

NISSAN is currently rolling out a new image globally and A.S. Signs Inc. (Albert Smith Philippines) has been appointed the Regional Supplier for South East Asia.

Nissan Goes Global

Nissan Gallery was the first dealership in the region to totally adopt the image, both internally and externally, with Nissan Westgate Alabang, hot on its heels only a couple of weeks later. These sites have now become a benchmark for the Philippines, and in turn for the region.

We have already been successful in exporting product for the NISSAN program into both Indonesia (with the support of A.S. Indonesia) and Thailand; with the addition of confirmed orders, and on-going production for Bangladesh, Singapore, Indonesia and further local sites in the Philippines.

The product range is in line with Nissan's Retail Signage and Facilities initiative, which was developed to revitalise the NISSAN brand. After being given the "NISSAN Retail Signage and Facilities" manual, our in-house design department developed all the necessary working drawings and manufacturing procedures to meet the required look and specification of the new image.

The current range of products and services we provide throughout the region is very extensive. This includes but isn't limited to, the supply and/or installation of external elements; main brand pylons, main brand fascia signs, entry elements, Nissan wordmark, dealer name, service signs, directional signs and building cladding. While internally offering; reception counters, greeter totems, brand walls, information walls, merchandise displays, accessory displays, media walls, service advisor podiums and freestanding merchandise displays.

To meet the international specification locally and regionally has been quite a challenge, embraced by our team. The project includes importing of raw and semi-finished materials from China, Taiwan, Singapore, Germany, Canada and the US. At the same time other Albert Smith Group members located around the region have supported us with expert advice at a local level. This has made this task not only a lot easier, but more importantly, achievable.

As the program progresses into the future we look forward to utilising the various resources and strengths of our Group as a whole, and continuing the success of meeting Nissan's re-branding objectives.

