

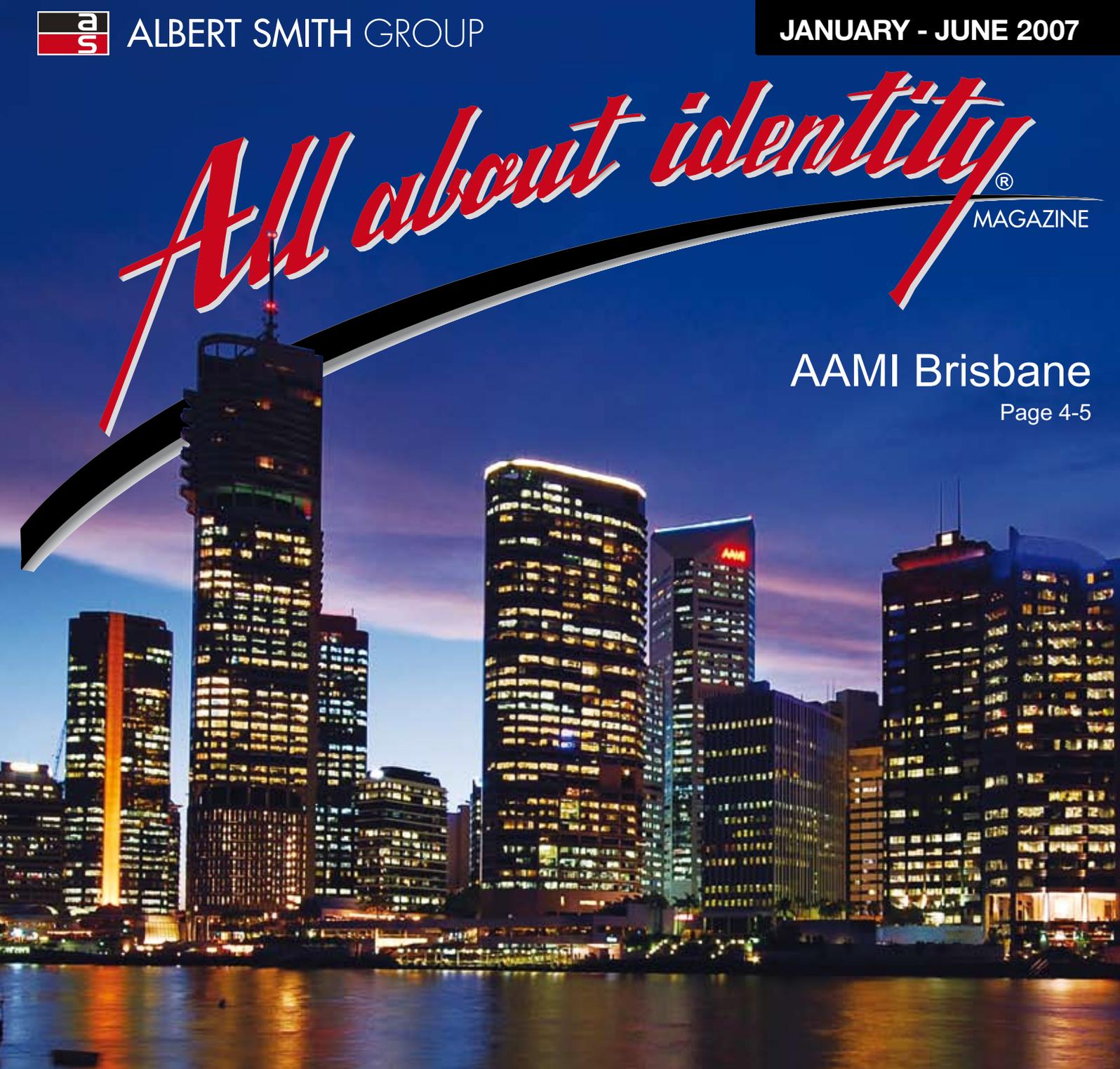


# All about identity<sup>®</sup>

MAGAZINE

## AAMI Brisbane

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## Out of the Smoke

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Hello & welcome again to AAI,

In a few weeks another Australian financial year is gone. Most business starts with a clean slate and another 'grand final' begins. All ASG plants are very busy, indicative of the global boom that's been talked about so much in recent times. What's more, it would appear there is no end in sight, hopefully making the next grand final as memorable as 06-07 for us all.

Every "boom" I have experienced actually has not been all fun and this one is no different. The amount of new players in our industry is growing faster than a mushroom patch.

Claims made, warranties given, prices supplied are in line with a mushroom patch actually; lots of decaying mush eventually. Long-standing reputable companies, such as ASG, have to endure the fall out of such behaviour and some how live with it. Costing and warranty given by ASG is supported and guaranteed by over one hundred years of continued and stable business. We take these key business elements very seriously. Sadly for the industry some of the new boys promise whatever and have little likelihood or intention of ever having to worry about delivering as promised. "Cash is King" may be their motto, until the cash dries up, of course. As usual, time will tell all.

