

# IN.TOUCH

WILLIAM SMITH GROUP 1832

WILLIAM SMITH | SMITH SIGN & DISPLAY | ARCHITEXTURAL™



## It's time you switched to VION

We are incredibly proud of our exclusive VION range and the innovative products are going from strength to strength.

VION, which covers a range of films including, short term, intermediate, decorative, window (solar and security), overlaminates, application tapes and accessories, is continually expanding.

Our team of experts developed the VION series and, as a result, we can offer a personal and bespoke service.

There are many benefits of switching to VION, so we've highlighted the key reasons for you below:

**Reason one** – There's no risk! Our VION products have a performance guarantee, and if you're not happy, we'll give you your money back. How many companies can say that?

**Reason two** – We can promise you more value for your money. You will be blown away by the quality of the products

and we're confident you won't believe the price we're offering for these superior films.

**Reason three** – As you read this, the range of 80 products is expanding. We are proud to say we listen carefully to our customers to develop films that match the needs of the industry.

**Reason four** – The range has been developed and delivered by the trade brand you trust. We have invested in developing a range of vinyl films for the sign and graphics industry that we are proud to put our name to.

All of the above, delivered by our experienced account managers and technical support staff, will enable you to find the right products for your project.

**Switch to VION: call, 01833 694707. Alternatively, email [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk).**

# Service Excellence...

Placing high standards on everything we do, we're dedicated to ensuring our customers receive the best possible levels of service when dealing with us.

## Avery Dennison Supreme helps modernise exclusive London apartments

London's exclusive residential property, Park Mansions, has been dramatically transformed in a refurbishment project by Omni Vinyl LTD, in partnership with William Smith.

Omnia Vinyl LTD was commissioned to refurbish three lifts in the apartment building and looked to one of the largest material suppliers in the UK, William Smith, to provide the high-quality resources, training and support that was needed.

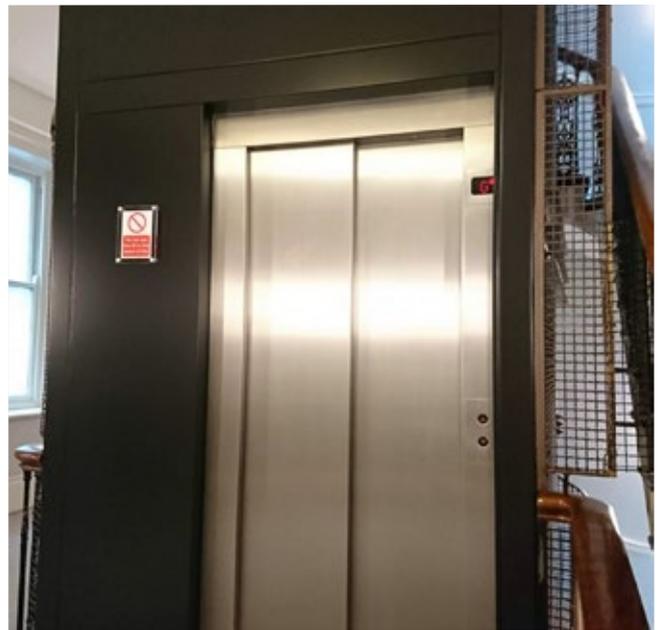
The lift customisation specialists were able to deliver a superb, visually appealing refurbishment, which has transformed the look of the building's interior in a short period of time, thanks to Avery Dennison Supreme Wrapping Film.

Supreme Satin Black was used for the project. The wrapping film offers excellent 3D conformability on the most demanding of recessed areas and is suitable for concave and convex surfaces, including deep channels.

Omnia Vinyl LTD praised Supreme for its easy, fast application, providing high-quality results.

Co-Owner of Omnia Vinyl LTD, Richard Whiteley, said:

**"We were very impressed with not only the excellent results provided by Supreme, but how quickly and easily we were able to apply the film to the fascias. It looks brilliant!"**



*"The team at William Smith provided immense support throughout the process, providing a great service, fast turn-around times and efficient communication. Their knowledge of materials is unrivalled and the training they have provided us with has revolutionised our business."*

## 3M DI-NOC used to revamp Broxbourne Council's headquarters

Modern, welcoming and refreshing are the words which describe Broxbourne Council's headquarters' new look, following a spectacular refurbishment project by T6 International Ltd, in partnership with William Smith Group 1832.

