

IN.TOUCH

WILLIAM SMITH GROUP 1832

WILLIAM SMITH | SMITH SIGN & DISPLAY | ARCHITEXTURAL™



VION's new Décor series

Our exclusive brand, VION, has grown rapidly over the last two years, and we're excited to announce the arrival of its newest product range. Developed and delivered by the trade brand you trust, the Décor series is William Smith's latest collection of contemporary decorative films.

Ideal for office and commercial spaces, these sophisticated designs completely transform the appearance of glass surfaces such as windows, doors and tables. Available in over 40 patterns, the range features everything from clean-cut linear styles, gradations and graphic prints, to fabric effects and colours.

Décor frosted polymeric films are quick and easy to install, with five-year durability and a scratch-resistant, matt

finish. Offering increased privacy and reduced reflections, they help create a secluded environment whilst still letting in the natural light. These high quality films are the most convenient way to quickly and creatively upgrade interiors, and can be easily removed when the time comes to refurbish again.

VION's growing range of decorative window films also includes the Crystal 5500 Series and Dichroic Series. Décor films are now available to order from our warehouse in full or part rolls at 1524mm wide. With more choice than ever, there's never been a better time to switch to VION.

Want to see more? Download the product brochure at www.williamsmith.co.uk/brochures.



Win an Exclusive
Yacht VIP Weekend in
Monaco next spring!

3M

Take part in 3M's 'Colour Up Your Shop' competition and you could find yourself in Monte Carlo, May 2019.

From 1st November until 28th February you can win big when purchasing 3M Wrap Films 1080, 1380 and Overlaminate 8900. To take part all you must do is purchase 10 linear metres of product, go online, register your order and claim your ticket... it's as simple as that.

It gets even better!

Purchase over 150 linear metres of 3M Wrap Film over the course of the competition and 3M will send you a high quality, professional colourboard worth £311 (€349)... completely FREE. It's the perfect sales tool for your workshop, displaying the entire range of colours, all of which can be interchanged and updated as and when new additions are released.

Not familiar with 3M Wrap Films?
Why not give it a try?

Visit www.3m.eu/colourboard and request your free of charge A5 sample set or sample swatch.



EXPERTS IN VISUAL

Today we live in a visual world where video is king!
And as our company straplines says, we are 'Experts in Visual'. Follow our YouTube channel and keep up-to-date with all the latest happenings from our three divisions; William Smith, Smith Sign & Display and Architextural.



SCAN HERE

For all the latest vehicle wrapping products, application guides, interior transformations, signage products and more... it's all covered online. Find us on YouTube at William Smith Group 1832, or simply scan the QR code above.



Have a special request? Send us a message and we may be able to assist. Email, info@williamsmith.co.uk

We're not just social on YouTube, keep in touch and follow us on Facebook, Twitter and LinkedIn



One minute with...

Mark Brown



Name:

Mark Brown

Job Title:

Key Accounts Manager

William Smith member since:

May, 1987

Best part of working at William Smith?

The people, everyone will say that but it speaks volumes about the company.

Likes:

Cycling – I'm a keen cyclist and a member of the Barnard Castle cycling club.

Golf – I once played at county level standard and competed against professionals Graeme Storm and Simon Dyson.

Donner kebab – my guilty pleasure once I've had a few pints. Not many people will admit it but there we go!

Favourite food / drink:

Pad Kra-Pow – this is a Thai dish which is viewed as the fish and chips of Thailand.

San Miguel beer. Nothing beats a cold pint. I prefer something quite light and not too heavy.

Random fact about you:

I passed my flying test on September 11th 2001. In fact I was the last civilian flying in UK airspace on the

day of the tragic events. Another random fact, I once landed my micro-lite aircraft on the A1. It was a section of motorway which was under construction, don't worry I didn't bring traffic to a standstill or cause an accident. Another random landing would be Alpe d'Huez – I've also cycled up it but never travelled up in a car.

Who would you most like to meet and why?

Neil Armstrong – I'm still amazed by his achievements today and how he had the courage to do what he did with such poor technology available.

What is your role within the company?

Key Account Manager – in this new role, I am responsible for managing the relationships we have with these customers. I find it rewarding as I get to spend time with some familiar faces and it enables me to ensure our relationship remains strong, even when there are testing times on occasions.

How has your role evolved over the years?