Technology has boomed in all areas of the world and the sign industry has not been excluded. Change is moving so fast it is difficult to know if we are up to date, even on a monthly basis. Here at ASG we are continually upgrading, systems, plant, process, and methodology, our approach is to continually challenge the status quo. Whilst for the team it's often a difficult environment to work and exist in, we have little choice. ASG's continuing success has come about by actively and continually finding more efficient and cost saving ways to deliver quality products, which are backed up by reliable warranties.

ASG overseas plants are confronted with the same issues as we experience in Australia and whilst overseas labour is a fraction of the Australian cost, ASG competition in the various countries of ASG operation is working on the same labour cost base. So its fun for all, no matter where you are. It's not much fun either when you have to compete with imports, and not good for our workers. Really ruins ones day, hence our overseas plant insurance policies. Two major re-images about to unfold in this country have been built overseas; millions of dollars taken from local industry and our country's economy.

Speaking of overseas, ASG's latest plant in India is coming along well. Covering off another part of the world, and opening a host of new opportunities for the Group as a whole, making us all very excited. Having spent the last twenty odd years in Asia I am fairly well versed on what to expect but of India, I know little. My brother, and ASG General Manager, Mitch is working on the establishment of ASG India, exploring not only the intricacies of setting up a manufacturing plant in India, but also the cultural variants of doing business the Indian way. You will hear a lot more of AS India in the near future.

In closing; recently, via an unpleasant experience, I was reminded of the phrase, 'You can't be a little bit pregnant.' Our industry now includes a myriad of participants in the decision making process and consequently it's sometimes difficult to establish who is actually responsible for what. There is a growing trend where we, as manufacturers, are being removed further from the actual client who is utilising our products. It seems there are professionals for every part of the process, however at the end of the day the only participant in the food chain that is certainly not 'a little bit pregnant' is the manufacturer. If and when something goes wrong, more than likely, the manufacturer should have known better. If only there was a little more emphasis on engaging involvement with the manufacturer, maybe we'd have less labour pains! Ahh the joys of manufacture, I love it!

Enjoy AAI, there is lots of "good stuff" on show, of which, we are all very proud to have manufactured and made happen in many parts of the world.

Regards,

Rodney Smith  
Managing Director  
Albert Smith Group



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# MFB

## Metropolitan Fire & Emergency Services Board



With a full refurbishment of 46 sites planned across Melbourne, Albert Smith Group was pleased to be appointed to supply and install the 1st of their new corporate branding at their new headquarters and state of the art training facility at Burnley in Victoria.

The sign package included the main pylon sign, an oval shaped wall sign with a tensioned vinyl face for the top of their training tower, and 2 pak coated aluminium engraved and in-filled internal statutory signs.

The tower of the complex is used for training fire fighters in extinguishing fires, so naturally where there is fire and flames there is smoke. So the challenge was how to build and where to place the signs so that the impact of the smoke on the maintenance of the signs was minimised.

Working together with the Architects, Tim Blackshaw & Luke Dickson of Woodhead and Andrew Rutt of Spowers, we were able to find the best solution and also gave us the opportunity to develop alternative designs for some elements of signage package.

With phase 1 of the program now complete Albert Smith Group are looking forward to working alongside M.F.B. on the next stage of this exciting signage program.

Gary Campbell – Albert Smith Australia





# Are we there yet?

Yes we are, in fact a 10 year preventive maintenance programme on top of our 1 year warranty, gives us the opportunity to stay connected with the AAMI signs for another 11 years.





Further to my last article when the mock up was installed, I am pleased to announce that the actual signs have now been installed and successfully commissioned. I am sure those of you who are from Brisbane would have noticed the AAMI signs sitting proudly on both sides of the Central Plaza 1 building and witnessed their brilliance at night on the Brisbane city skyline.

It has been our pleasure to work with companies who want to ensure their branding is kept at an optimum operational level. Through our Brandcare Division, we have introduced Signvest, a preventative maintenance programme that provides regular “health” check ups for your signs.

Signvest is virtually an extended warranty that provides an economic and cost effective solution for maintaining your signs. The benefit is that you know up-front, and can budget for, the cost of maintaining your signs, and importantly you have peace of mind that your brand will be cared for by professionals. In short you know that your signs will look as good at the end of the programme as the day they are installed.

We would be happy to assist your company too, at providing a solution that will ensure your branding is always presented at its best. There is no better solution than Albert Smiths’ Signvest for ongoing preventive maintenance for your signs.

Amit Karalkar  
Customer Relationship Manager  
Albert Smith - Australia



Photography by Rick Lodge ASG



# Using 3D animation as a sales

Multimedia sales tools have changed the way our sales and marketing personnel conduct business with prospective customers. Having more effective sales tools, arms us with a more persuasive and dynamic presentation ensuring our organisation is able to stand out from the crowd. Importantly it gives our customer a clearer perspective of what we propose, and a greater understanding of what they are buying.

Albert Smith Philippines has enjoyed great success utilising 3D animation to complement our multimedia presentations, giving dimension to our solution methodology, and showcasing our products, projects and services. Through the use of 3D animation and modeling we're able

to present the product truer to its completed form whilst also illustrating its construction, function and operation. It's also used to illustrate installation and maintenance methodology, not only beneficial to our customers but also a useful and practical tool for staff instruction.

