

All about identity[®]

MAGAZINE

**Bus Shelters
– they can talk!**



SUBWAY[®] Refreshed



**Formule 1
'Best Price'
Displayed**



**'Continuum'
Brisbane International
Airport terminal
expansion artworks**

*Our
Environmental
Footprint*



Happy New Year,

Another financial year is gone and the fun and excitement of 08/09 is already gaining huge momentum. The strange times in which we live makes nothing a certainty including planning ahead. There was a time when tomorrow was predictable, now manufacturing is more of a day-to-day adventure. Huge cost pressure, slimmer margins and chronic labour shortages set the stage for an exciting year here in Australia. Whilst ASG overseas is spared some of the Australian grief they none the less are confronting many new challenges, including rising costs across the board. Strange thing is, industry competition is on the increase, and margins are tumbling. Joys of "boom" times!!

On a much brighter note, I am very proud to formally announce, as of the sixteenth of July 2008, Global Sign Alliance (GSA) was born. Albert Smith has formed a Global Alliance with two highly regarded sign manufacturing entities, Prolicht of Europe and Blair Signs of the USA. Like Albert Smith, both Prolicht and Blair are long standing, high profile sign companies serving the needs of many of the worlds top brands. Our combined areas of operation allow for an almost seamless global coverage for all identity/signage needs. One entity with the ability to meet the needs of an entire global roll out and everything in between. We believe the GSA service offer may be a global first.

Our first success involves the re-branding of almost two thousand bank branches around the world. Client is based in UK, dealing with GSA senior project manager in Europe, who in turn is managing & coordinating works of sub GSA project managers in three GSA strategic global locations. Via the spread of each of our companies, the structure meets the needs of site surveys, manufacture & installation for the entire network. A unique situation, and one that provides many benefits to our customers. We will have more on this exciting venture in the next addition of AAI.

Interestingly, via our Global network, we meet many companies involved in all sorts of exciting adventures. Challenges abound, some of which are way out of our expertise & skill sets. As a consequence, Albert Smith is regularly approached to recommend companies equipped to meet those extended needs. Albert Smith design, engineer, manufacture, install, manage logistics and in some instances, project manage. We do however know and respect our limits and are very mindful of skill requirements when recommending any brand service company to our clients. In past times, skills offered and promoted by brand consultancy companies were black and white. Graphic and logo design, way-finding, engineering, product design, project management, etc., all clearly defined skills, honed, crafted and specialities to those entities. Today it is often difficult to clearly define just what skills some of these "consultancy" companies are promoting or value they bring. Thankfully the majority deliver a great result, taking their chosen responsibilities very seriously, delivering a professional result, not to mention the joy of working with professional people. However, as in all industries there are those few "consultancies" who include for little in the way of focused skills, promise on everything, deliver on little & take responsibility for nothing. The serious havoc that follows brings no credit to their industry and has the very real effect of delivering harm not only to their clients but also to their suppliers. As with everything else I suppose, buyer (and user) beware.

In keeping with the theme of the company, this edition of AAI is full of unusual and fun adventures undertaken by the Albert Smith Group (see the creative sculptures), even a piece on our sailing adventures. Most of what my Brother related in the article was true, except the bit where I was "too old to sail skiffs". I would like to say "never too old, just wiser".

Enjoy AAI and thank you for your time, Until next time.

Regards,

Rodney Smith
Managing Director
Albert Smith Group



All about identity

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Betting on a Sure Thing

"Betting on Sports is nothing to be ashamed of – they can be good for you: good for friendships, good for the morale, good for your life as a fan. You just have to DO it RIGHT!"

American GQ - March, 2008



Albert Smith Taiwan had to GET it right, well before the first bet was made in Taiwan's first sports lottery. AST was appointed to be the 'REAL' betting channel project designer/manager just three short months before the launch date of April 20th.

The Sports lottery was awarded to the Taipei Fubon Bank, which ran the country's public welfare lottery for five years until 2006, with the intention of using the proceeds to develop sports, benefit the disadvantaged and stimulate regional economies. Not surprisingly, it looks like they might just hit the Jackpot with total revenue expected to be NTS190.1 billion (= USD6.3 billion) over the first six years. **3.58 Million tickets sold on the first day alone!**

With the Chinese New Year seven day holiday coinciding with the beginning of the design process, the AST design team was asked to work through most of the holiday period. The team drew from the wealth of their collective experience and some recommendations from HKJC design. They worked tirelessly on the roll out, design and shop formatting in the short period of 4 weeks. Within our scope of work, AST was also commissioned to write up two editions of Retailer Guidebooks, whilst working on the signage and shopfit prototype simultaneously!

