



NEWSLETTER | ISSUE 1.0

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INSIDE:  
MEET THE SMITH TEAM.  
UPCOMING EVENTS.  
NEW FABRICATION FACILITY.



**SMITH**  
Makers Since 1832



“USING TRADITIONAL KNOWLEDGE AND EXPERIENCE, WE KNOW BETTER THAN MOST HOW TO DESIGN AND CREATE A QUALITY PRODUCT.”

# WELCOME TO SMITH.

*We are proud to announce the launch of our new brand, Smith. As manufacturers of trade-only sign and display products, we are part of the William Smith business; a leading distributor of materials to the sign and graphics industry.*

Although largely recognised as a material distributor, William Smith’s heritage has always been in manufacturing. Smith was created to focus on this side of the business, offering the same extensive portfolio and reliable service but under a new, dedicated brand. Our products have been re-organised to provide a clearer structure to our portfolio, and are still backed by the same team’s unrivalled skill, craft and creativity.

The Smith range covers everything from illuminated and non-illuminated signage to way finding, CE marked traffic signage, letters and logos and trade graphic production. On top of that, we can also carry out completely bespoke projects – our team relishes the opportunity to get stuck into any challenge you can throw our way! We offer a range of additional sign components, most of which are available ex-stock and usually delivered within 24 hours of ordering.



**SMITH**  
Makers Since 1832



Our craftsmen are constantly thinking up new ideas for the trade and always have a pen ready behind their ear. Using traditional knowledge and experience, we know better than most how to design and create a quality product.

As the UK’s oldest signmaker, our attention to detail and dedication to customer service are as much a part of our DNA as the generations that shaped it. Our business is based around three core values that underpin the way we work...

## MAKERS SINCE 1832.

### Heritage

We are genuine people and proud of our history – many generations of families have worked in our company. We are specialists at service excellence and going the extra mile.

### Knowledge

We are leaders in our industry. Our product expertise is only matched by our desire to always find a way to deliver.

### Service

We place high standards on everything we do and provide some of the quickest turnaround times within the industry. As a trade-only company, we understand our customers and respect their business.

Having designed and made sign and graphics products since the 1930s, we are proud to be one of the longest established trade-only suppliers in the UK.

*If you’d like to learn more about the Smith brand or to request our new brochure, contact the team on **01833 690305**.*

# FABRICATING THE FUTURE.

*The Smith fabrication facility has been revamped!*

We've developed the 21-by-42-metre site to accommodate more new equipment to give our customers a wider choice through better technologies. It's thanks to the additional space at our new warehouse at Stainton Grove that has made this all possible.

Smith now have a new, state-of-the-art powder coat unit and a 6m flatbed CNC router to complement our existing facilities. We only select the best technologies to sit alongside our 3-metre CNC router with mapping capabilities, 4-metre Mecal double head cross cut mitre saw, Kaltenbach chop saw and 2.4-metre Pearson guillotine.

The fabrication shop has seen significant changes in the last 30 years. Originally built in 1992, the workshop opened as a new sign-making facility, it later expanded to house the distribution side of the business in 2005.

2010 saw a huge expansion in materials and as a result, the department needed its own dedicated building. Fabrication was relocated from the warehouse to our foundry building, and the warehouse became its own distribution centre.

In 2016, distribution was moved to a new site and fabrication services were relocated into the original warehouse. This constant growth and investment in new equipment means our customers will always benefit from a huge, developing portfolio of products.

**"BOTH THE NEW WAREHOUSE AND SMITH LAUNCH HAVE ENABLED US TO PROGRESS ON TO BIGGER AND BETTER THINGS."**

*Chris Bradley, Marketing Manager, Smith*

Inside the facility today, our specialised workforce controls the manufacture of all of the Smith goods we offer from our comprehensive portfolio. The fabrication team has drummed up an impressive total of over 200 years experience between them, so you can rest assured you will always be in safe hands.



