

IN.TOUCH

WILLIAM SMITH GROUP 1832

WILLIAM SMITH | SMITH SIGN & DISPLAY | ARCHITEXTURAL™



COVER STYL'
SMART INTERIOR DESIGN



The Largest Choice from the UK's Leading Distributor.

With eco-friendly materials fast becoming rising stars in the world of interiors, there are multiple benefits of using architectural films and how they can refurbish existing surfaces. Gone are the days when wrapping was exclusive to vehicles; architectural films have opened up a wealth of design possibilities.

As a growing brand within the architectural film portfolio, Cover Styl' films are available in hundreds of colours and finishes - and we have the largest choice of the most popular patterns, all in stock to order by the metre.

Used widely throughout Europe, this emerging brand is a fantastic option where budgets are tight as a great value proposition for refurbishments.



**SPECIAL
OFFER!**

Order any pattern in the Cover Styl' Primary range until the 28th August 2020 at these incredible promotion prices:

Metallic & Stone only: £21.95 pm

Leather, Glitter & Fabric only: £27.95 pm

Colours only: £13.95 pm

Wood & Marble only: £16.95 pm

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ACADEMY

TRAINING THE PROFESSIONALS



Setting the industry standard at The Training Academy

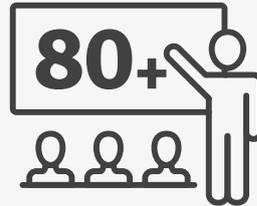
Since we opened our doors to the William Smith Training Academy things have been going from strength to strength and we hope that continues for many years ahead.

Unfortunately, as a nation we are going through some challenging times and it's an unprecedented situation for all. In order to protect the wellbeing of both employees and customers we have decided to suspend all training courses until further notice, sad I know.

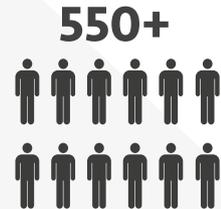
Determined to weather the storm and come out the other side better than ever, we'll be releasing rescheduled dates as soon as possible and Mike and Gill will be back ready to educate, provide hints, tips and expert knowledge, plus insights into the latest and most innovative products to hit the sign, graphics and building interiors industries.



2019 in numbers



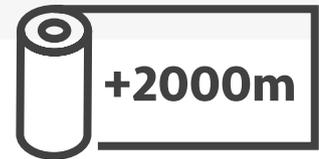
training sessions hosted



people trained across all course types



types of event



amount of vinyl used on training courses



1000+

cups of coffee served

Types of courses we offer:

- William Smith Vehicle Wrap Training
- 3M DI-NOC Application Training Course
- Cover Styl' Application Training Course
- Architextural Sales Training Course
- SQUID Training Course
- Avery Dennison Façade Film 'Painting with Film'
- Architextural Taster Days

Interested in attending one of our training courses? We may not be able to take bookings at this moment in time, but we can still advise on what is suitable for your needs and notify you when we in a position to take bookings once again, Email info@williamsmith.co.uk.

One minute with...

Lawrence Brass



Name:

Lawrence Brass

Job Title:

Creative Development Manager

William Smith member for:

33 years.

Best part of working at William Smith?

The strong sense of belonging and feeling part of a team..

Likes:

A cheeky weekend away with a few alcoholic beverages involved.

Favourite food / drink:

Chicken, fish fingers and a pint of Guinness... not all consumed together, that'd be a little weird.

Random fact about you:

I invented the ham hamwich but didn't patent the recipe and now M & S sell them (could have made me millions).

What does your typical weekend consist of?

A Saturday and a Sunday! Cue the laughs 😄 A few drinks, bit chill and a splattering of life admin.

What is your biggest career achievement to date?

Playing a key part in the success of the digital print business which was introduced in 1991!

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

It's my responsibility to present the concept of architectural films, raising awareness to designers and potential specifiers. Supporting other A-Team members, I am actively involved with creative content, events and business development.