The process of developing and creating an animation is done by dividing the project into 4 major phases; these are: exploration, design, creation and evaluation.

- The exploration phase involves researching and documenting the requirements in order to choose the best approach and tools needed to handle the task.

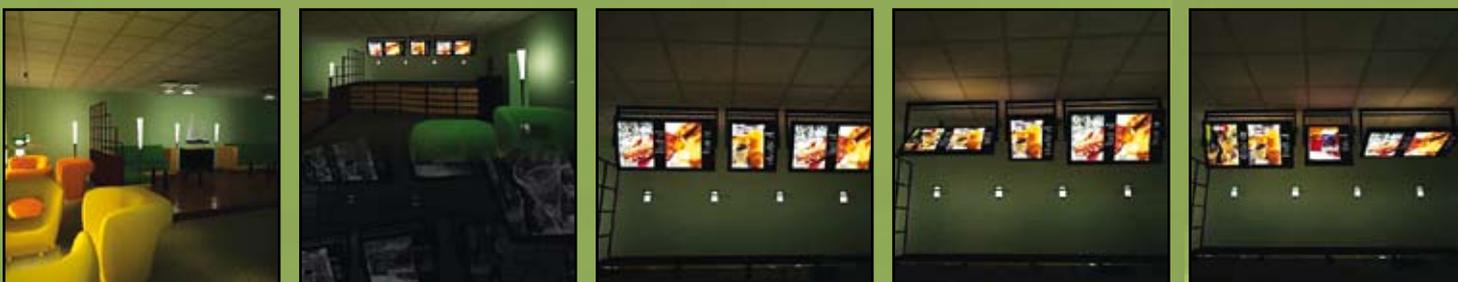
## McDonald's Roof Signature Installation Guidelines



## Petron Service Station LED Canopy Upgrade



## Rotating LED Lit Menu Board System





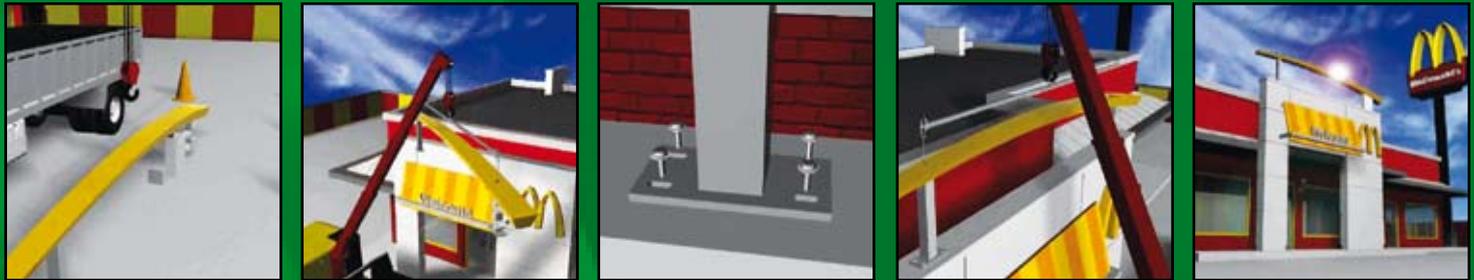
# tool

- The design phase is when all technical analysis and creative juices are let loose. This is also the phase when plans and timelines are set.
- The creation phase can be divided into 7 sub-phases; modeling, texturing, lighting, animating, rendering, retouching and finalisation. During this phase we see to it that we implement the project according to plan, however we also adapt to changes or revisions as the project evolves.
- The evaluation phase; we test the final output making sure that the goals set during the exploration phase is met and that maximum compatibility and utilisation is achieved.

Albert Smith Philippines, through its Signspec Division, offers this service to both customers and other Albert Smith Group members alike.

If you would like to experience how we use 3D animations some small examples are showcased on our website at [www.albertsmithgroup.com.au/newsroom/3d%20animation](http://www.albertsmithgroup.com.au/newsroom/3d%20animation). Also contact us directly for a cost competitive proposal.

Peter Treloar  
- Albert Smith Philippines





# Independent cinema chain



## 3M3630-44Orange

**The cinematic culture in Brisbane does not simply revolve around the larger cinema chains.**

Leo, Marilyn and Sam Catalano are appreciated by movie lovers around Brisbane, for offering a unique cinematic culture, supported by economically priced tickets and refreshments, along with service and an atmosphere that is thoroughly personable.

The latest Cineplex at Victoria Point, like the other Catalano family owned cinemas at Southbank, Hawthorne and Balmoral, has ticket prices set at only

\$7.90 for adults, \$5.70 students and \$4.00 for children and pensioners. Tuesday nights are even cheaper!

The 4500sqm Cinema complex is located at the Victoria Point Lakeside shopping centre and features nine screens, stadium seating, a café, 1000 free car parks, a function room and a smaller deluxe theatre. The deluxe theatre, adjacent to the function room, serves food and alcohol and features larger, more comfortable chairs. Two theatres have extra large, screens, one flat screen measuring 25 metres and one curved screen measuring 21 metres, in comparison to the average cinema screen of only 12 - 13 metres.