## FABRICATION.

"THESE ARE EXCITING TIMES, WITH THE LATEST TECHNOLOGY AND MATERIALS ALLOWING US TO PROVIDE OUR CUSTOMERS WITH VIRTUALLY ANY SIGN PRODUCT AND DESIGN THEY CAN IMAGINE."

*Chris Bradley, Marketing Manager, Smith*

### MAN POWER



We have over 200 years of experience in manufacturing through our capable team consisting of:

1 supervisor, 1 second in command, 5 fabricators and 1 apprentice

### EQUIPMENT



**6M X 1.5M**  
Tool changing CNC router



**4M**  
Fully automatic Mecal double head cross cut mitre saw



**3M X 1.5M**  
CNC router with image mapping capabilities



**2.4M**  
Pearson guillotine



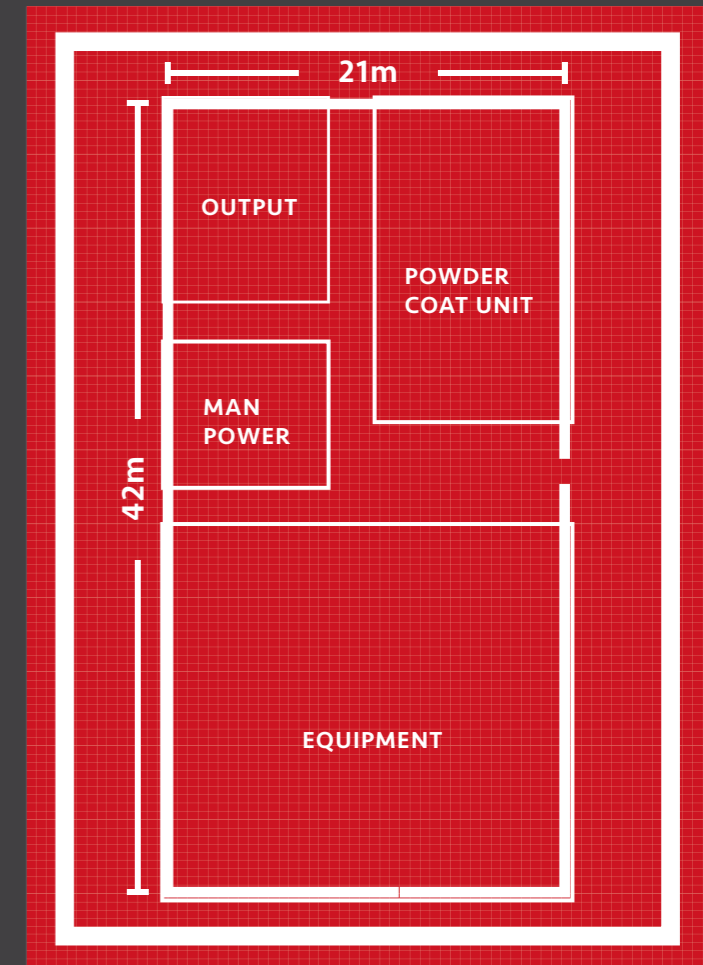
**6M X 4M**  
Powder coat unit - 5M spray booth with a 6M x 4M 250°C batch oven



**80T**  
We fabricate over 80 tonnes of aluminium per year

### MEASUREMENTS

Our fabrication department measures: 42 metres long x 21 metres wide x 4.5 metres tall (eaves height)



"OUR NEW DISTRIBUTION WAREHOUSE IS STATE-OF-THE-ART, BOOSTING EFFICIENCY AND THE WORKING EXPERIENCE FOR OUR HARD-WORKING AND LOYAL STAFF. EQUALLY IMPORTANT IS THE FACT THAT IT HAS RELEASED MUCH-NEEDED SPACE TO COMPLETELY REDEVELOP OUR FABRICATION FACILITY, WHICH WILL HELP MEET THE GROWING DEMAND FOR OUR PRODUCTS AND SERVICES."

*Chris Bradley, Marketing Manager, Smith*

### GROWTH



Our fabrication department has moved five times in the last 30 years to accommodate continuing growth.

