

IN.TOUCH

ISSUE 55 | THE NEWSLETTER FROM WILLIAM SMITH



A-Very supreme product

We're leaping into 2017 with the exciting news that we now supply Avery Dennison Supreme Wrapping Film.

Six months after first adding the global supplier to our ever-growing range of industry leading materials, we're delighted to be able to now offer the full Avery Dennison portfolio to our customers.

Considered one of the best wrap brands on the market, Avery Dennison Supreme incorporates colour and clear protective layers, providing a smooth, paint-like finish that is both durable and dazzling.

Supreme wrapping film has also been hailed for being both time and cost effective, ranking highly in slideability, conformability and application time.

With over 90 colours and finishes, the full range will be available from us, including matt, gloss, pearlescent, chrome, satin, metallic, diamond, extreme texture and ColorFlow, all of which can be ordered in full or part rolls from the company.

Speaking about the exciting new arrivals, our Marketing Manager, Chris Bradley, said: "We're delighted to start the year as we mean to go on, building on the success of 2016: just getting better and better and better.

Avery Dennison Supreme is one of the best coloured wrap films out there; with a great reputation and its fantastic colour range, textures and effects, our customers will certainly be spoilt for choice."

If you're as excited as we are about this news and want to find out more information, contact your account manager or call our Sales Office on **01833 690305**, alternatively visit www.vehiclewrapfilms.co.uk

www.williamsmith.co.uk
www.vehiclewrapfilms.co.uk

One Minute With...

Lindsay Appleton, Marketing Manager

Getting to know our Marketing Manager for architectural products, Lindsay, who has been at the company for 12 years.

Working for the William Smith team as a Marketing Executive from 2004, before being promoted to her new role as Marketing Manager in July, Lindsay has loved seeing the company grow and succeed over the years with the launch of its exciting new products.

In her spare time, Lindsay is a self-confessed CrossFit addict, who spends most evenings throwing a barbell overhead or attempting to master rope climbs and handstand



press ups whilst in training for the London marathon. Considering herself an exercise nut, it comes as no surprise that Lindsay loves nothing more than sitting down to a meal that contains avocado, whilst her ideal dinner date (which of course would be

a meal containing avocado) would be with ex-England Skipper, David Beckham.

In the office, Lindsay is responsible for developing the architectural market segment by understanding customer buying behaviour and developing strategic direction for selected products in our portfolio, such as interior décor films, safety and solar window films and Facade Film.

Lindsay loves the diversity of her role as Marketing Manager the most; from exhibition and event planning, to website design and content, every day is a new challenge.

Signwright (UK) Passes The Finishing Line On Time!



With support and advice from William Smith, Signwright (UK) recently fulfilled a prestigious contract which involved the complete refurbishment of the corporate entertaining facilities at Beverley Race Course. The product used to achieve the desired finish? 3M DI-NOC, of course.

Requiring an upmarket finish which would complement the features of the facility, 3M DI-NOC provided a high-end look without a high-end cost. Recommended by William Smith, 3M's range of architectural finishes were more than suitable for the job at hand.

Upon completion of the project, Matthew Wright stated "it looks very effective and the client was impressed with the product". Commending the part William Smith played in the project; Matthew further added "William Smith did a great job, working with 3M to ensure delivery on time, including arranging a special manufacturing run of our chosen material".

Want to find out more about 3M DI-NOC and the architectural finishes available? Email lappleton@williamsmith.co.uk.

3M DI-NOC Architectural Finishes

3M DI-NOC Architectural Finishes are known throughout the design and architectural world for their ability to recreate natural materials realistically and at a fraction of the cost of traditional materials.

The unique and diverse range of self-adhesive vinyls, designed primarily for interior decoration and refurbishment projects, has been used successfully in a variety of areas including retail, banking, hotel and leisure, shopping malls, offices, marine, rail and more.

Offering cost effective, creative solutions, we can offer access to the most popular finishes, based on current trends and designs.

Head to our website www.williamsmith.co.uk/products/window-and-architectural-film to discover more about this fantastic product range or contact Lindsay Appleton via email at lappleton@williamsmith.co.uk

Dry Paint on a Roll

When it comes to renovating the exterior of a building, Avery Dennison Facade Film is the leading edge product of the moment.