In a bid to rejuvenate the headquarters, T6 International Ltd was tasked to revitalise the building's reception area and looked to Architextural, part of William Smith Group 1832, to provide cost-effective, high-quality materials needed for the project.

Hertfordshire-based firm, T6 International Ltd, delivered a contemporary refurbishment to the reception desk within a short period of time with the use of 3M DI-NOC architectural film.

Anthony Rose, director of T6 International Ltd, said: "We were incredibly impressed with the flexibility of the material. The interior film provided a budget-friendly solution with fantastic results and no additional equipment was needed for the job, which was a great benefit to our team!"



*"We knew that if we were to replace the whole desk, this would have resulted in downtime, high refurbishment costs and creating waste with the old materials."*

*"By using DI-NOC Architectural Finishes we were able to repair and modernise the current desk, providing a sleek finish and a warm reception area for the building."*

## Smith signage helps Carmeleon Concepts Ltd's rebrand shine bright



Specialist vehicle graphics, wrapping and branding company, Carmeleon Concepts Ltd, has undergone a spectacular rebrand, thanks to help from Smith Sign & Display.

Carmeleon Concepts Ltd made the decision to modernise the firm's branding and looked to one of the UK's oldest signmakers, Smith, part of the William Smith Group 1832, to provide the high-quality signage that was needed.

The suppliers of trade-only sign and display products were able to create outstanding, eye-catching illuminated signage which has emphasised the Company's logo, day and night, and has kept a clean, corporate image.

Made to measure, the Bespoke Illuminated Tray Sign was 3880mm (W), 930mm (H) by 50mm (D) in size, fabricated out of aluminium, featured 3mm Opal push-through lettering and also powder coat finished.

Carmeleon Concepts Ltd commended Smith for its first-class service and in-depth product knowledge.

Sean Child, managing director of Carmeleon Concepts Ltd, said:

*"The level of service and knowledge is second to none. We find the staff are all approachable and very helpful, and have even gained friends along the way."*

*"We're a long-standing customer of the William Smith Group 1832 and we regularly buy vinyl from the company. We have utilised the materials for a number of projects and we even used them to help with Carmeleon Concepts Ltd's rebrand."*

*"We were so impressed with the materials we received in the past that we invested in Smith's signage and the result has surpassed our own expectations."*



# TRAY SIGNAGE.

## DIRECT TO YOU. NOT YOUR CUSTOMERS.

View our full product range:  
[www.smith-signdisplay.co.uk](http://www.smith-signdisplay.co.uk)

# button-fix

Panel fixing made easy



## Introducing the British Sign and Graphic Association's Sign Industry Product of the Year!

Innovative, versatile and fitter-friendly, Button-fix is a new sign component accessory, which offers a quick and precise way of attaching panels to walls and other substrates.

Available in four different models and with a range of accessories, it works by bringing panels together with durable nylon buttons, which are attached to the back of one panel and mating fixes fastened to the other, these then slide until the Button-fixes 'click' into place.

The award-winning product, which has been verified by independent test house, Sandberg LLP, is ideal for both signs and interior fit-outs, making it the perfect product for those within the signage and architectural industries.

Speaking about the latest addition to the Company's portfolio, Chris Bradley, Head of Marketing at William Smith, said: "We are really excited to have this product as part of our range.

"Button-fix is an innovative panel fixing system which has already collected multiple awards, including 'Sign Product of the Year 2017'. Fitter-friendly and versatile, it is sure to prove popular amongst sign-makers, shopfitters and installers."

Why not request a sample and find out just how simple this product really is? Email, [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk).

## Invisible, strong and highly versatile!

**Button-fix Type 1 Fix** - Perfect for use with parallel panels of any thickness. Provides strength and rigidity.

**Button-fix Type 2 Fix** - Connect 90° panels together with a bracket which sits flush to substrates. Ideal for Architectural fit-outs.

**Button-fix Type 1 Flush** - Create panel-to-panel contact with a bracket which rebates into substrates.

**Button-fix Type 1 Bonded** - Unable to use screw fixings? Button-fix Type 1- Bonded adheres straight to substrates and with relative ease.

