

WILLIAM SMITH GROUP 1832

ACADEMY

TRAINING THE PROFESSIONALS



 WILLIAM
SMITH


ARCHITEXTURAL

TRAINING THE PROFESSIONALS

Here at William Smith, our Training Academy is dedicated to both training and inspiring those involved in the sign, graphics, and interiors industry, with whom we've been servicing for over 100 years.

Our courses cover a range of training with products from across our portfolio and are intended to help develop you as a professional, no matter what your skill level or area of interest.

Whether you are looking to become a trained installer and part of our trusted installer network, have a desire to improve your sales and marketing pitch to clients, or just fancy a taster for the products and opportunities in an exciting and innovative marketplace, we have the training course for you.

Rated **Excellent**



100+ reviews



WILLIAM SMITH GROUP 1832

ACADEMY

TRAINING THE PROFESSIONALS



OUR COURSES

- 3M DI-NOC Application Training
- Basic Architextural Application Training
- Kitchen Application Training
- Interior Film in Commercial Training
- Interior Film In Commercial Taster Session
- Virtual Architextural Sales Training
- Virtual Architextural Taster Session
- Redesigning Surfaces Using Film – Virtual CPD
- Window Film Training
- 3M Endorsed Building Window Film Installer Training & Assessment
- Vehicle Wrap Training
- Advanced Vehicle Wrap Training
- Avery Dennison PPF Training Course
- Virtual Vehicle Wrap Training

WELCOME TO THE ACADEMY

All face-to-face training at William Smith is hosted on-site at Barnard Castle within our dedicated Inspiration Centre.

The space is built with you in mind. We wanted to create facilities that encourage learning and development from the second you walk through the door.

Our purpose-built Wrap Room is fully equipped with everything you could possibly need to learn and practice your new skills.

Our team of expert trainers will also be there throughout your time to make sure you have the best experience possible.

We aim to build lasting relationships with those who train with us here at William Smith. We're here to support you from your first steps and throughout the rest of your career. Our team will continue to work with you as you grow your business and be readily available to answer any questions or queries you may have.

You also won't leave empty handed. For any application course, the tools and accessories needed will be provided on the day. These are yours to keep, as well as a complementary goody bag to help you on your way.



"Another day, another William Smith led course completed! – This was the second training course I have done at William Smith and I am already looking into doing another one. The training facilities are fantastic and the trainers are great in sharing in depth knowledge on techniques and tools for the job. I am excited about having their expertise and guidance to fall back on should I need it in the future as the help doesn't just stop when the training course does."



by Andy C.

Rated 4.8 / 5 | 100 reviews





ARCHITEXTURAL™

Architextural, a division of William Smith Group 1832, are a leading supplier of architectural films in the UK, designed to transform décor both inside and out.

We are proud to support designers, architects, specifiers and anyone else involved in the refurbishment process.

It is our mission to raise awareness of the new way to transform interior design. Our extensive knowledge about the products we supply, mean we can truly support you throughout the process.

We offer comprehensive training and support via our growing range of skilled installers, who have evolved through our esteemed training academy.

Our high-quality installation network can supply and install existing fixtures, fittings and furniture within bars, hotels, restaurants, retail, or any commercial or residential environment.

Surface. Designed.



ARCHITEXTURAL TRAINING COURSES

GROW YOUR BUSINESS WITH ARCHITECTURAL FINISHES

Want to expand your business and offer more to customers? We can offer a quick, easy, and cost-effective solution for transforming building interiors and exteriors with architectural finishes.

“

Every surface brings the possibility to redesign and reinvigorate space. Realise these opportunities through our Training Academy and open up lucrative opportunities for your business.