# MEET THE SMITH FAMILY.

*As a family-run business, we are a hard-working bunch with a deep pool of skills and experience. The Smith sales team is always on hand to do whatever it takes to bring our customers' projects to life. Meet the people who make it all happen, learn what makes them tick and see why we hired them...*



**TIM WORLEY**  
TRAFFIC  
SALES MANAGER

Tim is Traffic Sales Manager and has worked at Smith for 35 years. Managing the internal and external sale of all traffic products, Tim liaises with the marketing, sales and production departments to keep us running like clockwork.

**LIKES:** Barnard Castle RUFC, real ales, punk rock (The Clash), dark chocolate.  
**DISLIKES:** Strictly Come Dancing, anchovies.  
**BEST PART OF SMITH:** The staff and the atmosphere. It's one big happy family.



**SIMON DINSLEY**  
PRODUCT  
DEVELOPMENT  
MANAGER

Simon has worked at Smith for 24 years and is our Product Development Manager. Overseeing the pricing, design and manufacture of products, he ensures our customers' needs are always met and identifies new products that can be added to the Smith portfolio.

**LIKES:** Golf, badminton, reluctant dog walker, films and TV.  
**DISLIKES:** Dark chocolate, bad manners, being late (although I'm late for every meeting).  
**BEST PART OF SMITH:** Friendly, relaxed atmosphere.



**GLYN BURGESS**  
TRAFFIC  
ACCOUNT MANAGER

Glyn has worked at Smith for 18 years now and is a Traffic Account Manager. Liaising with customers across the country, Glyn talks through their requirements to establish exactly what they need and finds the best solution for the job.

**LIKES:** Cricket (ex player but now league umpire), driving, eating out.  
**DISLIKES:** Being late, whingers, wet weather.  
**BEST PART OF SMITH:** Our customers, our reputation in the industry, my colleagues.



**IAN SPENCE**  
ACCOUNT MANAGER

As External Account Manager for the North East and Midlands, Ian is responsible for identifying new regional sales opportunities. Having been with us for nearly 12 years, Ian maintains relationships with customers on their material and signage product needs, solving technical issues and delivering top notch customer service.

**LIKES:** Fishing, rugby, pizza, nights out with the Smith team.  
**DISLIKES:** Cheap beer, junk food.  
**BEST PART OF SMITH:** They provide plenty of opportunities for professional development.



**SANDIE GOODFELLOW**  
GRAPHIC  
SALES ESTIMATOR

Managing graphic, digital print and cut vinyl orders and enquiries, Sandie advises customers on the best choices for their projects. Sandie's 31 years as a Graphic Sales Estimator at Smith make her well equipped to handle anything and everything!

**LIKES:** Long walks, squash.  
**DISLIKES:** Hot spicy food, reality TV.  
**BEST PART OF SMITH:** Working for a reliable and forward-thinking company, and the hog roast!



**JAMES QUINN**  
SALES ESTIMATOR

James has been with us for just two months and has quickly learnt the ropes when it comes to quoting and processing orders for our complete range of manufacturing products. He brings new ideas and fresh enthusiasm to our team.

**LIKES:** Keen cricketer (plays for Barnard Castle Cricket Club), live music, spicy food.  
**DISLIKES:** British soaps.  
**BEST PART OF SMITH:** An enjoyable and driven environment.



**JAMES WOODHEAD**  
SALES ESTIMATOR

James quotes on traffic and commercial signage for our growing customer base. His knowledge of traffic solutions is invaluable for the businesses we work with. James also provides quotes for ROLLSROLLER Flatbed Applicators and assists in the delivery and installation requirements for every job.

**LIKES:** Golf, The Lakes.  
**DISLIKES:** Conditions that mean you can't play golf!  
**BEST PART OF SMITH:** Everybody's willing to help each other out.



**LOUISE CROOM**  
SALES ESTIMATOR

As a Sales Estimator, Louise provides quotes and processes orders for digital prints, vinyl cut text and Venture Shield kits. As a longstanding member of the team, Louise has been part of the Smith family for almost 13 years now.