Described as 'dry paint on a roll', Avery Dennison Facade Film is an ideal, cost effective solution to restyle, refurbish, brand or decorate commercial, retail and residential buildings.

Designed for the demands of outdoor application and exposure, the facade film for building renovation offers UV and weathering resistance with a 10-year warranty.

Available in a choice of 22 standard colours, or custom colour matching for RAL and Pantone colours, the impact is dramatic, increasing the long-term value and improved building appearance.

For more information regarding Avery Dennison Facade Film, please contact Lindsay Appleton via email at lappleton@williamsmith.co.uk.



Texture with a Twist!

Avery Dennison MPI 8000 is a new range of digital wall films available from William Smith.

This unique film is available in a choice of canvas, stone and stucco textures and includes six variations; Canvas, Stone, Stucco, Hi-Tack, Hi-Tack Removable and EA Hi-Tack.

Quick and easy to install, compatible with a wide variety of printers and suitable for numerous surface types, MPI 8000 Series possess many benefits which make it the product of choice.

Designed to provide customisable solutions for interior applications and a wide range of wall finishes, these films are perfectly suited for retail and hospitality environments, along with commercial venues and also exhibition spaces.

Think Avery Dennison MPI 8000 Series may be the product for you? Simply visit www.williamsmith.co.uk/product/avery-dennison-mpi-8000-series or call the Sales Office on **01833 690305** to find out more.



It's a Fact!

Breaking William Smith down into numbers...



Don't Flip Out!

3M have added nine new colours including three FLIP to the already reputable 1080 Series range.

With the range now consisting of 91 colours, customers will be spoilt for choice!

New colours include; Gloss Flip Electric Wave, Satin Flip Glacial Frost, Satin Flip Caribbean Shimmer, Gloss Storm Grey, Gloss Ice Blue, Gloss White Gold Sparkle, Gloss Cinder Spark Red, Satin Frozen Vanilla and Satin Gold Dust Black.



New Additions to the Range...

We have added two new products to our ever growing Avery Dennison product portfolio, Avery Dennison 800 Premium Cast and 900 Super Cast films.

These high-end signmaking films have long lasting durability and excellent conformability, even when it comes to the most difficult of surfaces!

The 800 Premium Cast and 900 Super Cast films are available in a wide selection of colours.

To find out more information simply call the Sales Office on **01833 690305** or visit <https://www.williamsmith.co.uk/product/avery-dennison-800-premium-cast-films>

Increased by Popular Demand!

New products have been added to the VION VP3000 range. Having proved popular since its launch in February 2016, the company saw the need to bring in new additions which included a Gloss White film with Grey permanent or removable adhesives, Matt White film with Grey removable adhesive and a Matt Clear film with permanent adhesive.

To find out more about the NEW VION VP3000 range visit <https://www.williamsmith.co.uk/product/vion-vp3000-series>

New DPF 6100 XLP Makes for a Smooth Experience

Designed to make vehicle wrap installations even faster.

Arlon's recently launch DPF 6100XLP comes with the new XLP low profile X-Scape air release technology, allowing for easy repositioning and a bubble free application.

To enhance its reputation further, the product is compatible on a wide range of print systems, including latex, solvent, eco-solvent and UV printers.

If you wish to find out more information about this impressive product visit <https://www.williamsmith.co.uk/product/aron-dpf-6000-series>



Want to Ask a Question? Ask Away!

In further web developments the company has installed a NEW live chat feature which it is hoped will bring added value to the customers' experience when using the William Smith website.

Live chat allows customers to ask questions or seek information with a member of the William Smith Sales Team responding instantly.

Accessing the live chat is simple, fill in the web form when prompted and then chat away to one of our friendly Account Managers.

Ongoing Updates!

Priding ourselves on excellent service, a number of improvements have been made to the William Smith website in order to enhance the customer experience, these include:

Addition of Swatches

Recognising the fast paced nature of the industry, all sample swatches related to material are now available to purchase online.

Responsive Design

In this day and age, more and more people are accessing websites via mobile phones and tablet devices, rather than traditional desktops. Keeping up with the times we have now ensured our website is compatible with mainstream platforms, again with the aim of enhancing your customer experience.



Smith Website Coming Soon!

We are very pleased to announce that we will be launching the NEW Smith website very soon!



By developing a website which is solely focused on manufactured goods, customers will have access to all the relevant information related to Smith.