**Accessories** - Accessories include a 160mm safety cord, self-adhesive fix-pads, router jig and marker tools.

**STEINEL**<sup>®</sup>  
PROFESSIONAL



## Turn up the heat!

The professional Steinel, state-of-the-art, heat guns are the latest range of accessories added to our already extensive choice of tools and accessories.

Flexible, reliable and effortless, they offer a precise way of wrapping both vehicles and architectural fit-outs.

Ideal for intense work sessions without fatigue and with optimised ergonomics, these tools are easily controlled by users, enabling them to have absolute precision.

Global organisation, STEINEL, is dedicated to the development of cutting-edge technology for the delivery of controlled heat.

*“STEINEL heat guns are superior tools and we predict they will be incredibly popular among those who wrap vehicles and install architectural fit-outs.”*

Chris Bradley, Head of Marketing

### The new heat gun range includes:

HG 2320 E Heat Gun – the temperature of the heat gun is easily controlled by users. It comes with an impressive 2300W of power, delivers hot air between 80 – 650°C, has an LCD information display and a 2m flex length cable.

HG 2120 E Heat Gun – with 2200W of power the heat gun has a high-performance motor and boasts manual temperature adjustment. It can reach temperatures up to 630°C, weighs 670g and has a 7.5m flex length cable.

HL Temperature Scanner – gauge the temperature of work surfaces with the help of STEINEL's temperature scanner. The light-weight scanner, which weighs 165g, features an LCD display and a temperature range of 0-300°C.

The STEINEL heat guns and accessories are also available to purchase as a kit.

STEINEL heat guns and accessories are now available to order from William Smith. For further information, call us on 01833 694707 or email [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk).

# Competition time!

## Unwrap a STEINEL heat gun kit!

Enter our competition and you could be in with a chance of adding a state-of-the-art heat gun kit to your tool box!

Simply follow our Facebook page @WilliamSmith1832, like our competition post and we'll announce the winner on Friday, 1st June.



# Now available!

Our product portfolio continues to grow and we're pleased to announce a number of exciting new additions.

## STAND OUT THIS SPRING

Avery Dennison's Supreme Wrapping Film range expands further with the addition of seven new colours. These include, Gloss Radioactive, Gloss Magnetic Burst, Gloss Spark, Gloss Eclipse, Conform Chrome Matt Silver, Conform Chrome Violet and Conform Chrome Rose Gold.



## LETTING THE LIGHT THROUGH

Envision Translucent Film Series 3730 has been developed to offer a range of colours that are consistent with emerging trends in design and corporate identity. The seven new colour additions include deep Regal Red, bright Olympic Blue and rich Plum Purple. Series 3730 provides high light transmission levels, giving richness and vibrancy to LED illuminated signs.

In addition, 27 new colours have made their debut in 3M's Scotchcal Translucent Graphic Film Series 3630, which is designed for first and second surface applications on plastic and glass substrates. The new colour choices, which include Fire Engine Red, Berry Burgundy and Electric Pink, are ideal for creating vibrant internally illuminated sign faces and window graphics.



## LOOK SHARP

When it comes to creating sharp, high definition window graphics, the new Contra Vision HD Performance is streets ahead.

The white on black 40% transparency perforated one-way vision window film features 1mm diameter perforations that are 60% smaller in area than conventional products, creating high impact images, with enhanced clarity and sharper detail.



## INSTANT FACELIFT

Bringing a fresh new look to sad and tired looking building exteriors couldn't be easier with 3M's new range of architectural finishes.

Durable and weather resistant, DI-NOC Exterior is flexible and easy to apply and 3M Comply air release technology ensures a bubble-free application.



## TO REPLACE OR RENOVATE?

Already boasting over 150 patterns in the Cover Styl' Primary Range, including wood, solid colours, metallic, glitter, fabric, natural stone and leather; the addition of a new Secondary Range gives even more choice. Choose from 19 further patterns including painted and antique wood, distressed effects, metal mesh, metal weave, embroidery effect, string and brushed metallic.