Inside  
white  
Powderco  
precioussi



# booming



Albert Smith Group supplied and installed the bright orange signs at the new complex for Merricum Pty Ltd from creative concepts supplied by Shane Keeffe Architects. There are 4 sets of external signs situated on the North, South, East and West Elevations. The signs consist of individually fabricated aluminium letters with acrylic faces and are internally illuminated with neon. The letters are mounted to rails, which also house the wiring. In order to keep this valuable culture booming, join movie lovers 'in the know' at a Cineplex near you and enjoy an affordable cinema experience!



*Marilyn Catalano, together with Redland Mayor Don Secombe, Leo Catalano (back), Sam Catalano and Gry Hargrave are pictured at the inauguration of the driving of the foundation pile for the Cineplex.*



# Suncorp shines on Sydney's skyline

**Coinciding with their 10<sup>th</sup> Anniversary, 150 metres above the street on 4 sides of a Sydney high-rise building, one of Queensland's and nowadays Australia's most recognisable brands now shines – SUNCORP.**

From December 2006 the New South Wales state office for Suncorp Metway Limited and GIO resides at 18 Jamison Street Sydney. Albert Smith Signs was charged with the responsibility for re-branding the building, at both ground and roof levels.

Believe it or not, the removal of the previous AAPT graphics and the installation of the new SUNCORP graphics, were undertaken from ropes! This was certainly a feat in itself, given the size of both the old and new graphics. It's funny how signs generally look smaller from a distance, especially if it is straight up the side of a 50 story building!



The steel structures that provide support for the new SUNCORP signs are designed to penetrate through the horizontal gaps in the decorative louvre system around the top of the building. Those structures in turn bolt to the smaller steel framework fabricated to graphic shapes. The fabricated aluminium SUNCORP lettering and logos in turn bolt to this framework. Exposed neon tubing mounted within the graphics provides the illumination.

And they look fantastic...



Thanks go to the Suncorp Design and Construction Manager, Stephen Shead and the team from Signmanager, who were involved in all of the lead up work required as well as the project management requirements for the signage contracts. A total of 7 months was invested in the Brand development and Sydney City Council Development Approval process. Albert Smith Signs completed the works in December, in time for the Suncorp and GIO tenancy possession of the building.

Mitchell Smith – Albert Smith Australia





# Most admired retailer

Ranking 1st on the Fortune 500 list in 2002, Wal-Mart is the "most admired retailer" according to Fortune magazine. Wal-Mart, who generates more than \$312 billion in global revenue, has 68 Supercentres in China and plans to continue its growth with a further 20 stores this year.

Wal-Mart, founded in the United States in 1962 by Sam Walton, is today a global company with 1.9 million associates worldwide, and 6796 stores & wholesale clubs across 15 countries. So it's not surprising to learn that in 1990, Wal-Mart became America's No.1 retailer.

Wal-Mart only entered China in 1996, establishing its headquarters in Shenzhen, and now they already have 68 Wal-Mart Supercentres, and 38,000 associates in China. To top it off Wal-Mart was selected as one of the 25 Most Valuable Brands in China by 'Fortune' China, and they were the only retailer to make the list!

Albert Smith China was recently contracted to supply and install primary building signs for two sites, one in Jin Hua of ZheJiang Province and one in Yan Tai of ShanDon Province.

The signs included large internally lit tensioned vinyl faced billboards and ACM backed billboards with fabricated acrylic letters internally lit using LED's.

Both projects had a short time line of one month from design through to completion. In total there were 74 Albert Smith China staff involved to complete the projects by the due date. (4 office staff, 50 production personnel, and 20 site installation technicians) In fact, the install team worked night and day to ensure the project was accomplished on time.





Working day and night!