What do you enjoy about your role?

Getting the job done, as simple as that!

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

Keeping on top of trends but I'd like to think we do a great job. It's our job to sell the concept and provide people with inspirational ideas around the possibilities of architectural films. Every event gives us the opportunity to think outside of the box.

What is your prediction for the future of the industry?

I predict great things now I have joined the A-Team full time! Interior building wraps will become as big as vehicle wrapping in the UK. Bold statement I know but I remember when car wrapping was just becoming a thing all those years ago. I see similar trends.

Sum William Smith up in one word:

Dependable.



NEW PRODUCTS

We have many new products to shout about. Here's what is shiny and new in our warehouse.

SQUID

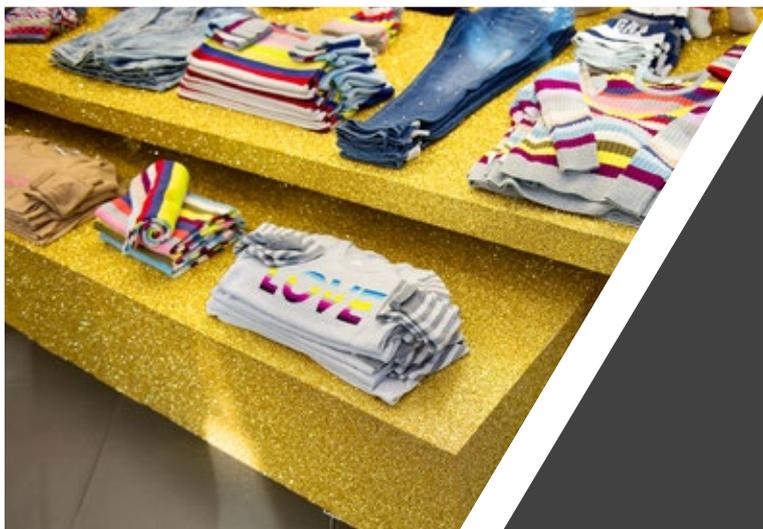
Best of print meets the best of design

SQUID, the world's first transparent fabric designed to transform interior space is now available for latex. SQUID Chalk is the first latex release with the possibility of others coming further down the line.



VION WINDOW FILMS

More materials added to the window film product portfolio! VION window films; Silver Eco Series, Silver Premium Series, Silver Colour Series, Neutral Series, One Way Mirror Series, Opal Series and Safety Series have joined an already extensive product offering. Providing more options for you, our customers.



COVER STYL'

Helping surfaces sparkle

Released just before the festive season, Cover Styl's new glitter range helps make surfaces sparkle, keeping up with ever-changing trends. New patterns include Diamond Gold, Disco Red and Jazzy Pink. View the full range online at www.architextural.co.uk/product/cover-styl-primary-range/glitter.

EVERY DAY IS A VION DAY!

VION, the trade brand you can trust, has four new additions to its portfolio, making it more diverse than ever before. VR5200 Temporary Engineer Grade Series and VR7000 Permanent Engineering Grade Series are reflective films designed for use on commercial vehicles and signage.

300 Series is a fluorescent polymeric film which enhances visibility for signs, graphics and vehicle markings. Crystal 3500 Series is the final addition, a clear etch, decorative window film. With a 4-year durability it is suitable for flat and slightly curved surfaces.



PRIVACY VISION FROM CONTRA VISION

Renowned for their industry leading perforated window films, Contra Vision has now released several privacy films, aimed at giving occupants much needed privacy but without compromising on the view out. We'll be releasing further details soon, stay tuned.



VION SAFETY TRACK

VION Safety Track, an anti-slip, printed floor graphic, hazard warning tape suitable for internal and external applications. Available in yellow and black, this tape has an R13 slip resistant classification and is easy to install. It is perfect for highlighting danger or areas requiring extra caution including; scaffolds, steps, ramps, manufacturing environments and walkways.