The creation of a new website is reinforcement of our ambition to be recognised as the complete solution provider serving the sign and graphics industry.

Have a need for manufactured products including signage and digitally printed graphics? Keep your eyes peeled and watch this space!

www.smith-signdisplay.co.uk

LinkedIn with William Smith

We understand the importance of networking, so why not connect with us on LinkedIn? Have a question regarding material distribution, signage or architectural products? Simply drop us a message and we will be more than happy to help.



Chris Bradley,
Head of Marketing

Head of Marketing at William Smith, Chris has been at the company for over 22 years. He oversees the whole department and ensures the company is a market leader in more ways than one (oops, sorry for the pun).



Kyle Giles,
Marketing Executive

Responsible for all things Smith, Kyle recently helped launch the NEW Smith brand and is working tirelessly to help grow the brand further. Have a question regarding signage or trade graphic production? He is the man to speak to.



Lindsay Appleton,
Marketing Manager

With over 12 years experience at William Smith, Lindsay is responsible for architectural products and knows the company inside out. Should you wish to find out more about 3M Window Films, 3M DI-NOC and Avery Dennison Facade Film then send her a message.



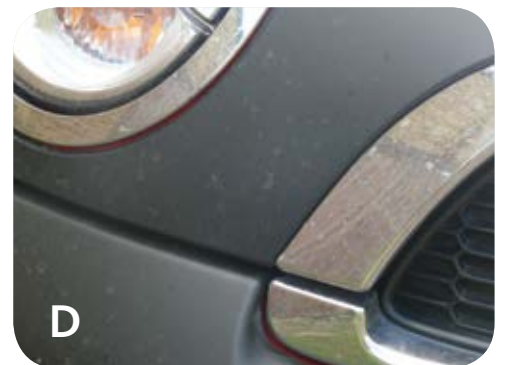
Clare Robinson,
Marketing Executive

Material distribution is the bread and butter of the company and this is Clare's speciality. Remember 'knowledge is power', so if you have questions then don't hesitate to make contact.

Competition - A Keen Eye for Detail

Do you have a keen eye for detail and are enthusiastic about vehicle wrapping?

Highlight the image which displays a material fault and send your answer to kgiles@williamsmith.co.uk before Friday, 17th February 2017, to be in with a chance of winning a **FREE** Intermediate Wrap Starter kit.



Thermal Efficiency Without the Calories

3M Thinsulate CC 75 is the latest climate control window film we have to offer.



Like no other, this innovative product has the capabilities to reflect heat in warm weather and retain heat in a much cooler climate, thus reducing outgoings on utility bills.

Unbeknown to some, offices and commercial properties lose nearly 40% of their heat through underperforming windows, however 3M Thinsulate can boost the insulation performance of windows by 40%.

As the master distributor of 3M Thinsulate Window Film in the UK, we can offer trade customers full advice and guidance when it comes to choosing the right product for application.



Window of Opportunity with William Smith!

3M Solar and Security Window Films are not always as clear as day, which is why we have decided to answer some of the most frequently asked questions.

Why 3M Window Films?

3M is a leading manufacturer and has been since 1966! 3M Window Films are innovative and help reduce energy costs, carbon footprints and they increase occupant comfort as well as providing safety and security.

How do I select the right window film?

Every window film available serves a unique purpose. It is very important you seek guidance when selecting a suitable product, and we can help you make the correct decision!

Can the application of window films damage my customer's windows?

It is possible that the wrong film on the wrong glass can cause issues at the same time as solving others. You should always seek advice when selecting the appropriate window film. A member of our sales team will be able to offer the necessary knowledge and advice required.



Does William Smith provide training courses related to Window Film application?

Yes and we will be hosting a number of courses throughout 2017. Watch this space! In the meantime call 01833 690305 to register your interest.

Does William Smith offer an installation service?

No, we do not offer an installation service. However, we do work with a number of reputable dealers who can offer this service. Speak to a member of the William Smith team for more information.

Have further questions you would like to ask?

Call 01833 690305 or visit www.williamsmith.co.uk/products/window-and-architectural-film for more product information.



Don't Fall Foul of the Cold this winter

The winter can often bring harsh conditions to these shores, so we decided to sit down with Mike Szwacki who provided us with some expert advice on how to protect your material during the cold season.

Should stock material be stored at a certain temperature overnight before use?