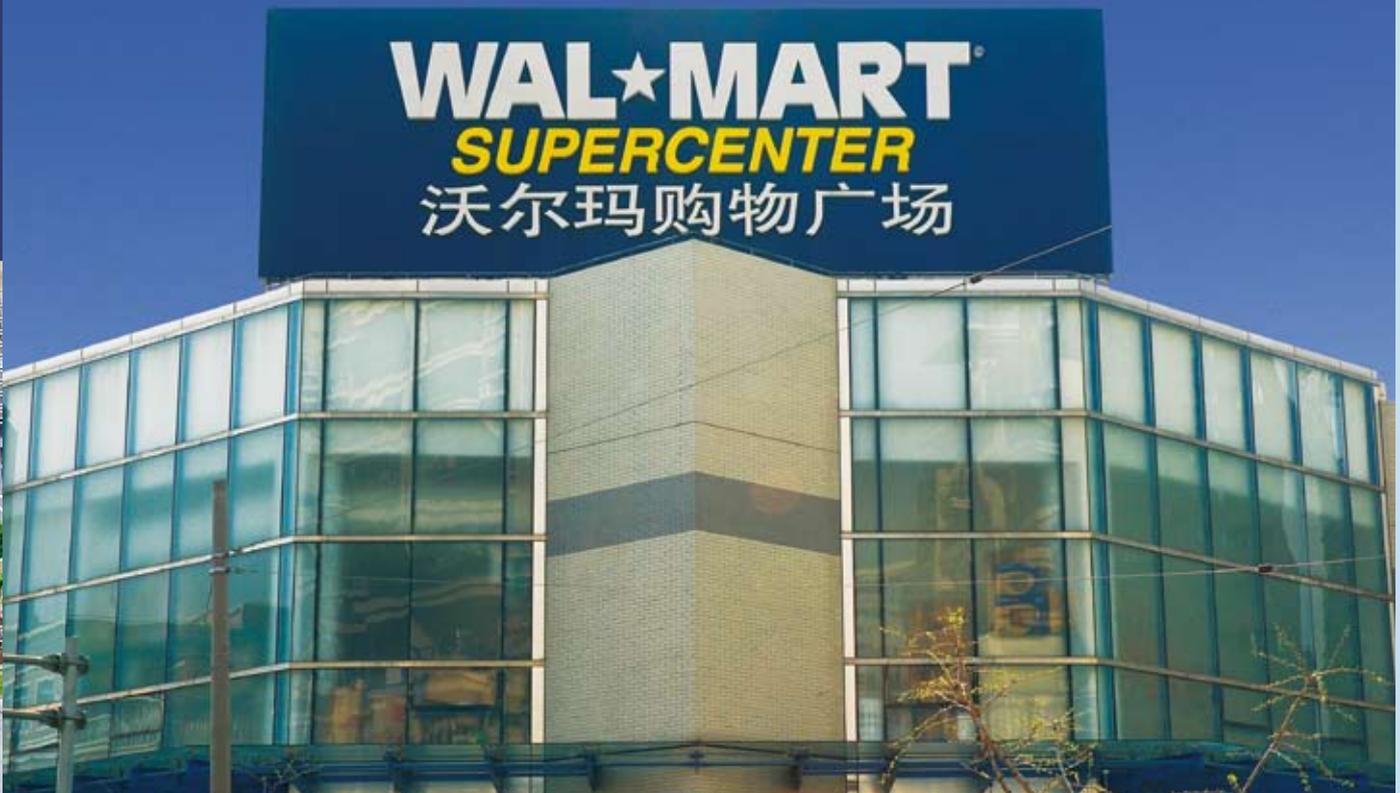


Illuminated by LEDs!



"The secret of successful retailing is to give your customers what they want," Sam Walton wrote in his autobiography. The goal for the entire team at Albert Smith China is also to give our customers what they want, and we look forward to meeting the needs of Wal-Mart long into the future.

Shirley Shen – Albert Smith China





# CENTRELINK giving you options

Centrelink is an Australian Government Statutory Agency, assisting people to become self-sufficient and supporting those in need.

Centrelink’s job is to deliver a range of services and payments to eligible customers including; retirees, families, carers, students, people looking for work, parents, farmers and people with disabilities. They work with other government departments and community organisations to link people, especially those who need help to move from welfare to work, to the services and resources they need. Centrelink have over 300 Customer Service Centres Australia-wide and more than 20 Call Centres.

An innovative strategy aimed at improving the perception of the brand by enhancing the customer experience has reaped results for Centrelink. The solution lay in using a retail approach to design and working with designers who are more used to designing stores than offices. Centrelink appointed the Melbourne based Retail Environment Design (RED) who worked with Centrelink marketing and communications, and property teams to create a new design concept and signage package to take Centrelink into the 21st Century. RED also produced the Centrelink Signage Standards Guide, undertakes the preliminary site surveys, reviews and prepares the scope of works for each site including photomontages, and prepares & submits all the local authority applications.

Albert Smith Group recently completed supply and installation of the new signage package at Centrelink Strathpine in Brisbane’s north. The range of external and internal signs included a low height pylon sign, fascia signage, cantilever wall sign, various decals, directory signs and door signs.

Elizabeth Easton – Albert Smith Australia





Centrelink is in the top one hundred of Australian companies in terms of size and turnover. Its recurrent budget is \$2.3 billion and it distributes approximately \$63 billion in social security payments on behalf of policy departments. Centrelink:

- has 6.5 million customers, or approximately one-third of the Australian population
- pays 10 million individual entitlements each year and records 5.2 billion electronic customer transactions each year
- administers more than 140 different products and services for 25 government agencies
- employs more than 25 000 staff
- has more than 1 000 service delivery points ranging from large Customer Service Centres to small visiting services
- provides personalised services in over 80 languages
- receives more than 30.77 million telephone calls each year
- receives 47.2 million website page views each year
- grants more than 2.8 million new claims each year.





# in China

**Best Buy Co., Inc. has more than 1,150 retail stores across the United States, Canada and China. Best Buy is a specialty retailer of consumer electronics, personal computers, entertainment software, appliances and related services.**

Best Buy first entered China in 2003 when it established its first global sourcing office in Shanghai, forming now strong relationships with manufacturers. In 2004, Best Buy Asia Pacific was established and headquartered in Shanghai. Then in the summer of 2006, Best Buy acquired a majority interest in Jiangsu Five Star, China's fourth largest retailer of appliances and consumer electronics.