”

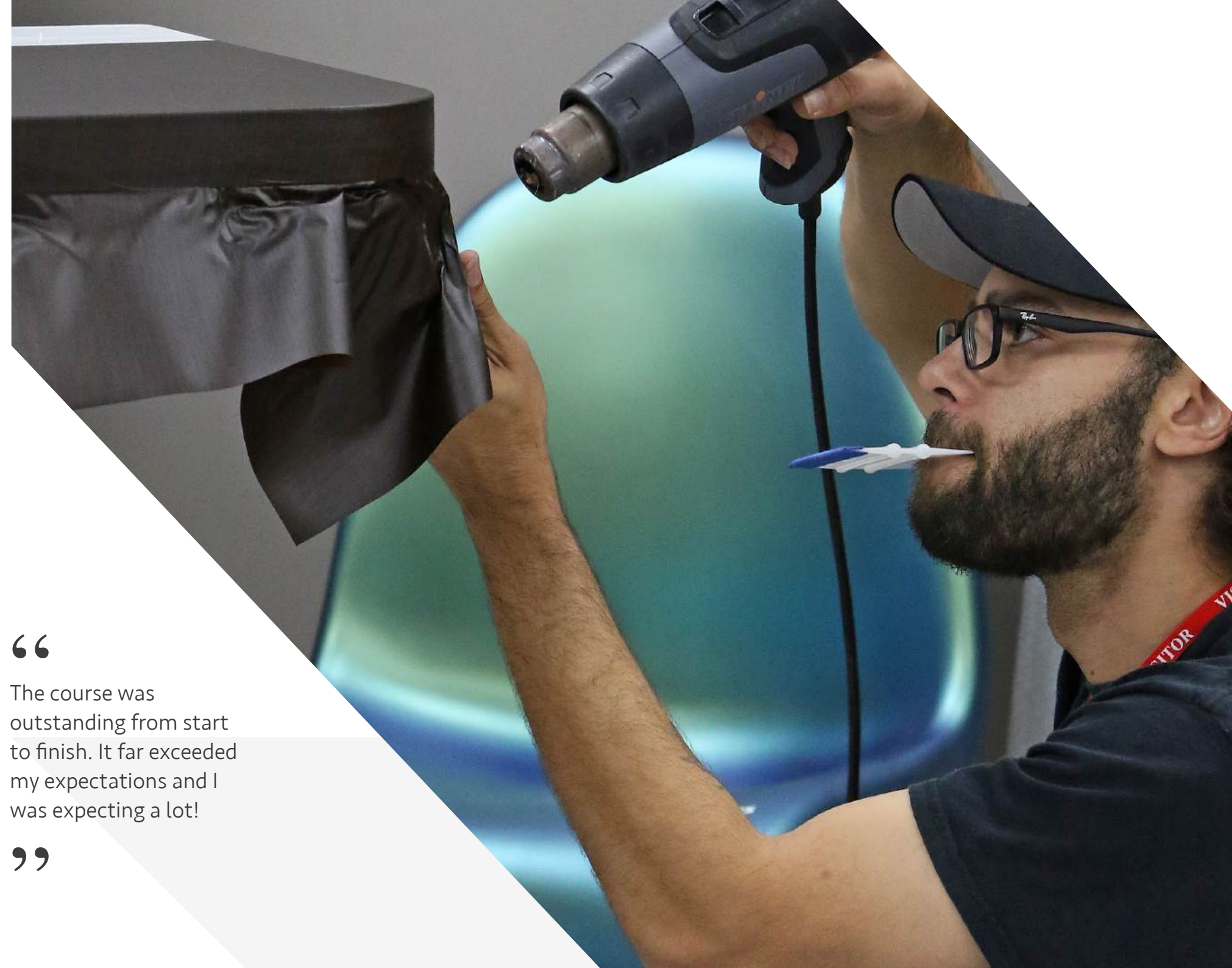


3M™ DI-NOC APPLICATION TRAINING COURSE

A two-day training course for delegates looking to take the 3M DI-NOC Endorsed assessment. The course is designed to hone your skills and put you in a great position to pass the assessment itself. It is practical and provides a fantastic opportunity to work with the film on a variety of surfaces and substrates, practicing the different techniques that will be tested during the Endorsed assessment, all under the guidance of a certified installer of 3M DI-NOC.