## NEW WINDOWS OF OPPORTUNITY

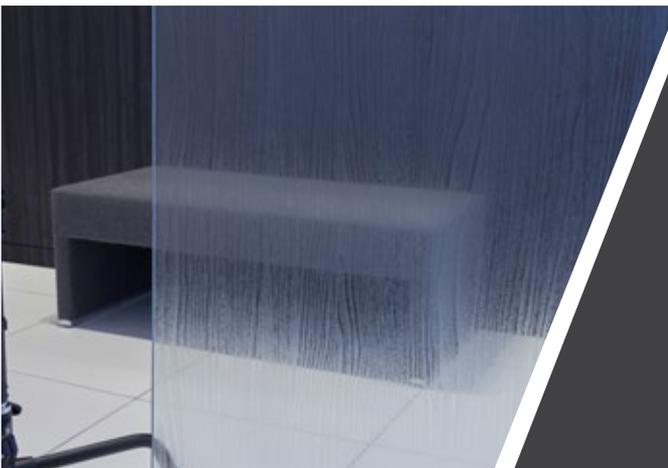
Opening up an even wider choice for creating decorative glass effects, the new VION Décor range brings 40 different patterns into the spectrum. Options include opaque, geometric designs, stripes and gradations.



## CONTEMPORARY ELEGANCE

3M's Fasara Glass Decorative range is where practicality, functionality and elegant styling meet.

With 100 innovative patterns, the Fasara range now includes new contemporary metallic, geometrics, fabrics, string and gradation designs.



# One minute with...

Chris Bradley



**Name:**

Chris Bradley

**Job Title:**

Head of Marketing

**William Smith member since:**

April 1994

**Best part of working at William Smith?**

The culture, the people, variety of products and the scope of my job.

**Likes:**

Lots of fresh air: Skiing • The great outdoors • Squash • CrossFit (basically anything active) • Liverpool FC + Halifax RLFC • Sonos sound systems • Trains - blame dad!

**Favourite food / drink:**

Raw carrots would have to come top of the list! Followed by pizza, anything fishy, chicken, green veg, a decent Mexican, veg smoothies, raw carrots, cranberry juice, lime and soda, gin and ale. Oh! And did I mention raw carrots?!

**Random fact about you:**

Don't trust me with your wallet, passport or keys...I lose mine regularly.

**Who would you most like to meet and why?**

Isambard Kingdom Brunel; one of the most ingenious British Engineers in history, he helped change the British landscape forever. Why? Would love to know what inspired him, how he approached his project.

**What is your role within the company?**

If you ask most people around here it would be colouring in; that's what most marketers do, right? Other than that I get involved in all sorts from company strategy, planning communication campaigns, organising lots of the events and being there for the team. Being a good listener and helping usually pays dividends.

**How has your role evolved over the years?**

Bearing in mind there was no marketing department, no internet, social media or mobile phones when I joined the company my role has changed enormously.

Traffic sign manufacturing was the main focus of the business and large-format digital print was in its infancy. Wrapping things in vinyl was fanciful and the thought of LED lighting, 3D printing and digital signage seemed like light years away.

We now have seven marketers plus internal and external sales teams and re-organisations on the shop floor, split over two sites. We also have a much broader product portfolio as the business model has changed to become predominantly trade distribution rather than manufacturing.

**What is the most challenging thing about your role?**

The obvious ones are market challenges. As much as I love them, I would have to say the people; we have a lot of personalities, which is great, but at times it can be challenging to 'bring it all together' when decisions are needed. However, the unifying thing is that, at the end of the day, we all want what is best for the company.

**What is your prediction for the future of the industry?**

I would certainly predict growth in architectural and building related films; it's following a similar trend to the way vehicle wrapping has evolved over the past ten years. At the moment Brexit is creating quite a bit of uncertainty, but we'll just have to see how it pans out; however, the world is a very visual place and so there will always be a need for graphics, signs and films!

**Sum William Smith up in one word:**

Mint.

## New tools and accessories brochure is on its way!

Featuring all our fantastic brands, it will include key items from VION, Button-fix, STEINEL, SOTT, plus many more!



**William Smith**

# sign&digital UK<sup>®</sup>

SIGNAGE | PRINT | DISPLAY | DÉCOR | DESIGN

## STAND L36: WILLIAM SMITH & ARCHITEXTURAL

### ALL WRAPPED UP

Between them William Smith and Architextural have got it covered. Through our lively interactive demonstrations and product showcases you will discover why wrapping is no longer just about vehicles.