Soon after Albert Smith China was invited to participate in the tendering process for Best Buy China. This presented an excellent opportunity for Albert Smith China to be appointed as signage contractor for both internal and external signage, all built to meet Best Buy's high quality corporate branding standards.

In January 2007, Best Buy celebrated the grand opening of its first retail store in China. Within the first month of trading, over 85% of Best Buy customers had

rated the store high for satisfaction. The store occupies four floors in the Jiang Shan Building located in the Xu Jia Hui commercial area of Shanghai, notably the city's premiere shopping district.

Now that Albert Smith China has successfully completed the first Best Buy branded store in Shanghai, we are already busy scheduling works for the next store.

With the successful establishment of this first store, Best Buy have a working blueprint, to assist in their rapid expansion throughout China, and as their nominated signage supplier Albert Smith China will be working close by to assist them.

Shirley Shen – Albert Smith China





VIEFA  
THEATER

CCTV  
松下电器合作伙伴

松下电器

百思买

中国移动通信



# Bovis Lend Lease

Bovis Lend Lease is one of the world's leading project management and construction companies, using industry best practices when working with clients to create high quality, sustainable property assets.



Albert Smith Group have recently supplied and installed new signage at two new McDonald's sites in South Australia, one at Paralowie and the other at West Beach.

Both sites were project managed by Bovis Lend Lease who tendered the signage package. Albert Smith Group worked closely with Norm Chow of Bovis Lend Lease throughout the project that included a variety of signs and menu systems.



Included in the signage package was a range of wayfinding signs, McCafe signs, fabricated letters with moulded faces, monolith type pylon signs and 'state of the art' tri-sided internal tumbler menu boards, as well as the famous 'Golden Arches'.

The completed stores clearly illustrate that as well as improving and expanding their product offer, McDonald's is also providing a modern and inviting new environment for their customers to dine in.

Albert Smith is proud to be working with a company of such world-class expertise as Bovis Lend Lease.

Tony West – Albert Smith Australia







# Out of the smoke

Late last year Project Services, a business unit of the Queensland Government Department of Public Works, approached me in regards to the new fire station being built at Durack in South East Queensland. The Department of Emergency Services was looking for an artist to design and produce a new public artwork, on a modest budget, that would be impressive enough to draw the public's attention to their new station.

Shortly thereafter, I produced a scaled down model of what I envisaged the work to look like, and a concept design brief, articulating all aspects of the proposed piece. At my first presentation with Emergency Services, it was evident that all parties were more than happy with my proposal, and I was given approval to commence to the next stage.

I approached several manufacturers to request a quotation for the piece, and also investigated their ability to produce a unique work using an optical device that hadn't been done, outside of my own studio. It was important to me to work with a company that I could rely on, both in terms of being sensitive to the aesthetics of the work, as well as assuring its durability.

Eventually, through a high recommendation from a fellow artist, I found the Albert Smith Group. Soon after my first meeting with them, I was provided with a realistic budget, a list of materials, drawings, and product guarantees that made me feel assured that I was in the right hands.

The result is a stainless steel framed, double sided, glass faced object that holds within each side, life size images of firefighters in different action poses; one gripping an open hose and the other embracing the



'jaws of life'. What makes the images intriguing and extends the impact of the drama involved, is an optical device that creates a three dimensional illusion of the figures emerging in action, seemingly from a smoky environment.

Titled 'Out of the Smoke', the artwork now resides outside of the Durack Fire Station on Blunder Road, and is a visual reminder to all those passing by, of the multitude of tasks, services and sheer courage the firefighters provide for the community at large.

Kim Demuth – Artist





# McGuire's Colmslie Hotel

The Colmslie Hotel in Brisbane's inner east has recently undergone an extensive facelift that included significant renovations and extensions.

Soon after, I met with Tom McGuire to discuss an opportunity to supply a pylon sign. Tom had seen one of our signs that included an LED Variable Message Board and he felt that his Hotel would benefit from being able to feature upcoming events, and promote special deals.



With this information in hand I offered the design services of our Signs spec Division - to come up with various design concepts for the pylon that we felt would best suit his needs and compliment the recent upgrade.



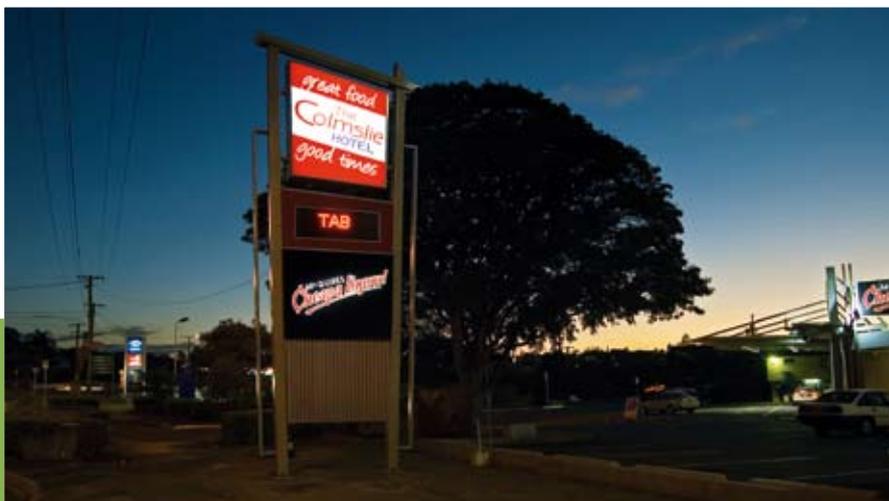


We presented Tom with 4 options for pylon signs, each incorporating the contemporary look of the Colmslie Hotel and of course an LED message board. We also included the secondary branding panels to advertise the 'McGuire's Cheapa Liquor' brand, the hotels very own discount liquor outlet complete with drive thru.