Training will include:

- A detailed classroom session looking closer at substrate suitability and the benefits of 3M DI-NOC
- Detailed demonstrations of the techniques needed to complete the individual modules which must be mastered to archive a pass during the endorsed assessment
- Constant advice and guidance from a fully accredited trainer
- Optional mock practical for Endorsed assessment
- Comprehensive goody bag to take away
- Certification of attendance



“

The course was outstanding from start to finish. It far exceeded my expectations and I was expecting a lot!

”



BASIC ARCHITEXTURAL APPLICATION TRAINING COURSE

A comprehensive two-day training course, perfect for beginners, as well as installers looking to improve their current skills.

This course provides a great opportunity for you to broaden your understanding of the interior design opportunities provided by the multiple Architectural brands offered by William Smiths, as well as plenty of practical, hands on experience.

Training will include:

- All aspects of applying architectural finishes
- The first morning is spent in the classroom learning the finer details of surface preparation and what pitfalls to look out for
- Tips and techniques on how to overcome those pitfalls
- Constant guidance throughout the two-day experience
- Expert advice and one-to-one tuition from a certified installer of Architectural Films, with a wealth of knowledge and experience within the industry
- Comprehensive goody bag to take away
- Certification of attendance

In addition to this, you will also become a part of our national installer network, meaning we'll be sure to pass on any leads we receive for work in your area, as well as providing you with any advice and guidance you need along the way.

WILLIAM SMITH GROUP 1832
ACADEMY
TRAINING THE PROFESSIONALS

3M DI-NOC™
Architectural Finishes



“

This course was the perfect introduction to wrapping. I'd recommend it to anyone just starting out.

”

KITCHEN APPLICATION TRAINING COURSE

A two and a half day course, half day remote theory followed by two hands on days onsite, specifically focused on applying architectural film to a kitchen environment. This course is perfect for beginners as well as those who have already taken part in our Architextural Application Training.

Kitchens are the most common environment requested for refurbishment using architectural film and the market is continuing to grow at an exponential rate. Our newest course has been designed with this in mind, and over the two days, delegates will develop the skills and knowledge necessary to approach the application Architectural Films to a range of challenging units.

This course is largely practical based with plenty of time allowed for hands-on experience learning and mastering the new skills required to wrap a kitchen. Training is led by Kane Nightingale from FLOWRAP as well as William Smith's Training & Application Manager, John Raine, both of whom bring extensive experience and insight into the training. Content includes learning how to handle kitchen sinks, shaker doors, the intricacies of worktops, and other challenging units. Delegates will complete training with a far greater understanding of approaching and overcoming all of the common complexities involved in kitchen application.

Training will include:

- All aspects of applying architectural film to a kitchen environment
- Constant expert guidance throughout the two-day course
- The opportunity to practice new skills using Architectural Films in the Architextural portfolio
- Comprehensive goody bag to take away
- Certification of attendance



“

Being able to practice “real life” scenarios under the guidance of the trainers was exactly what I needed to start building my confidence.

”

INTERIOR FILM IN COMMERCIAL TRAINING COURSE (IFIC)

This 2 day course is designed for installers, interior fit-out teams and construction professionals ready to take on higher value commercial projects.

Commercial interior wrapping is high value, but it isn't the same as domestic. Live sites come with access windows, stricter finishing expectations, RAMS-style paperwork, and common pitfalls that can wipe out profit if you're not prepared.

If you've ever underpriced a job, got caught by site rules, or been stung by snags — this course is for you.

IFIC is built for kitchen wrappers stepping up, signmakers looking to diversify, fit-out teams upskilling, and installers wanting to sub-contract into commercial projects effectively — quote it right, deliver it right, and avoid costly mistakes.

Co-led by John Raine and Phil Moran, you'll train hands-on using 3M DI-NOC, Cover Styl and LX BENIF across real commercial substrates including fire doors, lift panels, walls, joinery and complex fixed features.

You'll practice on commercial-style substrates and leave with a repeatable approach you can use on paid jobs straight away.

