

INDUSTRY BULLETIN



Take the High Road on Sign Placement

Yard signs can be a powerful way to build your brand in the market. When used effectively on the properties of residential and commercial customers these signs can help bolster your local reputation. This implicit endorsement by friends and neighbors helps to reinforce your trustworthiness in the community.

The laws that govern the placement of these signs in public thoroughfares and public spaces such as shopping centers are as varied as the locations themselves. Each municipality regulates the use of these signs in their own way. County, state, and federal roads all address sign placement and permissibility differently. If you choose to utilize yard signs in these public places, be advised that you must fully investigate and understand these rules or risk steep fines.

The Ohio Water Quality Association (OWQA) is the only state trade association in Ohio representing the water treatment industry.

OWQA works with government agencies, consumer protection groups and other associations to guard the rights of homeowners and Ohio Water Treatment Professionals. Each OWQA member pledges to uphold all principles of fair, competitive selling. The OWQA encourages you to help make the industry strong and your business grow by joining us in supporting these industry principles. For more information or to join, go to: www.owqa.org or call the OWQA Office at: 888-294-0084