Unbeknown to many I've worked in a number of departments throughout my time with the company. I originally started in Eurotext and for nine months I assisted on the design side of print. Following this I moved onto the shop floor, helping produce large format print. My career then moved into sales, my first role in the office was as an Estimator for letters and logos. Moving on... I became an External Account Manager, looking after the north east and Scotland, then on to Sales Management and finally into this role as Key Account Manager.

How does your role fit in with the day-to-day running of the business?

As part of management I am one of the go-to people when a customer needs help or assistance with projects they are involved in. It is my responsibility to ensure they have the support they need.

I also attend management meetings and help contribute towards strategic decisions which are made.

What do you enjoy about your role?

Seeing customers grow – there is no better feeling. The flipside is not seeing things go so well.

What is the most challenging thing about your role within the company?

You'll never please everyone!

What is your prediction for the future of the industry?

Once upon a time it was just the signage industry and then it amalgamated with the graphics industry – that is partly down to the printers we started supplying in 1991.

I think now we are looking at significant growth in the architectural sector. These products will become day-to-day products for businesses within the industry, just like digital print vinyls are. I'd be worried businesses will fall behind if they don't get on board with them.

Sum William Smith up in one word:

Innovative.

Ask the expert: Sam Armstrong

How did MIH all start?

It was something I had always wanted to do and a comment from my son prompted me to do something about it and 'make it happen'.

What is MIH's objectives within the industry?

To help others to provide products and services that are second to none by offering training programmes, introductions, referrals and advice. We are all better together!

What is your role within the organisation?

Managing Director, but my fabulous ladies and I work very much with a co-operative feel, each supporting one another at every level. The team dynamic is fantastic, and our skill sets very much compliment each other.

How did you get involved with the signage industry?

It was not intentional and totally unexpected, but it quickly became a vocation for me. I first got into signage after the birth of my second child, it was a part time role that quickly grew into something more. I loved the industry, mainly the creative elements and the endless possibilities. A sign, can simply be a sign; or it can provide a visual of the ethos of the business or product it represents.

What do you like most about your job?

That's an easy question, hands down it's people! Having the opportunity to interact with people on so many levels and in different capacities is really rewarding. We are all constantly learning, together!

What is your proudest achievement to date?

Next to my children, (I guess I have to say this as they are old enough to read!) seeing 'Make it Happen' become a success.

What is the most exciting project you have worked on and why?

The 'Education Programme' training course. The industry is sorely lacking in this area and to be able to see people sharing their experiences for mutual benefit, while learning and/or enhancing key skills is fantastic.

Do you think there is a lack of recognised standards and qualifications for the signage industry?

Absolutely! Our training programmes were born out of the realisation that there were no such programmes available in the industry. 'Make it Happen' training programmes provide delegates with an opportunity to enhance their skills and knowledge and to get CPD credits for doing so.



What can we expect from MIH in 2019?

That would be telling! We will continue to invest in the development of our programmes and services; I don't think our plans will disappoint. Watch this space!.

If you could give a sign maker once piece of advice, what would it be?

Invest in your staff. It's a short answer but I cannot stress enough how important your staff are and how much of a difference it can make if you are prepared to invest in their progression and provide appropriate support. It is so simple, yet so many people overlook the most important part of their business – the people who make it work.

What signage products do you think will see growth and can you foresee any new trends?

3D printing will see growth, and definitely 'tactile products'. We need to be creative and think outside the box; products are evolving all the time, there are no limits or boundaries. I think the future could be really exciting from a product perspective.

What challenges do you see for the industry in the next five years?

I suppose I have to say the 'B' word (Brexit). Irrespective of opinion, there are going to be changes and the struggle towards a decision, is understandably creating uncertainty across industries generally. The subsequent projected outcomes, which, to be fair are still an unknown, are also creating unrest.

What interests do you have outside of the work place?

Corona, Prosecco and running, not necessarily in this order! Spending time with family and friends; running my own business is challenging and I could not have done this without their support.

Where do you see yourself in 10 years' time?

Still 'Making it Happen' of course!

New additions to our warehouse

Our portfolio continues to grow and we're pleased to announce a number of exciting additions available now. Here's what's new at William Smith.



DRIVING PERFORMANCE

Did you know that 3M's Series IJ180 is now 3D? These premium cast 50 micron digital print films are suitable for flat, curved and corrugated surfaces – and much more. What sets these wraps apart from others is their unique ability to conform to the shape of any vehicle, even with challenging features such as rivets and deep recesses. This latest innovation from 3M is definitely one to watch.

BE INSPIRED!