Tom reviewed all concepts, made a selection and with a few slight changes to the preferred design we were given the go-ahead. The sign we manufactured and installed is an 8 metre high, internally illuminated, landmark ID pylon, complete with Colmslie branding, LED sign and 'McGuire's Cheapa' Liquor ID panels.

We have now been appointed to supply signage for another McGuire's Hotel, the famous Paddo Tavern in Paddington. The Paddo also underwent a major refurbishment just recently, and we hope to show you photos of it in our next edition. In the mean time, we wish the McGuire's the best of luck and look forward to continuing our relationship over the coming years.

Mandy Smith  
– Albert Smith Australia





# Truckers haven

**BP Northpoint is a Travel Centre catering for both local and highway traffic. The Travel Centre also specialises in catering for truck drivers and offers a Truckers lounge, 'Roadhaven Café' diner, showers and an Internet area.**

The site was built by Lanskey Constructions and is in Epping Victoria, about 20 minutes from Melbourne's CBD.

Albert Smith Signs supplied and installed the internal and external signage requirements, including; the BP Canopy, Road Haven Café, Wild Bean Café signage and menu boards, various directional signs, and the 3 pylon signs - a 9mtr MID, 12mtr MID, and a 20mtr MID, all with electronic scrolling digits. The 4500mm wide oval shaped Wild Bean Café sign on the side of the building is the largest Wild Bean Café lozenge sign in Australia.

The massive 20 meter pylon, which took 1500 man hours to build, is one of the largest in the Southern Hemisphere. Some interesting facts on the 20mtr pylon:

**Overall size:** 4,500mm wide x 20,000mm high

**Quantity of steel used:** 7 tonnes

**Quantity of aluminium used:** 1 tonne

**Concrete used in the footing:** 28 m3

**Price change type:** via electronic 'point to multi point' scrolling digit system with a 600mm high digit allowing changeability via mains modem control @ the PC, (no OH/S issues).

**Serviceability:** Via purpose built externally accessed price digit windows for easy cost effective servicing and maintenance.

**Transport:** Pilots x two (2)

Four (4) days travel

Brisbane's gateway overpass was closed down to allow access.

**Installation:** Via an eighty (80) tonne crane and a thirty (30) tonne crane.

Dave Tunstall – Albert Smith Australia

20m installation

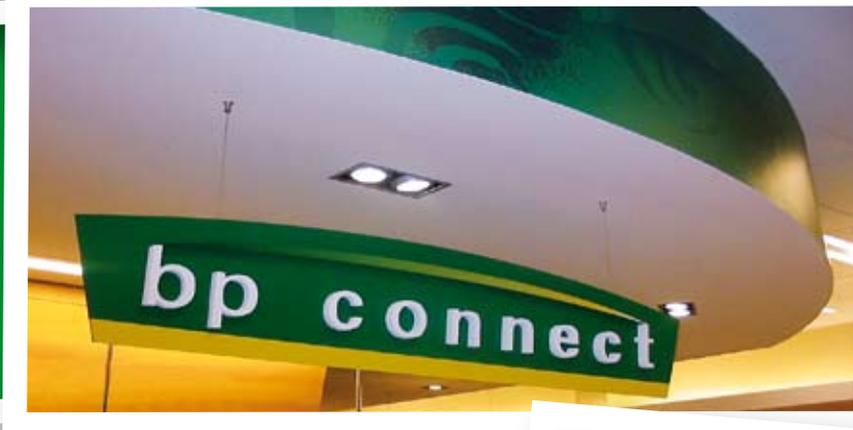




12m pylon



*DID YOU KNOW* that BP's logo, the helios, is named after the sun god of ancient Greece.





# DOMAIN CENTRAL

## Another successful development

We are often faced with very short lead times to deliver on various projects, such as complete shopping centre signage in a number of weeks – sometimes, projects have a much longer gestation, and surprisingly this presents it's own challenges.

Early 2006, Laurence Lancini Constructions approached Albert Smith Signs, to discuss the possibility of providing the second of a series of pylon signs for their Domain Central Retail development in Townsville Queensland.



2120mm ø



# by Lancini Group



The development has been a long time in the planning and acquisition, and has been coming together in a number of stages over the last few years with the final stage expected to be completed in 2008.

With the next stage well underway, the second major pylon sign needed to take shape, and after Lancini's and Albert Smith had agreed on costs, work proceeded in May 2006.

