

Local firm's DVD covers have global impact

Symetric Productions is creating marketing materials for faith-based film companies

By LORI LITTLETON
Standard Staff

The first glimpse you get of a DVD is its jacket. And you might be surprised to know a St. Catharines company has started creating some of those covers.

Symetric Productions, located downtown in a King Street suite, has been working with faith-based film companies, creating an array of marketing products to accompany each release.

Symetric vice-president Joe Jones, who was named the 2007 entrepreneur of the year by the St. Catharines-Thorold Chamber of Commerce, and Ryan Trinder, graphic director, founded the company on a part-time basis in 2001.



TRINDER

The pair met at the World Impact Bible Institute in St. Catharines (located in the Niagara Celebration Church on Scott Street). Jones was studying for his pastoral degree, while Trinder worked there part time as a graphic designer.

"We have totally different traits," Jones said. "I can't do his job and he can't do my job. It's a really good working relationship."

Jones, who grew up in North Bay, moved to the Garden City in 2001, after spending more than five years with his family in Haiti doing missionary work. That organization, Haiti Missions, is run by Jones' mother, Joy, out of the King Street suite.

Since 2001, work at Symetric has been doubling annually, and what began as a website design company is now a multi-media entity that includes web and graphic design, printing, software development and PowerPoint presentations.

In 2005, Symetric became a full-time



Joe Jones, vice-president of Symetric Productions in St. Catharines: "Every time someone has a DVD in their house you think, gee I did that."

STAFF PHOTO BY DENIS CAHILL

And with such growth has come new ventures.

Jones' father, Byron Jones, is vice-president of sales and marketing of Pure Flix Entertainment, a U.S.-based company that manufactures, sells and globally distributes big budget family and faith-based films. Byron Jones has offices in California and Phoenix — and the King Street suite.

In October 2007, Byron Jones, Randy and Liz Travis and three others founded Outreach Cinema (www.outreachcinema.ca), a company that of-

panies, including posters, tickets and DVD jackets, and has created their websites. And their work on these projects is getting them interest from other film companies, said Jones, who is married to Anneke and father to five-month-old daughter Jael.

Last year, Symetric worked on five films, including *Hidden Secrets*, which was released on Feb. 9 and stars John Schneider (*Dukes of Hazzard*) and Tracy Melchior (*Bold and the Beautiful*), and *The Wager*, which will be released on April 25. It stars Randy

South African-based film company on their film *Once Upon a Stable*.

"I like the fact that we can be really creative and you know it's going to the masses," Jones said. "It's not 50 people who are going to see this. We have exposure across the world. ... Every time someone has a DVD in their house you think, gee I did that."

Jones said Symetric also owns and operates the website 411niagara.com, and have just partnered with GetGames.ca, a Canadawide online video game rental service for all types

March Break listings

By Standard Staff

Got a March Break program you'd like people to know about?

Tell us about it. On our website.

This year, you can have the details of your program or event published online via the URNiagara community feature on The Standard's website, www.stcatharinesstandard.ca.

How does it work?

To post a listing:

To post a March Break listing, simply go to the paper's home page and find the green URNiagara feature at the top right.

If you haven't already registered, you must do this first. Click on 'join' and follow the instructions. If you've already registered, just sign in as usual.

Next, click on Account Control Panel, then My Articles. Click on Submit Articles on the top left, and follow the instructions.

Article status: Choose 'published' and it will appear live when you're done. Click 'draft' if you want to write some now, polish it later, then post it.

Headline: Summarize your program.

Main Category: Choose community.

Sub Category: This is the important part. Scroll down and choose March Break.

Article/story: Be sure to include basic details like program name, date, time, place and address, cost, ages and contact information. Write a brief description about what the program's all about.

Tag this story: Just leave this blank.

Photo: You can include a photo from past programs, a logo or a jpeg of a poster advertising your event.

Click on submit and you're done.

Programs and events will appear in order of submission.

We will not be accepting submissions by phone, fax or e-mail.

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