### MEET THE TRAINERS

Our skilled trainers will be available to explain and discuss the range of training courses available at the William Smith Training Academy.



William Smith



ARCHITEXTURAL

## STAND L40: SMITH SIGN & DISPLAY

### WHAT WE DO

Find out more about our trade only sign service and see examples of the range of fabrication and signage we can offer.

### MEET THE TEAM

Of course, our experienced and knowledgeable technical sales and marketing team will be on hand across the two stands to answer queries and discuss any specific requirements you may have.



SMITH

## Gone are the days when wrapping was confined to vehicles.

Whilst vehicle wrapping continues to be highly profitable and the demand for graphics and colour changes for both commercial and private vehicles remains strong, new and innovative materials mean that almost anything can be wrapped, from boxes to buildings, from desks to décor, from furniture to facades, from walls to windows... and a whole host more!

### Materials you can see include:

- **3M IJ180mC** – This popular print wrap film now comes with microComply pressure activated adhesive for easy sliding, tacking, snap-up and repositioning. The non-visible air release channels enable fast and easy bubble-free installation.
- **Arlon SLX Cast Wrap Film** – a premium gloss white film, featuring the new FLITE air release technology, a light contact system that allows the film to ‘float’ over the substrate until firm pressure is applied.
- **Avery Dennison Supreme Wrapping** – With over 100 colours in the range, including the new ColorFlow Series - 12 fantastic colour-shift films with the option of gloss or satin finishes, you’re even more spoilt for choice when creating special effect wraps.

## VEHICLE WRAPPING

LIVE DEMOS

Showcasing and demonstrating a cross-section of vehicle wrapping materials and showing you the different techniques for wrapping deep and shallow recessed surfaces, using materials from 3M, Avery Dennison and Arlon.



### Other films on display include:

- 3M Wrap Film Series 1080
- 3M IJ780mC
- 3M Envision Print Wrap Film 480
- Avery Dennison MPI 1105 Supercast
- Avery Dennison MPI 1405 PVC- Free Print Film
- NEW Arlon IllumiNITE Wrap Reflective Film



William Smith

## Creative alternatives to any material

If you’re looking for an alternative refurbishment solution, self-adhesive films could be a simple and cost effective alternative for your interior design projects. With the range of architectural and building related films available from Architextural you can transform both interior and external décor, or solve glazing issues with decorative, solar and security window films.

The range of materials from 3M, Avery Dennison, Cover Styl’ and VION offer a wide range of patterns and finishes that faithfully replicate more expensive traditional materials, enabling refurbishments to be carried out quickly, easily, with the minimum of disruption – and at a fraction of the cost.



LIVE DEMOS

### Materials we will be showcasing include

- **3M DI-NOC Architectural Finishes** accurately mimic the effect of everything from wood grains and stone to leather and textiles and, following the recent addition of 153 new patterns and textures based on the latest trends, the range now encompasses more than 800 different designs, providing the opportunity to create an extensive range of effects for interiors and exterior facades.
- **Cover Styl’** realistically replicates the look of more expensive materials. Highly flexible and easy to apply, it is ideal for both residential and commercial interiors. The Cover Styl’ range now offers over 170 patterns including wood, solid colour, natural stone, distressed effect, plus many more.
- **VION Decor** - ideal for privacy, decorative and architectural applications to windows and glass partitions. Available in more than 40 printed patterns and designs including, opaque, geometric designs, stripes and gradations.

### We’ll also be showcasing...

- 3M Fasara Glass Decorative range
- 3M Dichroic Glass Finishes
- VION Dichroic Film
- 3M DI-NOC architectural finishes
- 3M Window film



ARCHITEXTURAL

# Smith's Trade Only Sign Service



We offer an extensive product range including commercial, wayfinding and CE Marked traffic signage, along with trade graphic production.

As a trade only sign service we can help you deliver that extra added value to your customers by creating signage that you are unable to produce yourself, enabling you to meet a tight turn-round time or achieve a high volume contract.

In addition, along with high quality and on-time delivery, we offer technical back-up and support, and guarantee confidentiality and discretion.

Our extensive product range includes commercial, wayfinding and CE Marked traffic signage, along with trade graphic production.

