches and fill them with bricks and sand. The labyrinth was completed just hours before the dedication in September 2010! It was a sunny day; the music was fantastic and there was a large community turnout for this event. A picture of this event is attached.

The next phase of the labyrinth was to put in benches and trees. We needed some funds! So far about 25 memorial bricks have been sold to members of St. Matthew's Episcopal Church with very little marketing. We decided to sell them for \$50.00, with or without clip art. There are bricks for deceased loved ones, bricks for wedding anniversaries, bricks giving thanks, bricks that the Sunday school kids chose, in other words a large assortment. The clip art has been very popular, over half of the bricks have art. We are placing the memorial bricks in the outer circle of the labyrinth. Attached are pictures of the two benches built in the summer of 2011 and the birch trees planted near the entrance, as well as photos of some of the memorial bricks.

We expect to keep selling bricks as the next phase of the labyrinth is to build an information kiosk for visitors to the labyrinth. The bricks from Polar Engraving have been very attractive and have gotten to us very quickly especially considering they are traveling from Florida to Oregon! The memorial bricks have been a great way to continue work on the labyrinth project bit by bit."

*St. Matthew's Episcopal Church  
Eugene, OR*

"We used Polar Engraving to do a fundraiser for our community center in Virginia City, Nevada. So far, we have raised over \$8,000 through our engraved brick fundraiser. It is a great way to commemorate people and organizations who contribute to our cause. Thanks for the quality work."

*Darren McKay, Youth Enrichment Specialist Community Chest  
Virginia City, NV*

"Friends of the Mobile Dog Park have been using the excellent services of Polar Engraving for fundraising to establish and off lease dog park. We are using a brick paver program to adorn the entrance way to the park. The quality and workmanship supplied by polar engraving meet our need for a long-lasting durable walkway. We would recommend this firm to anyone thinking of fundraising for their own projects."

Sincerely,

*Danny Weemes President, Friends of the Mobile Dog Park  
Mobile, AL*

"...I can say from my perspective it has been a success at HH since it began about 2 years ago, with close to 200 bricks already laid or to be ordered.

While laying the bricks visiting families often stop to look at these and comment how nice they are. One person commented how this is holy ground, and when you think of all the patients who leave this world at HH for their journey into the next life I agree with her. We have quite a few husband and wife bricks side-by-side and I included one of these in the attachments.

Families often want to show their appreciation for the wonderful care HH provides, and purchasing a memorial brick is a great way to say, "thank you" while also leaving a remembrance of their loved ones. Thanks for your great work!"

*Glenn, VNA Hospice of Monroe County  
East Stroudsburg, PA*

"Our folks are buried some distance away from our home so the planting of shrubs with the bricks on a "berm" in the yard are a little remembrance of them. Since I ordered 5 bricks, I had one made for our past dogs also. All 5 bricks are buried now and look nice with no hindrance to mowing. This will be their first Winter, so we will see how they weather in the Spring."

Regards,

*Bob Wood  
Rockton, IL*

"Hello Patrick,

I am very pleased to give my testimonial for your service at Polar Engraving. I have worked with you for about six years. You have always been very courteous and friendly. Your work is superb and is always presented in a professional manner. Also, I conclude that your prices are reasonable for the products you offer. I have enjoyed working with you and I will continue to be a customer as I have been truly satisfied with your work, service, and products. May you continue to have success at Polar Engraving."