2080 IN 2020



3M™ Wrap Film Series 2080

2020 kicked off in style with the launch of new Wrap Film Series 2080 colours from 3M. Driven to inspire, Wrap Film Series 2080 was launched last September and has since taken the industry by storm.

Recognised as the most innovative colour change product on the market, it is packed full of technology, including the PFL, a unique protective film layer on the gloss colour range, which protects the film from damage when applying with a squeegee.

Initially launched with 40 colours, 3M has now added a further 27 additions to the range, taking the total range to 67 and counting.

The new colours include some of the industry's favourites from Wrap Film Series 1080, amongst these are Matt Military Green, Shadow Black, Caribbean Shimmer and Matt Pine Green Metallic.

Want to see a full list of the added colours? The colours can be found in the latest version of our vehicle wrap brochure or online at

williamsmith.co.uk/3m-wrap-film-series-2080.

2080-M2
Matt Military
Green

2080-SB12
Shadow Black

2080-M206
Matt Pine
Green Metallic

2080-SP276
Satin Flip
Caribbean
Shimmer

contraVision® Privacy Films

A Window of Opportunity

Contra Vision are widely recognised for their high-quality perforated window films, however there is more to the Stockport based company than meets the eye.

Having successfully introduced the world to printable one-way vision, see-through graphics over 30 years ago, they have now used all their experience and expertise to release a range of privacy films.

Designed for both residential and commercial buildings, the new products will help improve occupants' comfort and quality of life, particularly in business premises.

The privacy films also have additional benefits including the reduction of solar heat gain, glare and UV radiation.

As industry innovators, they aren't standing still. Their perforated window films are going from strength to strength also.

Have a project in mind and think Contra Vision could be just the solution? **Speak to a member of the sales team on 01833 690305, or email info@williamsmith.co.uk**



Graphic Solutions



All three Series have well over 100 colours in the range, all of which are available on next day delivery direct from stock.

For a colour card and more information please contact Sam using sam@williamsmith.co.uk or phone 01833 694707.

Avery Dennison offers one of the best self-adhesive coloured film ranges on the market, whether for longer-term branding projects or short-term promotional applications.

Three of their most popular Series, include;

Avery Dennison's 800 Premium Cast film, conformable and durable, this 50micron vinyl is suitable for a wide range of applications and is suitable for curves including compound curves and rivets;

700 Premium Film, a superior, 60micron, calendered polymeric vinyl with good conformability, low shrinkage and easy weeding properties making it suitable for a wide range of vehicle and signage applications, and finally;

Avery Dennison's short-term promotional 500 Event Film, a monomeric calendered 70micron vinyl ideal for flat areas on buildings and vehicles.

Designed to be cut to any shape, these durable coloured films provide economical graphic solutions for many applications that require no printing or protective overlaminates.

Ask the expert: Piotr Cinski

Years with Arlon: 7 years

Job Title; Technical Manager for Europe,
Middle East and Africa



What is your current role at Arlon Graphics? What do you like about it?

I am the Technical Manager for Europe, Middle East and Africa and I am responsible for all technical issues related to vinyl.

What do I love about the job? The travelling and meeting new people, everyday is different.

How did you first get into vehicle wrapping?

My first contact with "bigger stickers" was in elementary school. My friend's parents had a shop making road signs and I was always there helping. I've got an interesting story but it's probably too long for this newsletter, you'll be able to read about it on the William Smith website!

Best or most difficult wrap you have ever done?

The best...

I wrapped more than 10,000 vehicles (full wraps) by myself – yes, I counted them at some point. The one I was most happy with was a Chevrolet Camaro ZL1 wrapped with Arlon UPP Combat Green. Two months after wrapping it the customer asked me to strip it as he didn't like the colour anymore!!

You travel around the world a lot, who are the best wrappers and why?

I wouldn't like to say who is the best as there are many excellent wrappers in every country. I can tell you who have the best attitude as a group in general...UK wrappers.