3M has announced four new colours to its highly regarded Wrap Film Series 1080. Allowing for more creativity than ever before, the distinctive additions include Gloss Flip Ghost Pearl, Shadow Military Green, Satin Flip Psychedelic and Gloss Silver Chrome – a first for the range.



DREAM IN COLOUR

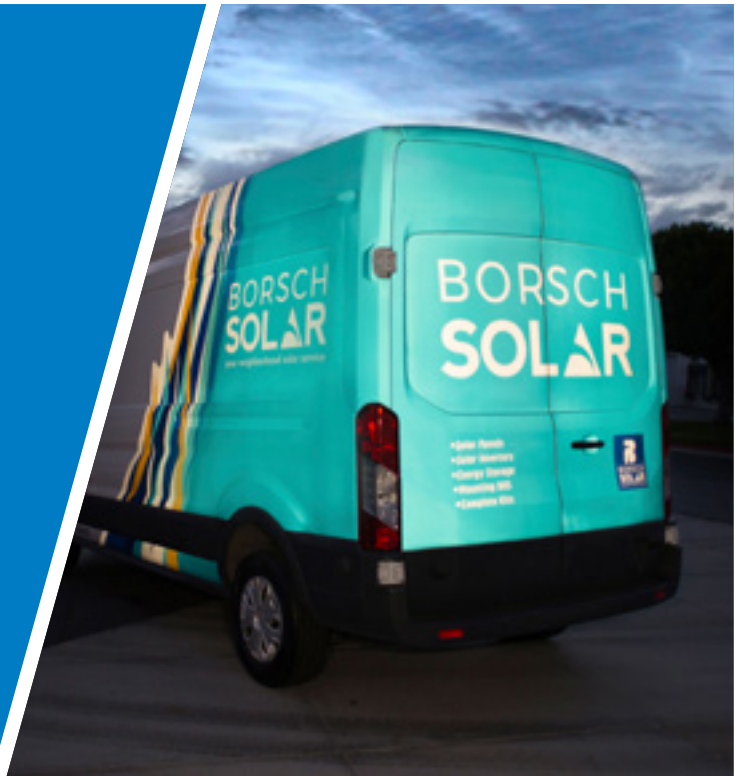
Avery Dennison is known for its impressive range of colours and finishes, and the Supreme Wrapping Film range is no different. Having just expanded its portfolio once more, fresh new colours are now available including Satin Metallic Safari Gold, Gloss Metallic Sand Sparkle, Gloss Rock Grey, Satin Metallic Dark Basalt, Matt Olive Green and Gloss Pearl White Snow. Help your customers find a new favourite with this colourful collection.

DAY TO NIGHT VISIBILITY

Arlon's new IllumiNITE is redefining reflective film. The first of its kind, this premium digitally printable wrap provides brilliant graphics by day and luminous graphics by night. Thanks to its FLITE Technology™, it features exceptional repositionability for quick and effortless installation.

The film is ultra-conformable to alleviate bruising when wrapping gentle curves and complex corners. Already growing in popularity across the trade, this wrap's easy application provides vibrant reflectivity around the clock.

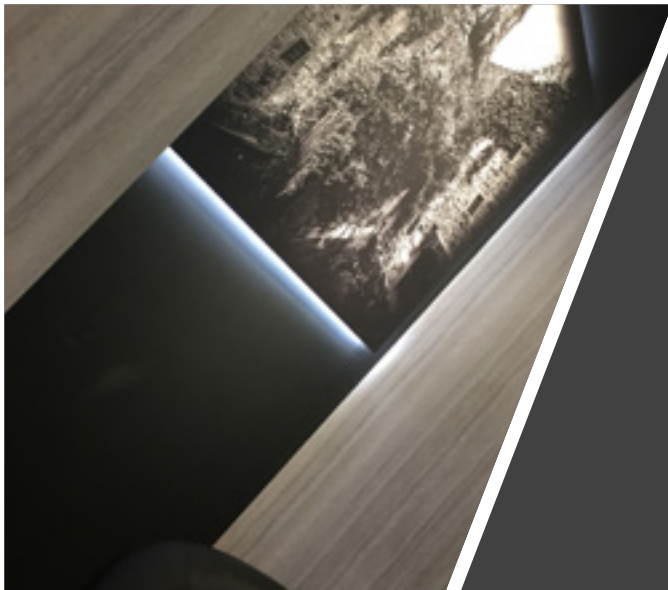
IllumiNITE offers the most efficient removal of any reflective film in its class, and is suitable for lots of applications including vehicle graphics, fleet markings, fleet graphics and vehicle decals. It's time to give your automotive customers a new lease of light!