Alongside application technique, we cover the practical site expectations contractors commonly require — PPE standards, CSCS requirements, RAMS-style documentation, COSHH awareness, fire door considerations and lift working protocols.



You'll leave with:

- Hands-on experience on commercial substrates
- A clear process for assessing surfaces, site conditions and avoiding failures
- A better way to quote commercial work (prep, access, restrictions, snagging)
- Templates for quoting and client/contractor communication
- The confidence and credibility to take on paid commercial work (or sub-contract)

You'll also be invited to join the Architextural Installer Network, with ongoing technical support from our in-house team.

Thinking of booking on but would like more information why not book onto our Free Virtual Interior Film In Commercial Taster Session !



VIRTUAL INTERIOR FILM IN COMMERCIAL TASTER SESSION

Get ready to dive into the world of interior film in commercials - this taster will open your eyes to a whole new side of the industry!

This 1 hour free virtual taster session is the ideal starting point for construction professionals, kitchen wrappers, installers, and interior fit-out teams who want to explore the growing commercial opportunities architectural films offer within construction and fit-out projects.

As architectural films become increasingly specified for refurbishment, upgrades, and sustainable interior solutions, this session explores where these opportunities exist, how they're being used on commercial sites, and what installers need to understand to work confidently in these environments.

You'll gain insight into:

- The types of commercial and construction projects where architectural films are adding value
- Site requirements and key legislation that influence how projects are delivered
- How interior film skills translate into higher-value commercial work
- The practical demonstrations and real-world applications covered in the two-day on-site course

Our Training and Application Manager John Raine will lead the session answering any questions you may have about entering the commercial market and developing your capability further.

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305

VIRTUAL ARCHITEXTURAL SALES TRAINING COURSE

With Architectural finishes, the possibilities are endless, but being able to sell the benefits of using self-adhesive finishes over alternative surface coverings will underpin the success you have in the market.

Our one-day course is a perfect opportunity for you to learn how to sell the concept of the different architectural finishes, and when best to choose the different materials. It is ideal for delegates looking to drive forward their business, providing the knowledge and support needed when pitching to potential clients.

This course is well suited as a follow up for those who have also taken part on our Architectural Application Training.

Training will include:

- All aspects of selling architectural finishes
- The benefits of architectural finishes
- Hints, tips, and techniques for selling architectural finishes
- Expert advice from our Training and Application Manager

“

Convincing your customers on not only the visual benefits of architectural finishes, but also the business reasons and opportunities our products will bring, is absolutely crucial.

”



VIRTUAL ARCHITEXTURAL TASTER SESSION

Considering diversifying your business into architectural films? Our FREE, no obligation session is perfect introduction to those who have an interest in entering the architextural industry. The session is designed to give you an overview of the architectural finishes' products, and the opportunities in the marketplace, as well as telling you what it means becoming trained and part of the Architextural installation network.



REDESIGNING SURFACES USING FILM – VIRTUAL CPD

Have a client that isn't sold on the concept of architectural wrapping? The 'Redesigning Surfaces Using Film' CPD is the session for them. This Virtual hour long session is the perfect introduction to architectural wrapping, giving you a great insight and overview into the process of using vinyl wrapping within both interior and exterior design.

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



PAINTING WITH FILM

Avery Dennison Facade Film is a premium quality, conformable cast film designed to offer a cost effective, non-disruptive way to refurbish the exterior of buildings. As an excellent alternative to traditional paint, Facade Film opens up lucrative opportunities for refurbishment of buildings cladding and window frames.



ARCHITEXTURAL™
Surface. Designed.

AVERY DENNISON FACADE FILM PAINTING WITH FILM 1

Take the first step to become a Specialist Facade Installer by taking Part One of the 'Painting With Film' training course.

The one day course is structured to not only broaden your understanding of the benefits and opportunities of Facade Film, but it will also give you hands on experience with applying the product yourself, in turn, preparing you for stage two of the course.