Not always, but most often they agree with manufacturers' requirements / expectations and follow the recommended techniques. If the path of understanding a topic is A, B, C, they go A, B, C. In many other countries wrappers want to jump from A to C without understanding B, because they believe it's not needed. Big NO-NO!

How does Arlon Graphics differentiate itself from the competition? ?

We make vinyl! We don't make tools, we don't make labels, we don't make reflective jackets etc. We make only vinyl and we focus on making the best quality vinyl. We're not the biggest, but we want to be the best and the most innovative, as you can see with products like SLX™ Cast Wrap, Fusion Wrap and IllumiNITE Wrap.

What can we expect from Arlon Graphics in 2020?

The best quality for products, service and support.

What's your favourite Arlon product to work with and why?

Easy answer. I love Arlon SLX™ Cast Wrap. One of my responsibilities is to resolve non-print related complaints. Since we have had SLX™ Cast Wrap, I have forgotten what the word 'claim' means. It is the easiest to install, the most stable and the most trustworthy product I know.

What makes FLITE Technology® so amazing and innovative?

FLITE Technology® is something what we have been working on for a few years.

It is far more than a repositioning system. It offers a perfect balance of initial tack, repositioning, bonding and removability. FLITE Technology® is the future and is why other brands try to copy it, but a copy will always remain just a copy and second best!

What interest do you have outside of the workplace?

I love MMA. Mixed Martial Arts is a very technical sport, requiring high levels of concentration, knowledge and physical attributes.

If you could offer one piece of advice to people using Arlon products, what would it be?

Don't hesitate to contact us if you have a question. We are here to help and support your business.

What will be the next big thing in vehicle wrapping?

I can't tell you, but I can assure you we are listening very carefully to what wrappers want.

It's good to be social!

We understand the importance of social media. We used to think it was essential to have a website and now we say the same about Facebook, Twitter, Instagram, LinkedIn etc.

It's a great way to share content, network with industry peers and make people aware of the news and updates.

Keep up to speed with the latest happenings from our three divisions by connecting, liking or following the social accounts below.

-  @William_Smiths / @Smith1832 / @_Architextural
-  @William Smith Group 1832
-  @William Smith Group 1832
-  @William Smith Group 1832
-  @william_smith_group_1832



Showing everyone that the health and safety of staff working on site is our number one priority!



Make sure environments are on form with 3M DI-NOC architectural finishes. Refurb with film from Architextural.



@kwkustomsuk wrapped what is perhaps the coolest Ford Fiesta on the roads and we had to get on board and share it.



We make signage, and it is as simple as that.

FROM THE BLOG

This is where William Smith staff share their thoughts and opinions on the latest products, trends and industry news. In this edition of In.Touch we're covering Interior Wall Films and Paint Protection Films.

Interior Wall Films: 5 reasons why you should choose Interior Wall Films to create unique design impact!

Leanne Wytcherley, Marketing Assistant

Interior design and creating the right 'vibe' and 'look' is becoming more and more important; as not only does it mean a space looks fabulous, but it creates a variety of other positives, which you'll hear about in a moment.

Almost everyone I know has or LOVES a creative interior space. The design and feel of a place you live, work, eat and learn has been proven time and time again to affect your mental processing speed, concentration, purpose and quality of the work you are producing. With these in mind, it's crucial to have an appropriately designed interior for maximum comfort and productivity.

But how do we create the perfect Interior Design? You might be more aware than I am of the different ways in which this could be achieved! We've just reached 2020, and most of the 2019 trends have therefore invaded our houses or spaces. From Mustard Yellow, to Velvet Furniture, Geometric décor, Bold Colours, Floral Patterns and Brass Furniture! We think we've seen it all! But how could you create that extra angle or unique edge that nobody else has thought of? There's always a way! Wall Films!