**LIKES:** Family holidays, exercising, weekends away with my husband.  
**DISLIKES:** Olives, milk, snow.  
**BEST PART OF SMITH:** Hog Roast, pay day, nice work colleagues.



**JAMES DOMINICK**  
SALES ESTIMATOR

Responsible for the quoting of everything under the Smith roof, James focuses on providing customers with traffic, commercial and ROLLSROLLER quotes at competitive prices. As a Sales Estimator, he's worked with all of our manufacturing products for three years now.

**LIKES:** Sport (Liverpool FC), go karting, food, family.  
**DISLIKES:** Tomatoes, hangovers.  
**BEST PART OF SMITH:** Hog Roast!



**KAREN DANIELS**  
SALES ESTIMATOR

Karen is another one of our Sales Estimators, carrying out commercial quotations and processing a variety of orders. As part of the Smith team for the last 25 years, Karen liaises with customers on their individual requirements.

**LIKES:** Running, cycling - I'm a bit of a gym bunny!  
**DISLIKES:** Vine fruit.  
**BEST PART OF SMITH:** Congenial working atmosphere.



**MARTIN VICKERS**  
SALES ESTIMATOR

For 24 years, Martin has dedicated his working life to being a Smith Sales Estimator. Talking through our customers' needs and specifications, Martin helps them plan their projects and achieve the best outcomes with their budget.

**LIKES:** Sport.  
**DISLIKES:** Nuts, marketing questionnaires.  
**BEST PART OF SMITH:** Rock Bun Friday.



**WENDY BAILEY**  
SALES ESTIMATOR

Wendy prides herself on providing quality customer service to trade clients when quoting and ordering Smith products. She's only been with us a year but Wendy is as much a part of the team as any of our other Sales Estimators.

**LIKES:** Sun, squash, chocolate.  
**DISLIKES:** Spiders, heights.  
**BEST PART OF SMITH:** The friendly atmosphere and judging the Friday Bake Off!



## A SIGN OF THINGS TO COME!

A new microsite devoted to all things Smith is currently under development. This will accompany our existing portfolio of microsites including; [vehiclewrapfilms.co.uk](http://vehiclewrapfilms.co.uk) and [rollroller.co.uk](http://rollroller.co.uk). The new website will provide trade customers with access to all products and services available from Smith.



## UPCOMING EVENTS.

### SIGNS EXPRESS CONVENTION, FRIDAY 25TH NOVEMBER

We are pleased to announce we will be exhibiting at the 2016 Signs Express Convention as a Gold sponsor. This is a great opportunity to raise awareness for the Smith brand and showcase the excellent products and services we have to offer from a manufacturing perspective.

### OPEN DAY EVENT COMING IN 2017

In the second quarter of 2017, we will be hosting a William Smith Open Day. This will be based around the many facets that make up the company, including Smith. Watch this space!



## FACT.

In 1876, we won an international prize in Philadelphia, USA for our famed road sweeping machines!



## WHO'S NEW?

With significant investment being made within the trade manufacturing division of the company, we are pleased to announce we have three new recruits who are part of the Smith initiative.

### SAM KIPLING

At just 17, Sam is the youngest recruit and the company's new apprentice - the first in over 35 years. Training as a welder, Sam will be learning his trade from a team of individuals who have over 200 years' combined experience between them.

### BEN GOODFELLOW

Joining the company as a Shop Floor Operative, Ben will be an integral part in the manufacturing process of all goods that leave the shop floor.

As a second generation employee, he is no stranger to the company.

### JAMES QUINN

The company's newest Sales Estimator, James will be responsible for generating customer orders and dealing with enquiries on a day-to-day basis.

A very enthusiastic and personable individual, he is sure to put a smile on your face.



**W.** [smith-signdisplay.co.uk](http://smith-signdisplay.co.uk)

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@William\_Smiths

[facebook.com/williamsmith1832](https://facebook.com/williamsmith1832)

[Youtube.com/williamsmith1832](https://Youtube.com/williamsmith1832)

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