



## BANKER WIRE GIVES CORPORATE SIGNAGE IMPACT

**MUKWONAGO, WI—FEBRUARY 20, 2013—IMPACT.** It can make customers and prospects remember you, influence their opinion of your company, and convince them to buy your products. In today's ultra-competitive business environment, every company wants to have impact. And many are discovering it begins with the sign above their door.

Marketing professionals have long known that sign materials, lettering style, colors (or lack of them), and images can have subtle influence on perceptions of a company. How do you want to be viewed? As contemporary, pioneering, cutting edge and cool – or outdated, stale, commonplace and clichéd?

The importance of image is why architects and designers are turning to Banker Wire, the worldwide leader in the manufacturer of wire mesh for architectural and industrial applications, to create signage that positions companies as forward-thinking and innovative.

The backlit lobby sign at the Regional Economic Development, Inc (REDI) offices in Columbia, Missouri, is defined by layers of Banker Wire flat-top stainless steel wire mesh on aluminum standoffs. "The sign almost becomes a physical embodiment of the client's business model, taking disparate business information, ideas and resources, then layering and integrating it into a cogent, coherent solution," says Robbie Price, AIA, LEED AP, and project designer at Simon Oswald Architecture (SOA), Columbia, Missouri.

"The sign starts with the complete REDI logo on the large mesh panel in back. Each successive panel has one or two letters, creating the stacked, 3 dimensional effect," Price added. Viewed head-on, the letters are aligned and the sign looks 2-D. But as the viewer moves, the sign takes on depth, coming alive from the moiré effect and the moving shadows of the stacked letters.

"Wire mesh is a way to control the percentage of open area, the texture and the aspect ratio of a sign's design," says Harrison Horan, Vice President of Banker Wire. "We offer an infinite number of textures, allowing for looks that range from very opaque to more open and light. The different weaves provide different patterns, enabling designers to put heavy emphasis on the vertical or the horizontal, depending on their project goals."

The sign at the gift shop for the Harley Davidson Museum in Milwaukee, Wisconsin, has a gritty feel that reflects the motorcycle manufacturer's no compromise, no nonsense attitude. Designed by James Biber, an architect with Biber Architects, and Michael Bierut, a graphic designer with Pentagram Design, both in New York, the sign uses multiple layers of a dozen different types of Banker Wire crimped woven wire mesh to create a visually appealing texture as it also creates the words, The Shop.

"It's not an ordinary sign," said Biber, FAIA, LEED. "We tried to make it feel a little more industrial, rather than slick retail – more authentically Harley. The client and the public loved it."

The sign changes visually depending on the shopper's angle and distance. "You have to line up correctly in order to read it, so it's a bit magical in that way. Wire mesh has qualities that can be used to great effect," Biber said. "It's not solid, but it can define space and areas, and still be transparent and translucent."

There's no question that sign design makes an impact on customers. Woven wire mesh provides a dynamic, aesthetic alternative that offers unlimited design possibilities and helps designers transcend traditional design. Manufactured in an environmentally-friendly, energy-efficient process, it can also help projects achieve LEED certification. For more information about wire mesh from Banker Wire, or to receive a free sample kit and catalog, please visit [www.bankerwire.com](http://www.bankerwire.com) or contact Harrison Horan at 800-523-6772 or [harrison@bankerwire.com](mailto:harrison@bankerwire.com).

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### About Banker Wire

Banker Wire is the world's leading manufacturer of woven and welded wire mesh for architectural and industrial applications. With the most modern and productive mill in the U.S., Banker Wire provides custom-weaved material for any aesthetic on any scale – from intricate design highlights to expansive building facades. Founded in 1896, Banker Wire's manufacturing expertise has been refined for more than a century, bringing unmatched customization, quality, and service to customers. State-of-the-art grid welding equipment provides a wide variety of wire alloy, spacing and diameter configurations, trimmed or untrimmed. For more information visit [www.bankerwire.com](http://www.bankerwire.com).

### About Architectural Woven Wire Mesh

Pre-crimped woven wire mesh is constructed of individual wires that are crimped prior to being woven together on a loom. Pre-crimping the wires provides a much higher degree of control during the weaving process. This allows for far more intricate and interesting patterns, as well as unique customization, to meet the vision of the designer. Banker Wire has refined and innovated its crimping process more than any other manufacturer, delivering more than 8,000 different spacing, diameter, and crimp combinations, plus endless customization options. As a result, Banker can make any woven wire mesh pattern imaginable – manufactured to specify for any project type.

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