MATERIAL MATCH

We are delighted to introduce over 200 new patterns to the 3M DI-NOC extended range. The additional films include a whole host of unique super matt finishes, realistic wood grains, new fabrics and much more. The entire range now includes over 1,000 finishes, giving installers endless choice and the freedom to wrap any surface.

Designed for interior and exterior decoration and refurbishment, we can help find the perfect match for any application. With so many textures and effects, every surface is a potential project. New pattern books are coming soon – we'll let you know as soon as they're in stock. Watch this space...



BIGGER AND BETTER

We're excited to announce the arrival of 45 new patterns in the Cover Styl' Primary range – that brings the total number of products to 188! These architectural films are designed to realistically recreate the look of more expensive materials when redecorating.

The new finishes include wood, marble, natural stone, metallic, solid colour and leather patterns. Inspired by the elements, these versatile textures are sure to make an impression. The entire Cover Styl' range is available by the metre for next day delivery. What more could you ask for?



Commanding Attention Day and Night

Setting new standards for reflective film innovation and providing an excellent way to ensure graphics can be seen clearly 24 hours a day are our two new premium cast products, Arlon IllumiNITE Wrap™ and 3M™ Scotchlite™ Print Wrap Film 780mC.

These reflective digital print materials offer installers the facility to create dynamic graphics that offer brilliant brand visibility with a daytime sparkle or night-time shine.

Arlon IllumiNITE was launched in Spring 2018 and thanks to FLITE Technology™, the wrap is effortlessly installed when wrapping gentle curves and complex corners and can be combined with an overlamine to protect and enhance graphics.

Suitable for applications including vehicle graphics, fleet markings, fleet graphics and vehicle decals, the film features enhanced elongation for optimum conformability.

The 125-micron wrap's superior repositionability means minimal bruising and chatter lines, resulting in optimal reflectivity.



Print Wrap Film 780mC was introduced to our portfolio in late 2017 and it opens the door to a breadth of reflective vinyl applications. The film offers more versatility as it is suitable not only for wraps on cars, vans, trucks and buses, but also textured walls.

Featuring 3M™ Comply™ with micro technology, air release channels enable fast, easy, bubble-free application of films.

The 165-micron wrap's 3M™ Controltac™ technology allows the applicator to reposition the film during application, enabling easier installation of large format graphics in a wide temperature range.

This film, which has a 9-year expected performance life, offers a wider angle of reflectivity, handles the rigorous vehicle wrapping process with little-to-no bruising, and any dark spots can be repaired effortlessly using heat.

Both films are in our warehouse, ready to purchase now for next day delivery on orders received before 6pm.

contraVision® Performance™

HD Series

The opportunity to transform windows from dull, lifeless spaces to promotional opportunities has never been easier thanks to Contra Vision® HD Performance™ Series.

Launched earlier this year, it's safe to say the popularity of the film has continued to increase due to the fantastic features and the benefits it offers to installers.

Delivering dazzling printed images in high-definition, Contra Vision® HD Performance™ is a white-on-black 40 per cent transparency (60/40) perforated window film, which creates one-way vision graphics.

Due to its ground-breaking pattern technology, featuring micro perforations which create minimal disruption to the graphic, the film offers exceptional quality images, with immense detail compared to other perforated window films. All of this provides a smoother see-through experience from the inside.

The polymeric calendered window film, which has a 3-year durability, can be used anywhere that conventional perforated materials are currently used, and many places you may not have even considered!

Featuring a removable, pressure-sensitive adhesive and Universal Liner with Grayliner™ technology, this 150-micron film allows an image to be seen on the outside of a window with uninterrupted vision from the inside, out.

The film's Universal Liner, which is also commonly known as Additional Liner, provides installers with the ability to eliminate any bridging that may occur over the perforated holes.

Suitable for use with solvent, eco-solvent, latex and UV printers, the high definition transparency perforated window film features a part-perforated paper liner for use with UV inkjet, or latex inkjet with an optimiser primer.

To discover more about the window of opportunities Contra Vision® HD Performance™ Series provides, visit:

www.williamsmith.co.uk/product/contra-vision-hd-performance-series



Upskilling workforces and developing the trade



Established to train and inspire those in the sign, graphics and interiors industries, The Training Academy offers a range of training courses across our product portfolio.

The first training course delivered by the company was presented in 2009 and since then over 300 courses have been run successfully in our newly formed state-of-the-art Inspiration Centre.