Training will include:

- A great balance of theory/hands-on practice
- Advantages of this film versus paint
- How to prepare various surfaces
- Practice film application techniques onto panels and frames
- First stage to become a Specialist Avery Dennison Facade Film Installer



More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305

WINDOW FILMS

STAY SAFE AND COMFORTABLE

Our Solar, Security, and Decorative Window Film repertoire can help ease concerns of occupants within a building. Safety and Security Window Films have the ability to strengthen glass thus reducing the potential harm caused by breaking glass, as well as reducing forced entry into properties. With the Solar Window Films concentrating on managing temperature and comfort.



WINDOW FILM TRAINING COURSE

We are offering a comprehensive one day training course on Solar, Security, and Decorative Window Films here at William Smith. The main aim of this training is to broaden your understanding of Solar, Security, and Decorative Window Films, along with learning how to correctly identify the right window film for the glass type and glazing issue in question. The course will also provide the opportunity for hands on experience of applying window film yourself.

Training will include:

- A great balance of theory/hands-on practice
- Learn about the advantages of Solar, Security, and Decorative Window Films
- Learn how to identify the right film dependant on glass type and glazing issue
- Practice film application
- Comprehensive goody bag to take away
- Certification of attendance



More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



3M™ ENDORSED BUILDING WINDOW FILM INSTALLER TRAINING COURSE

Prepare for accreditation with expert-led training in 3M Solar and Safety Window Film installation.

Delivered at our Training Academy in Barnard Castle, this two-day course is designed to equip installers with the knowledge and skills needed to approach the 3M Building Window Film Installer Assessment with confidence.

Focusing on 3M Solar and Safety Window Films, the course provides a detailed understanding of film performance, selection, glass compatibility, and professional application techniques. Through hands-on experience, you'll learn how to prepare, apply, and finish films to an industry standard, ensuring every installation delivers exceptional results.

Training will include:

- All tools and materials required for training and practice
- Comprehensive information pack covering film specifications, applications, and preparation guidance for the assessment
- Lunch and refreshments provided on both days
- Certification of attendance



ARCHITEXTURAL™
Surface. Designed.



3M™ ENDORSED BUILDING WINDOW FILM TRAINING COURSE ASSESSMENT

This one-day assessment, held the day after your initial course, at Barnard Castle is designed for delegates who wish to become 3M Window Film Endorsed Installers. It is intended for experienced installers who are fully confident in their ability to successfully complete both the written and practical elements of the 3M Window Film assessment.

The day is split into parts, consisting of a written test and a practical assessment. Successful completion of both elements will result in participants being added to the 3M Window Film Endorsed Installer register.

The assessment will be conducted by John Raine, who will oversee and mark both the written and practical sessions throughout the day.

Training will include:

- 3M Window Film Endorsed Installer certification
- Goody bag



More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



WILLIAM SMITH TRAINING COURSES

Vehicle wrap training is our oldest course here at William Smith. We've been training installers now for almost 20 years with more than 2000 individuals having completed the course.

With that level of experience behind us, it's not surprising to know that our wrap training remains one of the most popular courses we run. Attendees can be confident that they will be trained by a highly knowledgeable team who will provide many hints, tips, practical advice, and guidance throughout their experience.

At William Smith, we are committed to maintaining strong relationships with our customers. Many who choose to train with us continue to work with us years later, having gone on to build successful businesses of their own.