- **Bespoke Fabrication** – if you need something specialist, unconventional and imaginative, we can create just about anything.
- **Built-Up Letters** – fabricated from aluminium, this increasingly popular form of signage, can be created with a choice of halo illumination, face illumination or cabochon ('fairground') lighting.
- **Tray Signage** – fascia signs come with a choice of vinyl, wet spray or powder coated finishes, and can be supplied with fret cut lettering, halo illumination, push-through lettering, or a combination of all three.



- **Projecting Signage** – our unique system comprises an outer lightweight box located onto an internal wall-mounted frame, fabricated out of a single piece of aluminium extrusion.
- **Post and Panel** – Smith's exclusive and flexible system offers a choice of plank depths and post profiles, which can be made to measure for individual requirements.
- **Slat Signage** – with six different profile sizes and a choice of finishes, this sign system offers great variety.
- **Wayfinding** – the STYLOS fingerpost system is exclusive to Smith and has been tried and tested for nearly 30 years. Its robust design, choice of traditional or contemporary styling, and resistance to vandalism makes it ideal for both city centre and rural environments.



*Want to know more?*

- *Request a brochure – ask one of our team at Sign & Digital UK, download online or Telephone 01833 694707*
- *Technical Data Sheets – download online*
- *Visit [www.smith-signdisplay.co.uk](http://www.smith-signdisplay.co.uk)*

## MEET THE TEAM



## WILLIAM SMITH & ARCHITEXTURAL

In addition to presenting wrapping demonstrations, trainers Mike Swacki and Gill Harrison will be on-hand to explain and discuss the range of training courses available at the William Smith Training Academy

**Mike Swacki**, owner of wrapping company MEK Wrap Squad.

Certified:  
3M AVW (Advanced Vehicle Wrapped)  
Avery Dennison SI (Specialist Installer)  
Arlon Wrap It Right Installer.

**Gill Harrison**, Training & Application Manager at William Smith.

A proud member of the family for over 32 years, she has unrivalled knowledge on all aspects of signmaking/materials.

## MEET THE TEAM



## REPRESENTING SMITH

Members of our staff team will be on hand throughout Sign & Digital UK to answer your queries and discuss specific requirements

Rob Smith – General Manager

Ian Spence – Account Manager

Glyn Burgess – Account Manager

Simon Dinsley – Product Development Manager

Kyle Giles – Marketing Executive

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www.architextural.co.uk  
www.smith-signdisplay.co.uk

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 @WilliamSmith1832     \_Architextural/

# Reinvent your business with our Training Academy!

WILLIAM SMITH GROUP 1832

## ACADEMY

TRAINING THE PROFESSIONALS



Introducing the Training Academy, part of William Smith Group 1832, dedicated to both training and inspiring the sign, graphics and interiors industries.

Having recognised that the days when wrapping was exclusive to vehicles are behind us, we now have nine additional Architextural training courses as part of our offering. This means we have 11 separate training courses available here at William Smith, which underlines our commitment to the market place.

The help and support does not stop once you've been on one of our courses at the Training Academy. Sales materials, full marketing support and access to our showroom are all at your fingertips to help support your process further.

#### Training courses available include:

- Vehicle Wrap Training
- Make It Happen Education Programme (signage)
- Architextural Taster Day
- Architextural Application Training Course
- 3M DI-NOC Application Training Course
- Cover Styl' Application Training Course
- Architextural Sales Course
- Avery Dennison Façade Film Taster Day
- Avery Dennison Façade Film 'Painting with Film' (part one)
- 3M Window Film Taster Day
- 3M Window Film Training Course

For dates and further information call 01833 694707.  
Alternatively, email [jack@williamsmith.co.uk](mailto:jack@williamsmith.co.uk)

**Request your FREE training brochure!**



# Direct to you. Not your customer!

As the UK's oldest signmaker, our attention to detail and dedication to provide the best customer service are as much a part of our DNA as those of the generations that shaped the firm.

We've been working with the trade for over 185 years and our Smith's Trade-Only Sign Service has never changed.

Since the firm was established, our team has never directly approached our clients' customers. We certainly do not talk about our clients, approach our clients' customers and most importantly, we don't let our clients down.

Our Smith team knows how important it is to listen to what you want and need and we're passionate about helping you to deliver unique projects, backing you up with support and we are always confidential and discreet.