Material should never be stored below 17°C and should always be acclimatised to the room temperature in which it will be converted prior to use.

Due to a drop in winter temperatures, should you store the vehicle for a longer period of time in order for it to acclimatise?

How long is a piece of string? A good rule of thumb is to store the vehicle overnight for 12 hours.

Once wrapped, should the vehicle remain in storage for a longer period of time because of the winter climate?

Again, in an ideal world it should be stored for 12 hours. Material, very much like us does not like cold temperatures.

Do you need to use any specialist cleaning products on the car when prepping?

Yes! Always refer to the manufacturers guidelines as they quite often recommend which products are suitable.

Would you advise any special aftercare products to avoid corrosion from salt, grit etc.?

Similar to the answer above, always refer to the manufacturers guidelines. Each brand will have their own products.

What is the main reason for material failure during the winter months and how can it be prevented?

Simple, all of the above. Cold weather accelerates issues so don't ever leave it to chance.



Don't Take Our Word For It...

As a family run business, we at William Smith have always regarded customers as part of our extended family. We pride ourselves on building long-term relationships, getting to understand your needs and preferences and giving a warm, friendly, personal service.

"The ability to develop our original designs to ensure a high quality finish was key to the success of the project and the advice and help provided by William Smith enabled us to achieve our goal."

Michael King,
Barnard Castle Town Council

"William Smith was very supportive in helping us achieve our end result. They really do go the extra mile. It was their exceptional service that helped us to provide a good product."

Matthew Wright,
Signwright (UK)

"Everyone has good technical knowledge and we know that they will always find an answer to any queries we have."

Kevin Gelsinan,
APM Customs

Whether it's a trade manufacturing project or materials supply, our knowledgeable team is always ready to help you find a solution, offer advice and guidance, and ensure on-time deliveries. Call us on **01833 690305**

Did You Know: Post & Panel

The new Smith Post & Panel modular sign system offers a flexible option for external information and wayfinding applications.

It can be used as a free-standing unit or wall-mounted, and comes with a choice of five post and pole profiles and five standard depths of panel, ranging from 100mm to 300mm. All components can also be custom fabricated to your specific requirements.

Robustly engineered and fabricated out of aluminium, Post & Panel is designed to be vandal resistant, and can be supplied powder coated, with or without graphics.



A Symbol of Quality

Ascot Sign Systems chose Smith to fabricate a totem sign for one of its clients, based on their confidence in the Smith brand, our capabilities and expertise in the manufacture of illuminated signage, the quality of our workmanship and ability to meet tight deadlines.

The sign frame was constructed from 101.6 x 6.3mm aluminium box section, and the finished totem measured a total of 4.5m in height. In order to achieve the specific colour required the sign was finished with vinyl, rather than powder coating.

Ascot Sign Systems' Alan White comments: "The sign was very well made, with excellent service from William Smith, as usual. Our client was very impressed with the overall aesthetic appearance of their new totem."



Mini Facts

Since the company was established in 1832, manufacturing has always been a significant element in William Smith's offering, culminating with the recent launch of Smith, our dedicated manufacturing division. Here are just a few facts across our 184 years of manufacturing.



1876

Our famed road sweeping machines won an international prize in Philadelphia, USA.



1930

Our first cast iron road signs were manufactured.



1989

Development of William Smith's own finger post (Stylos) and back-lit box systems.



2016

We currently fabricate over 80 tonnes of aluminium a year.



2016

The Smith manufacturing team has over 200 years' combined experience.

Mini Profile - Nigel Harle, Sign Maker

In this issue we're getting to know Nigel Harle, who has been a valued member of the William Smith team for 18 years.

An experienced sign maker, Nigel now works under the recently launched Smith brand, the company's manufacturing arm of the business.

"THE FACT I'VE BEEN HERE FOR AS LONG AS I HAVE, SAYS IT ALL. IT REALLY IS A GREAT PLACE TO WORK."

His role is a skilled and varied one, which includes reading and interpreting technical drawings in order for signs to be fabricated (usually out of aluminium) on our high-tech CNC router and cutting material to length. Other state-of-the-art machines Nigel operates, when necessary are the automatic Mecal double head cross cut mitre saw, Pearson guillotine, laser cutter and the flame polisher (being his favourite).

