



CASE STUDY

Willow Lake Recreation Area

Willow Lake Recreation Area
Woodbine, IA

Designers: Pulse Design, Inc.

Willow Lake Recreation Area's trail sign in Woodbine, IA were in dire need of a serious upgrade. With hand made signs going on 20 years old it was definitely time that they be retired and replaced with all brand new custom high pressure laminate (CHPL) signage by iZone Imaging. With these new and improved custom signs and their great colorful graphics done by Pulse Design, Inc., anyone can see that Willow Lake's trail signs got exactly the upgrade they needed, and more!

The Harrison County Conservation Board needed signs that would last many years, through many visitors, so durability of the product was a top priority for these signs. They wanted a product that would withstand any obstacle that might come with being a trail sign; such as harsh weather like rain, snow, and hot summer sun. Some of the most important aspects that intrigued the Harrison County Conservation Board about iZone Imaging's CHPL, is the fact that it is resistant to fading and graffiti which is a key factor in having long-lasting signage that will stay looking great for years to come.

Connie Betts of Harrison County Conservation Board states "I was also happy with the sustainability and eco-friendly factor of the product since we are a conservation organization." The eco-friendly aspect of our product was greatly appreciated by Harrison County Conservation Board; they also thought having a matte finish was a very important aspect of the signs. Having no glare with the matte finish combined with the clean and crisp clarity of the artwork done by Pulse Design Inc. really pulled everything together and further shows just how perfectly iZone Imaging's custom signage was for the Willow Lake trail signs.

"The quality and color gave these new trail signs such a professional look for our park," remarked Connie Betts. A great new look for these trail signs, which will be seen by several and appreciated for many years to come.