We believe it's what's on the inside that counts! Our fantastic resources, capabilities, wealth of knowledge and experience help us to meet your signage requirements.

We know that by providing high-quality, trade-only sign and display products, including bespoke fabrication, Built-Up Letters, Tray Signage, Projecting Signage, Post & Panel, Slat Signage, Wayfinding and much more, we can ensure we're meeting the signage requirements of the trade.

If you've checked out our website, or your inbox, recently, you might have already seen the launch of our Trade-Only Sign Service campaign!

*Remember, Smith is here to support the trade in the delivery of difficult projects. We don't go direct, ever.*



# Built-Up by the trade, for the trade

Exploring the world of bespoke signage and we are asking our Fabrication Expert, Ash Riley, his opinion on eye-catching Built-Up Letters.

Built-Up Letters are fast becoming a household name in the world of signage and it's easy to see why. Allowing for a 3D presentation, the possibilities with this unique signage are truly endless. So, let's find out Ash's opinion on Built-Up Letters...

## 1. What do you believe are the benefits to Built-Up Letters?

Built-Up Letters are everywhere! They're becoming increasingly popular and it's easy to see why. The 3D element allows for fantastic, unique designs to be created. Other signage still has its place but Built-Ups are certainly trending.

## 2. What is best practice when fabricating?

If I could give one piece of advice it would be to ensure you marry up the returns and letter face. It will provide an exceptional, neat finish. Get that right and you'll be on your way.

## 3. What materials can be used to produce Built-Up Letters?

We use aluminium, but a number of materials can be used, including acrylic, stainless steel and copper.

## 4. How can they be illuminated?

LED modules are the best source to use. We use these to create different styles of lighting, including halo and face illumination. Plus, LEDs are energy efficient. They consume less electricity but offer a long-life span.

## 5. Can you make Built-Up Letters to any size?

Unfortunately, there are limits to the size of letters, mainly related to the stroke width of the letter and depth of the return.

## 6. What equipment is needed when fabricating products?

We use an XYZ CNC router to cut the faces, a letter bender to form the coil and then we spot weld and glue the parts together. It doesn't sound like much but there is an art to it.

## 7. What are the challenges of fabricating Built-Up Letters?

Small signage is harder to fabricate. This type of signage is designed to be bigger and bolder than others.



## Let's Make it Happen

Looking to gain an insight into new products in the world of signage?  
Then let's Make it Happen!

Our Training Academy is the home to the highly-acclaimed Make it Happen Education Programme, which is organised and presented by Sam Armstrong, who has over 16 years' experience within in the trade.

The course gives participants an insight into the labour process, technical requirements and workmanship that goes into creating a sign and helps develop an understanding of common sign types including: Built-Up Letters, Illuminated Letters, Panels, Stencil Cut Panels, Lightboxes, Totems and more!

The workshop also teaches participants how to spot more lucrative opportunities and provides guidance on how to approach projects.

***So, Make it Happen and sign up to one of our upcoming courses, which are being held on May 22nd, June 12th, July 10th, August 14th, September 11th, October 16th, November 13th and December 4th, by emailing [sam@makeih.co.uk](mailto:sam@makeih.co.uk)***

# INVESTMENT! IT'S WHAT'S ON THE INSIDE THAT COUNTS.

With our heritage in manufacturing, we continue to invest in new equipment and facilities to meet the changing demands of the signage market.



## Out with the old and in with the new

Utilising the space once occupied by our wet paint operation, an additional dedicated fabrication shop has been created to complement our existing facilities.

This now houses a 6m flatbed XYZ CNC router, together with a number of weld stations, and our new Mantech Premium hydraulic CNC press brake machine which opens up a whole host of metal bending solutions. At 4m wide, and with 120 tonne press brake capability, it has a bending length from 1.25m to 12m. Its high precision and performance will ensure that we maintain the quality and service you expect from Smith.



## Improving traffic flow.

Having manufactured our first road sign in 1930, traffic signage has since been a mainstay within our company, so it follows naturally that we have constantly up-dated our production equipment.