1. Wall Films are DIGITALLY printable, creating a bespoke design

Choose whatever design you want and then digitally print onto your chosen film. The possibilities are endless and you're not restricted by the size of a wall.

2. Options! Features for all surfaces and uses

Avery Dennison have MPI 8000, the impressive New 'Interior Design Collection'. Meanwhile Arlon have DPF 8000 Ultra Tack, great for low energy surfaces, and DPF 8200X High Tack, made for ease of use.

3. All the Textures you could think of!

Stone, Canvas, Stucco, Matte- no these aren't the names of a new Indie band!! .

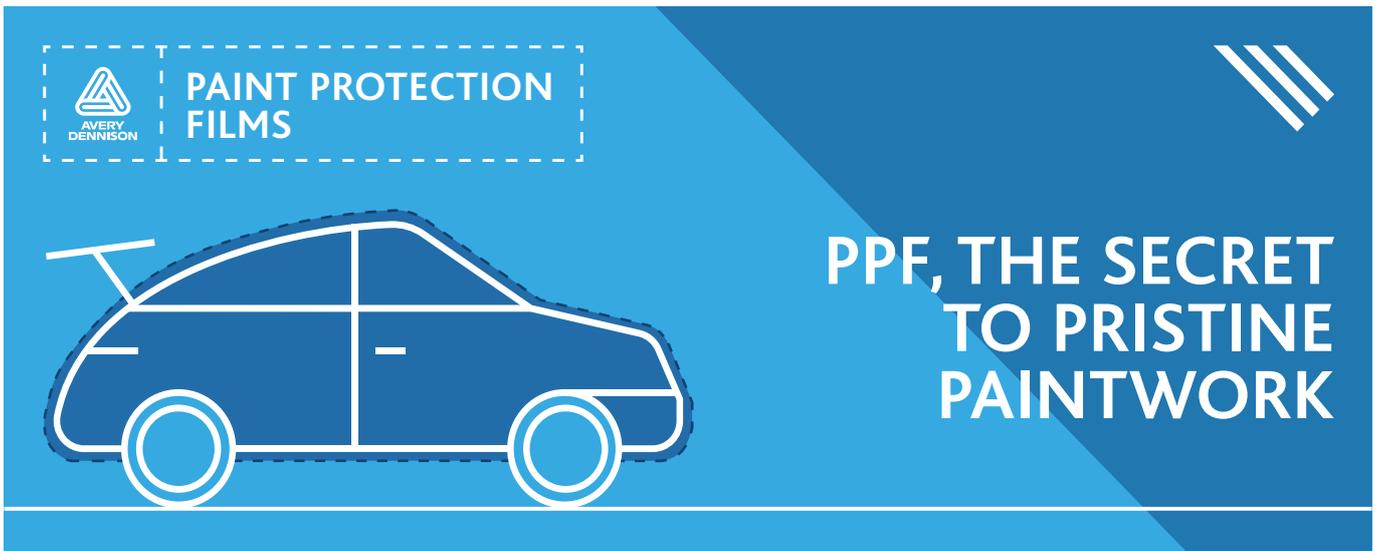
4. Who said durable?

You've got anything from 1-7 years durability (unprinted), with most of your choices being 4- 7, so that's a very good stint.

5. Ease of applications- no MESS!

Who would complain about that? Think of all the mess which comes with wallpaper, and now forget about it.





Clare Robinson, Marketing Executive

Your vehicle wrap business is going great guns, but you feel the need to add a few more strings to your bow? Wise, some might say, not having all your eggs in one basket.

There are a few options available for vehicle wrappers to diversify into, with only a small investment. With a little extra training your wrap skills are transferable to a range of different applications, creating access to new market opportunities.

If you love working with vehicles and don't want to stray too far from what you know, paint protection films (otherwise known as PPFs) could be the perfect choice.

There are many car enthusiasts out there, whose vehicle is their absolute pride and joy. The last thing they want are avoidable imperfections to their paintwork; those small chips and marks that are noticed every time the car is lovingly washed and polished, causing so much annoyance.