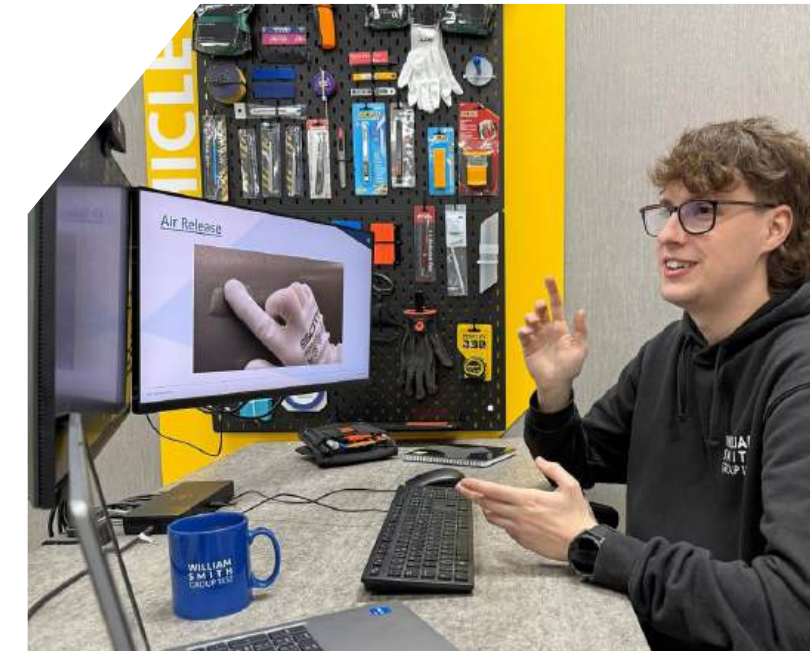
VIRTUAL VEHICLE WRAP THEORY COURSE

A two and a half hour, remote course designed to cover the basic theory of vehicle wrapping. It is perfect for complete beginners or ideal as a refresher for experienced wrappers wanting to brush up on their wrapping knowledge.

Content includes, the benefits of wrapping, basic technology of wrap films, adhesive features, digital print and colour change films, how to choose the correct film for the job, graphic production and essentials for success.

John Raine, Training and Application Manager at William Smith will lead the course allowing plenty of time for questions and detailed insight into the industry.

This course also has the added benefit of being completely free of charge, so there's no reason to miss out.



More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



VEHICLE WRAP TRAINING COURSE

A comprehensive two and a half day course, perfect for both beginners as well as relatively new wrappers looking to improve their current skills. It covers all basic techniques needed to wrap an entire vehicle, using a range of branded digital print and coloured wrap films, including 3M, Avery Dennison, Arlon and VION.

The half day virtual theory part of the course is to be completed on a Teams call prior to the onsite training, meaning attendees get plenty of hands-on time to work with the films on a variety of vehicle panels. You will learn how to deal with a multitude of common challenges and the ways to overcome them.

The course is co-lead by Tom and John Raine, our Training and Application Managers at William Smith, and Mike Szwacki, 3M, Avery Dennison and Arlon approved wrapper with years of experience and expertise within the industry also one of very few in the world and only one UK - The Wrap Institute certified Trainer. Both trainers will allow for plenty of one-to-one tuition, ensuring you are truly able to get the most out of your experience here with us.

The session will include:

- A fantastic balance of theory and hands-on practice
- Opportunity to use a range of branded wrap films, including 3M, Avery Dennison, Arlon and VION
- How to approach irregular surfaces and recesses found on many vehicles
- One-to-one tuition from a highly acclaimed professional wrapper
- A tool bag including essential wrapping tools to take home
- Certification of attendance



“

Mike is a brilliant trainer. His method of teaching made me fall in love with the profession.

”

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



ADVANCED VEHICLE WRAP TRAINING COURSE

A two-day course, exclusively designed for experienced vehicle wrappers looking to take their skills to the next level. This entirely practical-based course teaches participants how to overcome the most intricate and difficult challenges involved in vehicle wrapping.

This course is fully lead by Mike Szwacki, 3M, Avery Dennison and Arlon approved wrapper with years of experience and expertise within the industry also one of very few in the world and only one UK - The Wrap Institute certified Trainer, and tailored very much to the individuals needs. Class sizes are also smaller with a maximum limit of four delegates per course.

Please note that there is an expectation that applicants must meet certain criteria to participate. This is to ensure that the course can run at the full pace required to cover all advanced aspects without delay. The criteria include being confident enough to wrap an entire vehicle without assistance, and preferably also having previously completed formal training on a recognised vehicle wrap course.