As an ongoing development, with tenants still trading, the site requirements were that existing tenants could not be relocated until the new areas were built. Once tenants were relocated, demolition of their previous area was required, before the builder could prepare footings for the new pylon. Consequently, there were a number of timing changes that were closely co-ordinated with Mark Rayner of Lancini's, and finally we installed the pylon in March 2007, almost a year since the process commenced.

A key element to remaining friends throughout this exercise has been good communication between Lancini's and Albert Smith – there would be no joy in having such a

large pylon on site, and unable to install it – taking up room, potential for damage etc., and equally, having the sign manufactured and stored at our premises soaking up capital and valuable space. The co-ordinated approach adopted, saw various components prepared, and the sign effectively built using “just in time” approach so that it could be built and installed rapidly.

Obviously, freight co-ordination was also a key issue – the sign is a monster – not only is it just on 15m high overall, it also measures just under 5m in width, so close management of handling and logistics was essential.

Now in position with the eye-catching flower shaped logo on top, the pylon is providing tenants the maximum possible exposure in the new development, and the time is right to start discussions on the next pylon..... and so the relationship between two well known companies is set to continue. Hopefully, we'll have more to report in coming issues.

Ian Wilks – Albert Smith Australia



# Oaks on Market

No one could be happier than I am to see signs installed at Oaks on Market in Melbourne's CBD.



Anyone in our industry knows there is often a long gestation period from when you first get an opportunity to quote on a project and when the project is finally approved for manufacture and installed. A lot can happen in between, and the Market Street site is no exception.

Our involvement began in March 2004 when we were asked to quote on a new hotel development. Artwork was prepared, and approved by the customer, then submitted to council for DA and BA approval and after a lot of to'ing and fro'ing and some changes, all over quite a lengthy period of time, local authority approval was granted. The project was then requested to accommodate the changes requested by council.

However, not long after that, we were advised there was likely to be a branding change to the hotel and the project was to be put on hold, re-quoted, new artwork supplied and re-submitted



to council for re-approval. Again this took quite some time, but after a lot of effort by all involved, eventually all was approved, construction drawings produced and certified and manufacture commenced. Then directly after the signs were manufactured and sent to Victoria for installation, the project was put on hold again, this time due to a change of ownership.

The Oaks Group, the new property managers, naturally couldn't use the existing signs (destined never to see the light of day), so the whole process commenced once again. This time things have gone more according to plan, if you discount the demolition of newly renovated bathrooms, to accommodate the engineers requirements for fixing points for the high level signs, then delays with getting work permits for working over the adjoining building! That's all in a days work, as they say.

Today, a long 3 years since our first involvement, and a lot of work by a host of people, the Market Street property is proudly branded Oaks-on-Market and the r2 restaurant and bar. Many thanks to Albert Smith's Brandcare team for their persistence, and to Annabel Harris and the Oaks team for their custom, and in helping us to bring this project to fruition.

Elizabeth Easton – Albert Smith Group





# THE TIMES are changing

It seems like only yesterday that we were the 'baby' in the Albert Smith Group. Whenever a new client approached us, or we took on a new job, the excitement around the office was palpable. We worked hard for each and every project to deliver to clients the best solutions that they could expect in terms of quality, excellence and professionalism. Everyone in Albert Smith Taiwan took pride in what they delivered to each other, to our partners, and to our clients.



Six years down the line, we are pleased to see that some things don't change. In those six years, we have taken on, and delivered, a diverse range of projects, and taken care of clients with the continued passion and enthusiasm that was evident from day one. The diversity of our projects has meant that we have evolved our compact workforce into an integrated team that is flexible, adaptable and ready for any challenge that lies ahead. Even during the short life of Albert Smith Taiwan, the industry and our clients' requirements have changed significantly. Materials and technologies are also moving forward at breakneck speed. However, within this volatile environment, we have learned that the key to the sustained success of our business is to maintain a focus on the 'people' factor in our deliverables. It is that component that our clients consistently look for, and what enables us to differentiate ourselves from our competitors.

The next few years will certainly be a challenging time for Taiwan. We have a Presidential Election coming up in 2008, and democratization is moving forward. Economic indicators are to say the least a little 'fuzzy'. It is going to be a challenging time for Albert Smith Taiwan as well. The retail market is experiencing considerable tumult, where some of the big players have either merged or been taken over. Others have simply left Taiwan. Spending on retail brand management is the lowest it has been for years, and that trend looks like it will continue for some time before it turns around. The automotive sector is also going through a tough time, and the majority of the brands have slowed expansion or re-image programs significantly.

As I was driving back from a trip to the mountains outside Taipei recently, I was pondering on the challenges that lay ahead for us. And there it was, the sign, staring at me from the side of the road. In this time of decline, we should take the opportunity to slow down, apply the brakes, and understand better how we need to evolve in response to the changing environment around us. We must keep looking to





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other areas in our industry for diversification, we must embrace the technological advances that have been made, and we must evolve with the trends that are influencing our industry. But, above all, we must never lose sight of what it is that makes us instantly recognizable to our clients: our passion, our professionalism and our dedication to excellence in the way we achieve solutions for our clients. Yes, some things should NEVER change.....

Paul Maloney - Albert Smith Taiwan

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