We've seen more than 1500 attendees, who have used over 4000 metres of vinyl, complete architectural, vehicle wrapping and signage training courses.

There truly is a course for everyone, from those who are looking to become a trained installer, to those wanting to learn how to sell the products we offer, or those who just want a taster of the products and opportunities in the market place.

To help introduce new services in the industries we work with, the Academy offers 11 courses, ranging from application to wrap training, to sales and Sam Armstrong's Make It Happen Education Programme.

Providing fantastic business opportunities in the UK and ongoing support through marketing materials to help increase sales, we know our courses are worth the investment, but don't just take our word for it - here's some feedback from previous delegates...

"Very interesting, lots of help and support, really enjoyed the practical side of the course."

Leigh Lovett, Robin Watson Signs

"Excellent depth of product description and how it was put across."

John Baines, Designs

With the majority of the courses being delivered by Architextural, the architects, designers and installers who attend courses benefit from our membership of trade groups, giving delegates the chance to form partnerships with the likes of the National Association of Shopfitters, interior contractors and finishes and interiors sector.

Vehicle wrap training has been part of our company for over 10 years and with our expert knowledge, you won't be surprised to learn that this course, which covers all the basic techniques to wrap a vehicle using a range of branded digital print and coloured wrap films, remains one of our most popular courses.



WILLIAM SMITH GROUP 1832

ACADEMY

TRAINING THE PROFESSIONALS



Upcoming Events:

8th Nov 18	Avery Dennison Façade Film 'Painting with Film 1'
9th Nov 18	Architextural Taster Day, AM or PM
13th Nov 18	Make it Happen Education Programme
13th Nov 18	Architextural Taster Day (Gatwick), AM or PM
22th-22rd Nov 18	William Smith Vehicle Wrap Training
26th-27th Nov 18	3M DI-NOC Application Training Course
28th-29th Nov 18	Architextural Application Training Course
30th Nov 18	Avery Dennison Façade Film Taster Day, AM or PM
3rd Dec 18	Window Film Training Course
5th-6th Dec 18	Cover Styl' Application Training Course

For more training dates visit
williamsmith.co.uk/training



Lighting up the industry!

Innovative, stylish and most importantly bright!

We've expanded our product portfolio once again with the addition of Neon Letters and Illuminated Acrylic Letters. Environmentally friendly, these new products use energy efficient LEDs and in the case of Neon Letters, can be a great alternative to traditional neon signage.

Striking day and night, they use 80 per cent less energy in comparison to typical neon signage, providing significantly reduced running costs.

There are no limits with these new products, with the widest range of styles and fixings on the market, they offer the versatility to develop unique types of signage.

Robust and durable they can be installed with ease and are the only products of their kind to be approved as CE compliant by the British Standards Institute.

We're looking forward to seeing the creative designs that these signs lend themselves to.



A staple of the signage industry

Creating a stunning visual impact on commercial properties, Tray Signage is one of the most recognisable types of signage within the UK.

Designed to be spotted from afar, this style of signage is fabricated to showcase a company's brand vividly throughout the day and night.

Tray Signage has continued to increase in popularity over the years due to the various types of signage available, from illuminated to non-illuminated, push-through lettering, halo illumination, free cut lettering and stand-off lettering.

With the ability to fabricate Tray Signage at our onsite purpose-built, state-of-the-art fabrication facility, our ingenious craftsmen use high-tech equipment to manufacture signage in a variety of shapes and sizes to suit any requirements.

Fabricated from aluminium, LEDs and acrylic for the lettering, all signage products are cut to size and finished with either vinyl or powder coat. Thanks to the wider services William Smith Group 1832 has to offer, we can apply architectural finishes to signs too.

Providing unlimited potential, Tray Signage truly is a staple of the signage industry.

Fret Cut Lettering



Push Through Lettering



Halo Illumination



Stand-off Lettering



*Find out more about Tray Signage
by visiting our website:
www.smith-signdisplay.co.uk/tray-signage*



Cover Styl' gives washrooms an ice cool makeover



Fun, fresh, funky – and fast. These are just a few of the words to describe the transformation of tired-looking washrooms at Castleford's Snozone..

Tamworth-based firm K.E.G. Signs took on the challenge and gave the washrooms a makeover that allowed guests to keep enjoying the slopes while the work was completed.

"The cubicles and sink were originally red and looking very tired," said Roger Moore, managing director of K.E.G. Signs.