Training will include:

- An entirely practical-based course
- Unrivalled tuition from one of the best vehicle wrappers in the UK
- Opportunity to practice skills with a range of branded wrap films, including 3M, Avery Dennison, Arlon and VION
- Certification of attendance



“

The advanced course has reignited my passion for wrapping. The whole experience was fantastic from start to finish. Mike was an inspiration and being able to work and learn alongside the others, sharing our knowledge and experience, you just can't find that anywhere else. I would recommend this course to anyone considering attending.

”

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



AVERY DENNISON PAINT PROTECTION FILM APPLICATION COURSE

An intensive two-day course, ideal for any vehicle wrapper looking to diversify and introduce PPF to their business offering. This course is a comprehensive introduction to the world of PPF.

Delegates will learn which tools are required, the importance of slip and tack solutions, how to properly clean and prepare a vehicle to avoid any issues, and of course, there will still be plenty of live demonstrations and time to practice in our state-of-the-art Wrap Room.

We keep our class sizes small to ensure each delegate has the time and one-to-one tuition needed from Academy trainers, John Raine, and Mike Szwacki, in order to master the correct application techniques.

The session will include:

- A comprehensive introduction to the world of PPF
- The advantages of introducing PPF to your business
- Plenty of hands-on practice with the film
- Expert one-to-one guidance
- A goody bag including tools and accessories to take home
- Certification of attendance



“

From start to finish, this course exceeded all our expectations and provided us with the skills and confidence we needed to embark on our first PPF installation job.

”

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



ENROL ONTO THE ONLINE TRAINING ACADEMY

Realise your potential with the online training academy!

By joining the online academy, you will have full access to our 'how to' training videos, supporting your learning in the world of architectural wrapping, helping you stay on top of your game.

The online academy is an unmatched platform that provides game changing support to customers of William Smith.

Perfect for recently trained delegates or existing customers of William Smith, the online academy provides a truly comprehensive experience. Whether you're looking to brush up on your application or, sell your customers the dream of the service you're offering, the academy has you covered.



“

The Training Academy has helped me so much in my journey with architectural films. As a new installer, the refresher videos have allowed me to go away and hone my application skills, with the marketing videos helping me learn how I can sell the architextural dream to my clients.

”

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305

FIND THE PERFECT
ONLINE COURSE FOR YOU

Our online academy will give you full access to our ‘how to’ training videos, supporting your learning in the world of architectural wrapping.



FREE

VEHICLE WRAPPING TASTER

This Vehicle Wrapping Taster Course is designed for absolute beginners and gives you a solid introduction to some of the most important prep work that goes into a successful wrap.

- Covering:
- How to choose the right squeegee for the job
 - What to look for when selecting a wrapping knife
 - Which heat gun works best for vehicle wraps
 - How to measure up a vehicle properly before you start

Whether you’re thinking about booking onto our hands-on training course or just want to understand the tools of the trade, this taster session is a great way to dip your toe in and get familiar with the foundations of wrapping.

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



£120 PER YEAR

ARCHITEXTURAL APPLICATION TRAINING

Watch videos of all the demos and application techniques we teach at our on-site training courses. With a 12 month subscription, you can watch them again and again.

Our videos are all filmed in house and cover a range of topics from choosing the right knife to the best way to wrap a shaker door.



FREE

MARKETING TIPS TRAINING

Find yourself asking how do I?

- How do I use the marketing mix for Architextural wrapping?
- How do I build a great website?
- How do I use marketing personas?

Well don't worry because we've got you covered! We've a range of videos covering all those questions above plus so much more.

