

THE TOTAL EXPERIENCE

Spurred on by a twist of fate and sustained by our technical expertise and healthy professional relationships, Albert Smith Philippines (A.S. Signs Inc.) found its long-awaited opportunity to get involved with TOTAL (Philippines) Corporation.

TOTAL is the world's fourth-largest oil and gas company and a world-class chemicals manufacturer. It operates in more than 130 countries and has a staggering employee base of 110,000 people.

We are gratified to find ourselves at the helm of the implementation of signage designs for the new TOTAL Premier Standard Corporate Re-imaging program.

Through several brainstorming sessions and careful planning, amongst our local team, we developed the initial prototype designs. Our solution was to build a truss frame and a vertical carrier hanging system where Alucobond (ACM) cassette panels are mounted. This system was incorporated into several different products in the range for the Canopy and Building. With similar cassette systems being implemented for the pylon and price board signage as well. After Total's consideration and subsequent approval these systems were first used on the roll-out of four (4) Dealer-Owned Stations.

However the biggest challenge was to come, with TOTAL'S first 'Mega' Station facility in the country, located along the South Luzon Expressway just outside Metro-Manila. This was our first company owned station and it was also the first one in the country ever to utilise LED for illumination of the canopy's bottom red bar. (This was previously illuminated via fluorescent tubes). Our scope included the cladding of two canopies, their Bonjour convenience store facade, service bay, and the supply and installation of signage and markers such as a 9 metre high monolith sign.

Design proposals for a massive 32.5 metre high highway modular sign, a fountain sculpture, and other illuminated signage are on-going works in which we are also involved in at this particular site. The site officially opens December 2004.

Like many projects before, we have been fortunate to be able to utilise the invaluable support of Albert Smith Group's network. Supply of LED's came from ASG Taiwan and design support

was provided out of ASG Australia through feedback on our ideas for the canopy semi-circle moulding.

The TOTAL Group has established charters on Health, Safety, Environment, and Quality which are fully supported by our own standards.

We have high hopes that with the continuation of good communication, strategic planning, quality assurance, dependable service, and high safety standards that Albert Smith can look forward to more TOTAL experiences in the Philippines, and perhaps throughout Southeast Asia.

Angel Perez Project Coordinator
Albert Smith Philippines