The firm looked to Architextural, part of the William Smith Group 1832, and its Cover Styl' range to give the cubicles, surfaces and sinks a distinctive new look with M3 Cactus Green Velvet Grain finish.

The job was then completed with new taps and tiles, resulting in a quick, easy and clean refurbishment.

Roger added: *"My lads have quickly adapted to applying Cover Styl' successfully and the finished job looks really good."*

Interior architectural finishes can refresh or totally transform the washroom environment at a fraction of the cost, compared with traditional refurb methods such as ripping out and replacing existing interiors – and due to minimum disruption businesses can keep operating, meaning no impact on revenue compared to a refurbishment shut down.

Importantly for washrooms, as well as offering high durability, the finishes also impede mould growth, are hard wearing and offer a 10-year guarantee against scaling, cracking and yellowing.

Cover Styl' architectural finishes are self-adhesive and designed to realistically recreate the look of natural, more expensive materials.



The extensive range incorporates hundreds of patterns which are available by the metre.

Creativity can soar, with patterns including wood, solid colours, metallic, glitter, fabric, natural stone and leather patterns for decoration and refurbishment.

Not only are the flexible films easy to apply but they can also be fitted perfectly on to any contour or shape. Walls, wood, plastic, metal and glass are just some of the surfaces that can be covered.

The film is rated A+ on VOC tests (indoor emissions) as well as being UV and fire resistant.

If you would like to learn more about Cover Styl' finishes email jack@architextural.co.uk.



COVER STYL'

YOUR GUIDE TO **WILLIAM SMITH GROUP 1832** ONLINE RESOURCES.



Application
Guides



Newsletters



Technical
Bulletins



Brochures



williamsmith.co.uk/resources



Printer
Profiles



Videos



Hints & Tips



Make use of them at:

www.williamsmith.co.uk/resources

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WILLIAM SMITH GROUP 1832

WILLIAM SMITH | SMITH SIGN & DISPLAY | ARCHITEXTURAL™

A Summer of prizes

From our Check Ya Selfie to our Summer of Football competitions we've given away over 20 prizes throughout the summer, including training courses, football match tickets and films.

Our biggest competition was the Summer of Football campaign. We gave our customers the opportunity to win big when they purchased 3M™ Wrap Film Series 1080.

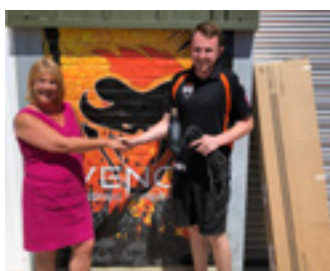
Some of the lucky winners include Vehicle Bright Ltd, RTS Creative and The Sign Shop.

The prizes were truly magnificent, including a two-day training course at The Training Academy, a football shirt, a roll of 3M™ Wrap Film Series 1080, a tool bundle wrapping kit and much more.

To celebrate the last day of the competition, we revealed the grand prize - three sets of tickets to see England vs Spain at Wembley Stadium. The tickets were won by Signs Express (Warrington), Venom Wraps and 3SixtyWraps Ltd.

Not to mention our STEINEL competition which we launched in the previous edition of our newsletter. VLS won a state-of-the-art STEINEL Heat Gun Kit to add to its tool kit.

Make sure you follow us on social media and sign up to receive our e-newsletters so you're one of the first to find out about future competitions.



Welcome to the William Smith family, Steve!



We'd like to introduce Steve Laundon to the industry, our newly appointed National Sales Manager.

Steve, who has experience in merchant banking, regulatory services and commercial print, will be directly responsible for our external sales team. He will also help William Smith Group 1832 to develop and grow, as well as find solutions for people's vinyl needs.

With industry experience under his belt, he's previously worked in a commercial print division, liaising with sign and graphics

companies as the head of a telesales team. He's also acted in the role of General Manager, however, it's the position of Sales Manager he enjoys most.

"Following my initial visit to the site in Barnard Castle, seeing the facilities, hearing about the future plans to develop the business and most importantly, meeting the people, I knew it was an exciting opportunity and I wanted to be part of it all" said Steve.



Kev Maughan joins the team as an Artwork Technician, working on commercial signage projects as part of our Smith Sign & Display division.



Lisa Kirkbride an external Account Manager who has worked within the industry for over 30 years. Based in the Stockport area, Lisa will be responsible for looking after our customer base in the Midlands.



Irene Morrison is the latest addition to the internal sales team and joins daughter Mikaela as an Internal Account Manager for the material distribution arm of the business.

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SMITH


ARCHITEXTURAL™