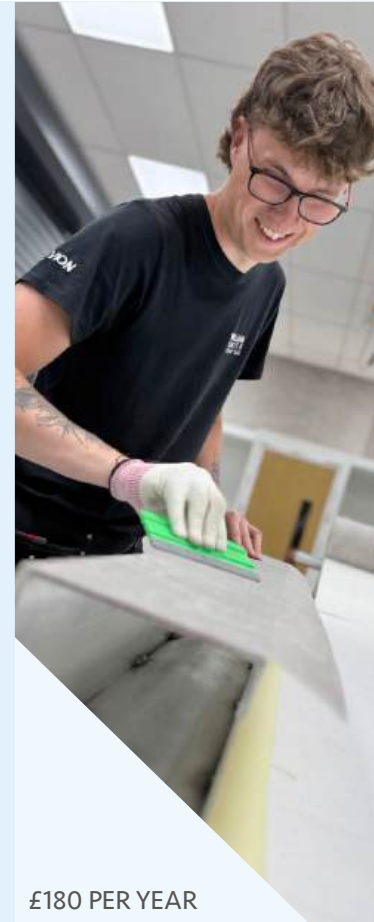


£120 PER YEAR

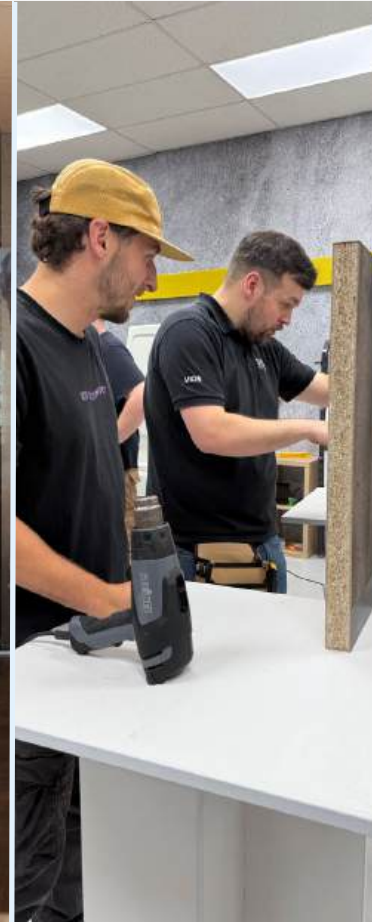
KITCHEN APPLICATION TRAINING

Need a refresh on your kitchen wrap knowledge or just looking for some tips on how to perfect your kitchen wrapping skills? We've got you!

Covering everything from how to properly prep a kitchen to creative ways to use architectural films plus so much more!



£180 PER YEAR



ARCHITEXTURAL 3 COURSE BUNDLE

Save £60 signing up to our Architextural 3 Course Bundle with includes Architextural and Kitchen Application Training courses, plus free access to our Marketing Tips

Sign up today at:
www.williamsmith.co.uk/training

More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305



DISCOVER COVER STYLE E-TRAINING

Flexible. Practical. 100% Online.

Cover Styl now offers a comprehensive **E-Training platform**, giving you the freedom to learn how to install and sell Cover Styl decorative films — from anywhere in the world.

Key Features:

- **100% Online** – Access training anytime, on desktop or mobile
- **Available in 5 Languages** – English, French, German, Italian, and Spanish
- **25 On-Demand Videos** – Over 4 hours of expert-led content
 - **Installation Techniques** – Learn how to wrap doors, dibond panels, furniture & more
 - **Sales & Marketing** – Understand the product range and how to promote it effectively

Training Pack Upgrade

Want to practice what you've learned?

Upgrade to receive a **physical training kit**, shipped directly to you. It includes:

- **Tools & Materials:** Heat gun, cutting tools, primer stick, squeegee, surface cleaner, Cover Styl material, and more
- **Practice Items:** Two kitchen doors, display panels, and a dibond board to wrap
- **Marketing Materials:** Binder, Success Portfolio Brochure, Hotel Brochure, Residential Brochure, Commercial Brochure, and Premium Swatch.

Train from anywhere in the world with the flexibility of online learning, supported by real tools and real practice.



More information and to book your place contact:
enquiries@williamsmith.co.uk / 01833 690305

CONTACT US.

View our full training and events calendar

Visit www.williamsmith.co.uk/training

**WILLIAM
SMITH**
GROUP 1832



**WILLIAM
SMITH**

Trade sign & graphic materials.



ARCHITEXTURAL™

Surface design materials.