Having witnessed the growth of the company during his time at William Smith, Nigel enjoys contributing towards the running of



the newly branded fabrication department, but says the best part of the job is the variety of work which ensures no two days are ever the same.

"The fact I've been here for as long as I have, says it all. It really is a great place to work." - Nigel Harle.

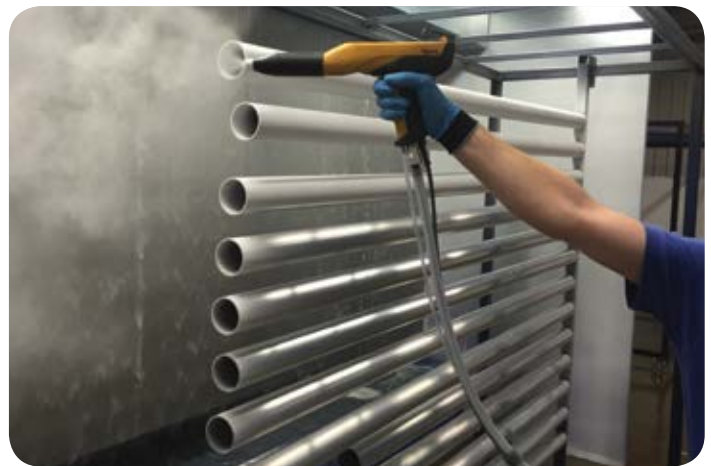
A Clean Finish

The installation of our new powder coating system in July means that we can now offer a better finish for your signage products plus faster turnaround times than were achievable with traditional wet paint finishes.

Powder coating is a much more efficient means of finishing a sign, and no solvents are used during application. The different components of the protective powder are electrostatically sprayed onto the signs, which then go through a curing oven that fuses the powder to the surface, resulting in a smooth and more durable finish that is resistant to scratching, marking and chipping. Furthermore, the choice of colours is greater than with stove enamelling and there is also less wastage (a paint that has been specially mixed to meet a specific colour requirement cannot be stored for re-use).

Signs can now be despatched the same day due to the speed of the curing process, which can be used for small signage items as well as large components.

For more information regarding manufactured email
info@smith-signdisplay.co.uk



All Things Shiny and New

From events to staff members...

Who's New?

As always the William Smith family continues to expand!



George Howell is the latest addition to the team, employed as an Internal Account Manager. In his new role George will be responsible for dealing with customer requests when it comes to the sale of material products. As with everyone at William Smith, George is very excited about contributing to the success of the company in the months and years ahead.

We are also pleased to welcome Jack Carr. Jack is the newest member of the Marketing Department; having just completed a Master's degree at university he is now relishing the chance of putting his vast wealth of knowledge to great use. Assisting with architectural and window films he is extremely excited about his new career role.

What is Happening?

The company will be hosting an Open Day event in the spring of this year. Aimed at providing valuable knowledge in regards to our products and services, it is a great opportunity for people to see how the company operates on a daily basis. Watch this space as in the coming weeks and months we will be taking reservations!

For more information please contact Clare Robinson via email at crobinson@williamsmith.co.uk.

Sign Link Live 2017

We have booked to exhibit our Smith trade manufacturing goods at Sign Link Live. The new show which couples with The Print Show at Telford Exhibition Centre, 11th - 13th October, promises to be one not to miss so make sure you pop along to visit us at stand K09.



For more information please contact Kyle Giles via email at kgiles@williamsmith.co.uk.

FACT!
We became
an official
3M partner
in 1964!

Member of National Association of Shopfitters

We are pleased to announce that William Smith is now a member of NAS, the National Association of Shopfitters. Having represented the shopfitting and interior contracting sector successfully for almost 100 years, NAS offers expert guidance and specialist advice to its members and is recognised as a symbol of quality.



Save the Date

Another date for the diary is the Surface Design Show, 7th - 9th February at the Business Design Centre, London where we will be showcasing architectural films including, 3M Di Noc, Dichroic and Fasara decorative window film on stand 562 - hope to see you there!

For more information please contact Lindsay Appleton via email at lappleton@williamsmith.co.uk or visit www surfacedesignshow.com



the sign company's company

materials supply | signs & display | hardware

www.williamsmith.co.uk



@William_Smiths

01833 690305

www.vehiclewrapfilms.co.uk



/WilliamSmith1832

info@williamsmith.co.uk