Paint protection films provide the perfect solution, adding a layer of defence to paintwork, protecting from stone chips, scratches, debris and general wear and tear – literally wrapping the vehicle in cotton wool! Ok, not quite cotton wool but you get what I mean!

Here are some key benefits to take note of, and if you visit the William Smith website I elaborate further.

Appearance

Ultra-clear films ensure excellent aesthetics with a high gloss finish. Perfect for those who want the protection of a wrap without altering the appearance.



Weather Resistance

PPFs protect from seasonal problems, such as those stubborn insect stains in the summer, that are so hard to remove, and weathering during harsh winters i.e. hail impact.

UV Resistance

Some PPF films on the market offer up to 10 years UV resistance, preventing paintwork from fading in the sun – keeping your customer's classic Ferrari F40, racing red!

Technical make-up

Another great sell for paint protection films is their self-healing properties. Most PPF films will self-heal minor damage by applying a little heat, but films such as Avery Dennison Supreme Protection Film- XI self-heals at room temperature. "Do tell me more", I hear you say.

Versatility

It's not just the high impact areas of vehicles which can be covered in paint protection films.

Almost every area can be protected, bumpers, wing mirrors, bonnets, wheel arches, boot ledges, door pulls etc.

So, all in all, the secret to pristine paintwork could be the secret to diversifying your wrap business!

If I've whet your appetite for Paint Protection Films, and you too, predict a rise in popularity for the films, why not find out more? You can download the William Smith Vehicle Wrap Brochure here to checkout a range of 3M and Avery Dennison films for protection... and watch this space for PPF training courses coming to the Academy soon!

It's quite hard to get all your thoughts across on one side of A4 in a newsletter. Read the full version these blogs on the William Smith website, visit <https://bit.ly/38JtmuU>

LW GRAPHICS

Fitting tribute made with new signage at a Yorkshire park



LW Graphics, a one-stop shop for all things branding and promotion, helped make a fitting tribute to a fallen soldier a reality with the installation of new signage at a business park on Otley Road, Baildon.

May 2009, Jordan 'Sapper' Rossi, from 38 Engineer Regiment, was taking part in an operation to clear improvised explosive devices when he was caught up in a blast. Aged 22 at the time, 'Sapper' Rossi unfortunately died from the incident.

To commemorate the 10-year anniversary since his passing the local council gave the go-ahead for a new sign to be installed at the park which was renamed Sapper Rossi Park in a previous tribute to the soldier.

Pendle Projects, the company responsible for the task, approached LW Graphics and tasked them with installing a sign which referenced the name of the park and the meaning behind it.

Recognised as one of Yorkshire's most successful and well-established sign and graphics companies, the team from LW Graphics were more than happy to help and reached out to Smith Sign and Display to assist on the project.

With an already strong working relationship, LW Graphics were confident in using Smith Sign and Display.

Having pitched several ideas for the signage, the final decision was made to go with Built-Up Letters which would be mounted to a stone wall.

In order to maximise visual impact from the roadside ensuring a sleek, smart and identifiable image, the signage was to feature 570mm high, 2mm thick, Built-Up Letters, powder coated; and was fitted with 2mm aluminium trays to the rear, plus a poppy motif to remember the sacrifices Jordan and all the Armed Forces made for their country.

Working in cold and wet conditions, the letters were installed with ultimate precision along the curved and corrugated wall and now the park has a new sign which acts as a reminder of the local soldier, who is still greatly missed by family, friends and the Baildon community.

Keeping to a strict deadline, Hazel Mead of LW Graphics said of the service received from Smith Sign and Display,

"Although it was a busy time at Smith's, we still received our quotes and end materials in an acceptable time frame.

On phone calls their team were always polite and informative about how they could help. We were informed at each stage of the project and the materials always get delivered on time."