A Durst Rho 163 Traffic Vinyl Printer is the latest addition to our traffic signage facility. This hybrid flatbed and roll-to-roll printing system is specifically designed for the production of durable road and general traffic signs. It is capable of printing traffic and custom colour simultaneously, at both low and high volumes with up to 12 years 3M MCS warranty for traffic signs.

# Let's get social!

We love communicating, especially with our clients. Isn't it great being able to connect and chat with businesses in real-time?

Social media allows us to share our expert knowledge and industry updates with our thousands of followers.

*Top vehicle-wrapping tips, including application, aftercare, preparation and design, are some of our favourite things to share. With decades of experience, our team is constantly working hard to add to our 'Hints & Tips' section of the website, so keep your eyes peeled.*

*Have you always wanted to be one of the first to discover new products? Our social media followers are ahead of the trend as we inform them of product launches.*

*Wish there was a way to expand and develop your knowledge of signage, vehicle wraps and vinyl wrapping for buildings? Well you can within our state-of-the-art Training Academy. We share all our course dates on social media, so our followers are among the first to secure their place.*

So, if you have a question regarding materials, signage or architectural films, simply drop us a message via Twitter, Facebook, LinkedIn or Instagram, and a member of our team will get back to you.



## Let's stay in touch!

### William Smith

- @William\_Smiths
- @WilliamSmith1832
- William Smith

### Smith Sign & Display

- @Smith1832

### Architextural

- @\_Architextural
- @\_architextural
- architextural1832

### Vehicle wrap

- @vehicle\_wrap\_films

# Three brands, three websites, and their updates

We created a new group structure last year and in doing so we have simplified our online presence.

To reflect our diverse portfolio we established a new identity, William Smith Group 1832, which houses our three divisional brands, William Smith, Smith Sign & Display and Architextural.

## Why not head over to each of our websites to learn more?



William Smith-  
[www.williamsmith.co.uk](http://www.williamsmith.co.uk)



Smith Sign & Display-  
[www.smith-signdisplay.co.uk](http://www.smith-signdisplay.co.uk)



Architextural-  
[www.architextural.co.uk](http://www.architextural.co.uk)

## Knowledge is power!

As we love to share our wealth of knowledge with the trade, we've created a hints and tips section on the William Smith website. We are proud to be providing insightful vehicle-wrapping knowledge, which currently covers application, aftercare, preparation and design.

We will continue to add more top tips, so make sure you keep checking the page.

## Signs and graphics go together

Transfer between our William Smith and Smith Sign & Display websites effortlessly with updated navigation bars.

A 'Signage' tab on the William Smith navigation bar and a 'Materials' tab on the Smith navigation bar have now been created. Both of these links, once clicked on, take website visitors directly to the corresponding websites.

Our team is continually working to make improvements to our three brands' websites, in order to make the users' experience seamless and interactive.

For more information, or to provide feedback, email [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk).

## Thank you Gerry!

After nearly half a century of working at William Smith Group 1832, master of all trades, Gerry McDonald, has retired from his position as a Hardware Installer/Support Engineer.

We hope you have a wonderful retirement Gerry; it was a privilege having you as a member of the team.



## We welcome...

**Our newest recruit. Alan Robinson** will be replacing the retiring Gerry McDonald as Hardware Installation/Support Engineer. With vast experience, across a number of fields, he should have no issues getting to grips with his new role. We're very much looking forward to making him a part of the family for years to come.



## The Barney Army

Three members of the William Smith team are also talented cricketers, playing for the local team Barnard Castle CC in the ECB North Yorkshire & South Durham Cricket Premier League.

The club has enjoyed a fruitful period over the last five years, winning all available trophies including the MacMillan Cup and the Kerridge Cup, the oldest competition within the amateur leagues.

**James Quinn** - now captain of the first XI, a responsibility usually given to paid professionals. Last season he turned in some impressive batting statistics, including an innings high of 119.

**Josh Bousfield** - a talented all-rounder who picked up a couple of five wicket hauls in the 2017 season.

**Rob Dixon** - a talented opening bowler, collecting 23 wickets in the season and a best bowl of 3/23.



## Going the extra mile!

We pride ourselves on making sure our clients receive an excellent service, even in inclement weather.

When the Beast from the East hit the UK, it brought most of the country to a standstill. In order to keep things moving, we invested in snowploughs to improve conditions for everyone coming and going from site.



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