Not only racing against time, our team was following the Presidential election news very closely – WHY, YOU ASK? The Taiwan Sports Lottery contract is between our client and the Ministry of Finance. Therefore the outcome of the Presidential election would have influenced the final colour "proportion" applied to the Retail Visual Identity (RVI). Of the two political parties, the DPP is referred to as the Green party and the KMT is known as the Blue party.

After completing the first phase of the design work in March, our Project Management team took over to manage the rollout of the retail outlets. This is the time you really get to understand why "Every single number counts". By the end of June our client had a retail network of 800 outlets countrywide, with our blood, sweat and tears in each and every one of them!

Currently you can place your bet via the 'REAL' betting channel on Major League Baseball games, the National Baseball Association and soccer leagues in Europe and Japan. So, what will you be betting on!!!

Jennie Lin – Albert Smith Taiwan



Bus Shelters with a difference – they can talk!

We have always said we can build just about anything. Sculptures, POS products, Pool Lights, Furniture, Scoreboards and the odd sign or two. Now add Bus Shelters to the list.

ABSee Media needed to find a company who could help design and manufacture a range of high quality bus shelters from their concept, for a large rollout programme on the Gold Coast and we were able to fit the bill!

Given that the shelters were destined for the coastline, we chose to do away with the conventional practice of building the product with galvanised steel members and designed the whole shelter with 100% aluminium componentry.

Features include:

- ✓ Integrated Adpanel advertising medium
- ✓ Non corrosive
- ✓ Powder coat finish
- ✓ Guttering and downpipe
- ✓ Glass or mesh construction (mesh – vandal prone applications)
- ✓ Illuminated safety and branding signs
- ✓ Modular construction for various models
- ✓ Easy to install
- ✓ Engineer certified design
- ✓ Complies with all relevant Australian Standards, including AS 1428 set – Designs for Access and Mobility



The 'Adpanel' that goes hand in hand with the shelter provides the opportunity for streetscape advertising, making the shelter rollout programme financially viable for the local authority.

As an added feature, some of those Adpanels are fitted with an audio device that plays a pre-recorded message until it is interrupted by the push of a button. When the button is pressed, it will play an alternative message, and when complete, will revert back to the original audio file.

It is battery powered to play the messages during the day when the power is off, and on a time clock to switch it off at night so as not to be a nuisance! The messages are easily upgradable through a quick change memory stick.

See – I told you they can talk!

Mitchell Smith – Albert Smith Australia



'Continuum'

Brisbane International Airport terminal expansion artworks

Sandra Selig was selected for this project because of her ability to create sculptural works that integrate with and respond to the architecture of a building. I, Keith Ward, as Artworks Project Manager, and David Burnett, as Artworks Curator, had worked with Sandra previously and were keen to see her work on this project.

Sandra was commissioned in mid 2007 and over several months worked closely with the Architect, Chris Clarke of Bligh Voller Nield Architecture, and the project team to develop her concept for this work. During this time, the design developed and changed a number of times and through this process two full-scale prototype sections were created to evaluate the design.

The final design was initially developed as a paper model about 200mm long x 50mm diameter, roughly 1:30 scale. This model was a beautiful object in its own right.

Originally Continuum was proposed in stainless steel, but eventuated as an aluminium structure powdercoated in satin white. The complexity of this massive 82 metre long structure together with the positioning of the work, which suspends from the ceiling to pass through bulkheads and glass smoke baffles seamlessly, brought the best out of the design and production teams at Albert Smith Group.

To see this work fully realised is a pleasure, and as Project Manager for the artworks program, I would like to take this opportunity to congratulate Elizabeth Easton, Mitchell Smith, Tom Smart, Mick Thompson, Greg Richards, Mick Adams, Peter Weston, Les Ham and all at ASG who played a part in its production.

It is a job well done and one that all can take pride in. It was a complex undertaking to a very tight program, resulting in a high quality outcome.

