



**MONU  
MARK**

Monumark combines physical markers & GPS data with a sustainable online service. Connecting memorial & historic sites with more information, providing a powerful & purposeful means of remembering, preserving, & sharing stories and photos of deceased loved ones.

*Brandon Willard* Product Development & Sales

### Project Summary

**Company**

Monumark

**Market**

Funeral / Monument

**Location**

Michigan



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# QR code links beyond the grave

Linking beyond the grave, QR codes connect Michigan monuments to the Web

**Opportunity:** remember history and share stories

Graves and other memorials are static places for visitation and reflection; most of these locations offer little about the person memorialised.

Monumark is a Michigan based business working to tie graves to the Web which promises to provide a richer way to remember history and share stories.

"It's a logical step to connect the tombstone to the web," says founder Brandon Willard. "We want to keep everything connected to that person and make it accessible from the grave site."

Brandon Willard says they were waiting for the right technologies to come together to make their idea work. Quick Response (QR) codes the two dimensional bar codes scanned with a smart phone camera to link to a website were a central component.

"QR codes have become recognisable to most people," says Brandon Willard. "The QR code gives a visual cue to seek more information."

**Solution:** QR code nameplates that last for decades

Monumark's QR code nameplates connect a final resting place and the story of the person buried there, linking a visitor to a web page that shares a story with pictures and allowing visitors to sign a guestbook.

A visitor to the monument scans the QR code with a smart phone or tablet computer and is redirected to a web page for the memorialised person. Each scan is recorded as a visit and shared, too. Conversely, Monumark provides a way for family and friends to visit and experience the gravesite or place of significance; photos and geographic coordinates of the site are shared on the webpage.

For the solution to work, Monumark needed an extremely durable QR codes, they went searching and found **METALcraft**'s aluminium nameplates that last for decades.

"I need to adhere the nameplates to granite and marble that withstand weather and sunshine," said Brandon Willard. *"I had lots of questions about adhesives and durability, and METALcraft came back with all the answers."*



**METALcraft**'s aluminium bar code nameplates are photographically reproduced to ensure accurate and reliable reads. The anodising process protects the QR code, and with the additional intensification process the nameplates will withstand decades of environmental exposure. A foam adhesive is used to make these nameplates nearly impossible to remove.

**Result:** QR code nameplates connect decease's history via the web

Monumark is growing quickly, helping people preserve, connect, and share their own stories and history. Brandon Willard still encounters resistance with some in the tradition laden funeral industry.

"Why would a funeral home need a website?" says Brandon Willard. "Breaking tradition can be hard for some."

Nevertheless, Monumark is building relationships with cemeteries and others, *backed by the performance of METALcraft's aluminium nameplates and service that transcends traditional memorialisation.*

Contact Peter Laws for more information on idtracon's barcode and RFID custom solutions.