Sincerely,

*Pastor Janice M. Green, Ph.D.  
New York*

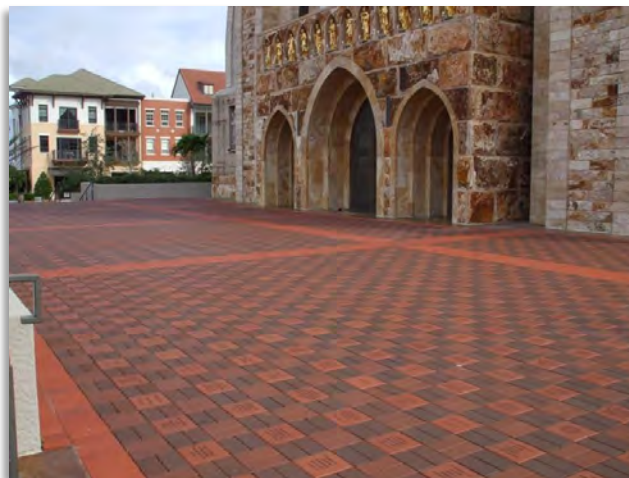


"I found Polar Engraving while researching brick fundraisers on the internet and while I looked at many sites yours was the most helpful and answered many questions, I had without even picking up the phone. Also, when I did contact Polar Engraving every person, I've had the pleasure of interacting with has been incredibly professional, helpful and has bent over backwards to be sure we were satisfied. I have to tell you that I chuckled when I got your company's notification of the increase in price for the bricks. I'm sure your customers would be happy to pay the increase (and a few more) based on all you offer.

*Ellen Green, Assistant Director at American Hebrew Academy*

"What I like the best about Polar Engraving is their fast and high-quality workmanship. They respond quickly to my emails and are a pleasure to deal with at all times."

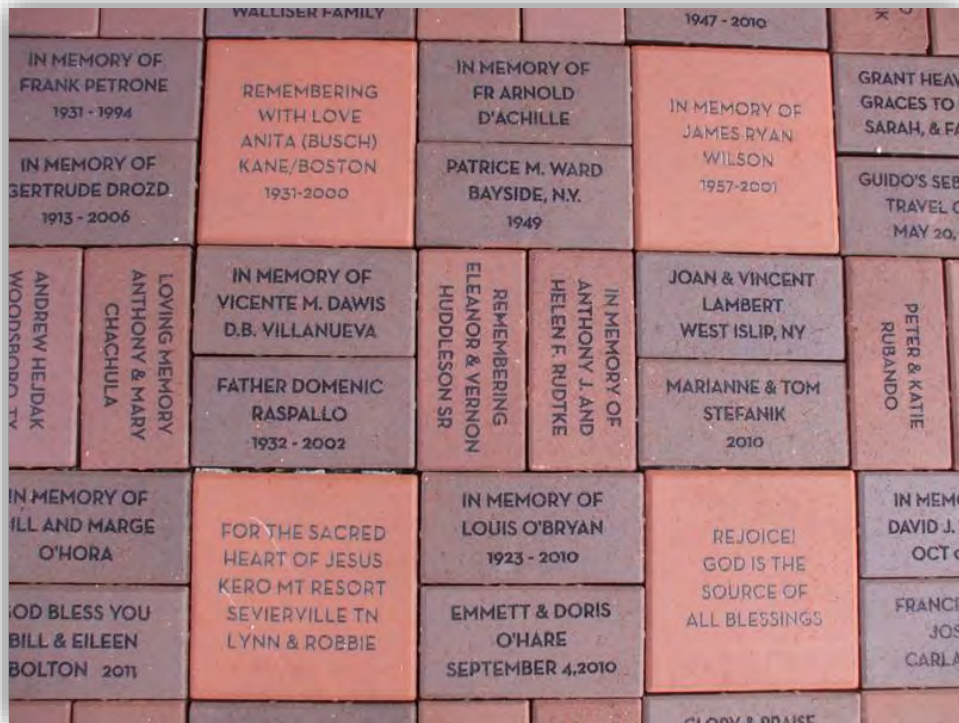
*Antoinnette N. Bosch, Stewardship Coordinator  
Ave Maria University, Ave Maria, FL*



*Ave Maria University – Ave Maria, FL*



## PICTURES OF PROJECTS



## NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



[illegible]





**POLAR ENGRAVING**  
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**NAPLES, FL 34109**  
**1-239-597-8005**  
**WWW.POLARENGRAVING.COM**