Thank you all
Keith Ward ARCIMIX

'Continuum'

Production

The production of the Continuum sculpture had us scratching our heads for some time. The problem was we didn't have a lot of time to do that. The famous statement often made at the time of quoting: 'We'll worry about that later...' hit home pretty hard when the time had come for the 'worrying'.

Not one millimetre of the sculpture had a flat in it – the only thing we had to work from was the imaginary straight line right through the middle from one end to other, 81.6 metres away.



With a diameter of 1450mm and a coil pitch of 283mm, there was a little under 1/2 kilometre of flat bar required. Each bar was radiussed and bent to shape at 1m centres before being wrapped around our welding jig, specifically designed and custom built for the task, and connected by the 4 off helical strips that wound their way up the full length of the sculpture. This created the stepped coil effect. Then it was powder coated.

It was suspended above the moving walkway via 80 odd threaded stainless steel hangers.

That was the easy bit, (well not really). The fun really started with the intersection points where the sculpture met the 3 drop bulkheads that housed air-conditioning ducting and other services. In keeping with the theme of the job, 'nothing being straightforward', they were not square either. The undersides of the bulkheads were at an angle to horizontal and the 2 sides sloped in at around 10 degrees from vertical. And all 3 were different!



Because the intent of the artist was that the coils and helical strips of the sculpture were to appear to visually disappear into the bulkheads and out the other side (being continuous), the allowable tolerance for getting all the intersection points looking good was extremely tight. As all this needed to be done in our production facility, the site measurements to the points of interference were critical to the millimetre.

Once the measurements were established, we actually used lasers to effect the cutting detail of the interference of the bulkhead into the sculpture shapes. Once cut, we needed to hold the integrity of the helicoil in place by welding the coils and helical strips to aluminium plates, shaped to wrap around the drop bulkheads and finished on site by plasterers to match the bulkhead cladding detail.

We also had to ensure that where the sculpture met with the glass smoke baffle that the 2 pieces separated by glass appeared joined and as though it was, yes you guessed it, 'continuous'. No mean feat.

The 2 ends of the sculpture were finished off with 2 highly polished stainless steel mirrors, so that the sculpture appeared to be endless when viewed from the travelling walkway below. The bulkheads that the mirrors were fixed to were sloping, of course!

Piece 'a cake.



Petronas



Petronas, Malaysia's national oil company is a fully-integrated oil and gas corporation and is ranked among FORTUNE Global 500's largest corporations in the world. With four subsidiaries listed on the Bursa Malaysia it has ventured globally into more than 33 countries.

Its operations in the Philippines, at present, mainly target the LPG (liquefied petroleum gas) market. With Depots on the Philippines southern most island of Mindanao, in the provinces of Davao and Iligan, they cater to the LPG requirements for household and commercial / industry use. With the conversion of more motor vehicles to LPG, Petronas Energy Philippines Inc. saw an opportunity to serve this growing market. To this end, they have grown a small network of LPG automobile refilling stations in the Southern Philippines over the last couple of years.

In 2007 they started their expansion into the National Capital Region of the country (Metro – Manila). With the assistance of Albert Smith Philippines the first two (2) sites have been completed with further sites planned in the coming months.

We look forward to strengthening our relationship with Petronas Energy Philippines Inc. and assisting with their planned growth in the years to come.

Jun Arcega
– Albert Smith Philippines.



A quick snap shot by the anaesthetist has captured the precious moment when a proud new father cut the umbilical cord of his newborn child. A wonderful photo of a beautiful baby; congratulations to our Signspec Design Manager, Gavin Dahler, and wife Sonja on the birth of their son, James Gabriel, born on 12th February.

jamesgabriel



Broadening horizons

Broad Constructions is a construction company who are totally committed to expanding their market share in a number of varying areas. They realise, as a prerequisite to achieving this, they must seek out the right people, both internally and externally who will create and build strong relationships, deliver results and guarantee customer satisfaction.

We recently had the privilege of working closely with Broad Constructions on the Woolworths Coomera Shopping Centre. Our involvement consisted of supplying and installing Woolworths and tenancy signage, as well as the major identification pylon sign for the complex.

Needless to say all parties concerned experienced the usual trials and tribulations associated with a project of this size. Though, as per their usual form, the team at Broad faced the many challenges with professionalism and found solutions, and not without the understanding that working together with the right people is the key to success.