Have a signage project you'd like to speak to us about? Speak to a team member on 01833 694700, email info@smith-signdisplay.co.uk, or visit www.smith-signdisplay.co.uk.



Meet the makers Part 2

Back in 2017 we introduced you to the 'makers' who fabricate all your commercial and traffic signage products. Since then our team has expanded and we want to introduce you to them.

Like the originals, they always have a pen behind their ear and are thinking of innovative ways to create your signs.

Toby Lewandowski

We introduced Toby back in June of last year. With an impressive background in fabrication, he was a steel erector and coach builder in his previous work life, now he is knocking up commercial signage.

Specialism: Welder

Tools of the trade: Weld gun, angle grinder and channel letter bender

Likes: Steak and a pint, motorbikes

Dislikes: Bounty chocolate bars (I don't understand why they appear in tubs of Celebrations)



Harry Lewandowski

Recognise the last name? Harry is the brother of Toby, signmaking must be in the blood. Also an experienced fabricator, Harry previously manufactured metal roofing and cladding systems for commercial properties.

Specialism: Fabricator

Tools of the trade: CNC router, press brake, channel letter bender, weld gun

Likes: Mountain biking, extreme sports and pint with his brother

Dislikes: Swimming

Dan Macdonald

Having joined us in 2017, Dan has been helping fabricate commercial signs ever since. He's operated just about every single piece of machinery there is, including weld guns, the press brake, pre-wash station etc. More often than not you tend to find him with a spray gun in his hand, powder coating all the signs which come through the factory.

Specialism: Powder Coat Applicator

Tools of the trade: Electrostatic spray gun, channel saw, stud weld gun

Likes: DJing and boxing

Dislikes: Rain, mushrooms and onions



COVID-19

The past weeks and months have been tough for us all, but William Smith wants to underline to you that the company is here to help you through these unprecedented times.

The Company's trade manufacturing division Smith Sign and Display had temporarily closed due to the COVID-19 epidemic, but has since opened, joining our material distribution service in functioning, which has operated throughout the crisis.

Whilst the company is operational, the business is adhering to all government guidelines, and observing social distancing rules within the workplace. These measures have been put in place to ensure it can protect the welfare of employees, customers, and all other parties.

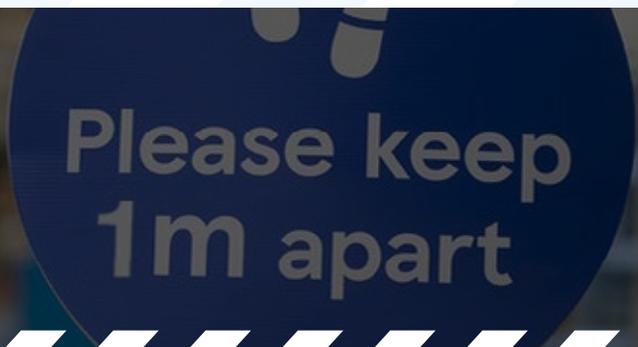


Team members will be accessible as usual, and if you have any questions regarding company policies, deliveries, or products and services then please get in touch.

Social Distancing Signs and Graphics

**A range of products.
For a range of applications.**

William Smith is here to support you and your business.



William Smith can meet the demands of your project...

Materials for; floor graphics, wall graphics, temporary signs, windows, counter tops and vehicles are available. Anywhere where social distancing messaging needs to be clearly displayed.



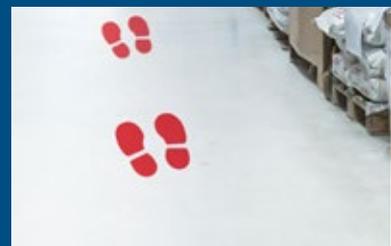
Get yours today...

Materials are usually in stock, some by the metre, for next day delivery. A 24/7 online ordering platform is also available.



With you every step of the way...

Knowledgeable staff are on hand to help you choose the material for the suitable application. Ensuring the graphics are installed both appropriately and safely.



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