I am delighted to report that we are, as always, looking forward to our next association with utmost enthusiasm.

Les Daw – Albert Smith Australia



The membership currently stands at 22 members and continues to grow. Friendships forged on the road tend to stand the test of time and follows through with working hard to support each other in the factory. We all look forward to the rides ahead and giving what we can.

Mon Pelojero – Albert Smith Philippines



Albert Smith Signs Bikers Association

ASSBA (Albert Smith Signs Bikers Association) is a social club of Albert Smith Philippines staff who are also keen motorcyclists.

Formed in early 2007 our members organise outings and rides every month in and around Metro Manila for the purpose of team building and camaraderie.

We also work together for members families in times of need, offering a support network through friendship and also financial support whenever we can. We also strive to give back to the local community via donations to orphanages and the like.

Let the Games Begin! Marriott brings a new level of luxury to Beijing

Marriott International, Inc. is one of the world's foremost hoteliers with about 3,000 lodging properties in 68 countries and territories. It operates and franchises properties under more than a dozen of brands, including the JW Marriott and the Ritz-Carlton.

As the most prestigious Marriott brand, the JW Marriott is a high performance luxury hotel, meticulously designed for both business and pleasure. It provides travelers a deluxe level of comfort and personal service. In the fourth quarter of 2007, JW Marriott Beijing, one of 39 JW Marriott Hotels and Marriott's "3000th property" worldwide, was opened with much fanfare.

Located in one of Beijing's most fashionable areas, the JW Marriott Hotel Beijing is an integral part of China Central Place, a prestigious landmark of this capital city which has undergone an impressive transformation as both a major commercial center and a world-class tourist attraction. The complex comprises of three top grade office towers, a large shopping mall offering over 900 international brands and exciting dining options, high end residential apartments and the Ritz-Carlton, Beijing.

Albert Smith China was delighted to be the signage supplier for both the JW Marriott and the Ritz-Carlton. We supplied and installed truly impressive LED illuminated channel letters on top of the portico of the JW Marriott, which are golden during the day and white at night. The other scope of works included the pylon at the main entrance of the Ritz-Carlton, additional channel letters for the JW Marriott and stylish way-finding signs for both properties.

As its third property in China, the 305-room Ritz-Carlton is the ultimate luxury destination for travelers en route to the 2008 Olympic Games, or those simply seeking to enjoy the many treasures of this timelessly beautiful city.

Official statistics predict that during the 17-day event, more than 7 million travelers from home and abroad will visit Beijing for the Games and nearby tourist sites. Among them will be about 50,200 athletes, international workers, journalists, sponsors and their business clients.



Whilst the short term aim is to cater for the influx of guests for the 2008 Beijing Olympic Games, the tourism bureau predicts that the number of overseas guests will grow at around 30 to 60 percent annually, rising to a peak in 2010, with an increase in the average occupancy rate to more than 72% in 2009 alone!

To capitalize on this unprecedented growth of China as a major tourism hotspot, another 20 Marriott International branded hotels are scheduled to open in China throughout the year 2010.

We look forward to working again with Marriott International and wish them much good fortune and prosperity in their endeavours.

Cindy Lu - Albert Smith China



mirvac Alexandra Hills & Birkdale

Mirvac are currently in the process of carrying out refurbishment works to several shopping centres in Queensland and part of those works included signage both internally and externally.

They had recently completed their "Mirvac Style Guide" to standardise their signage requirements at shopping centres throughout Australia. The style guide lists some standard signage items along with display items in an effort to have centres throughout Australia having the same 'look & feel' about them. These items include illuminated entry statements, digitally printed decals, tensioned vinyl faces, glazing decals, way finding signage and car parking signage to name a few.

Albert Smith Group has worked closely with Mirvac using the new style guide to develop and detail construction drawings to match those designs, in particular the Main ID Pylon signage and Entry Statements, to complete works at two (2) Mirvac Shopping Centres to replace the existing Main ID signage to these new specifications.

Alexandra Hills have had two (2) internally illuminated main ID signs installed, a 9.0m high pylon and a 14.0m high pylon. The existing signage was removed in preparation for the new signs with the 14.0m sign needing to be delivered to site via a dawn run complete with police escort due to the sheer size of it!

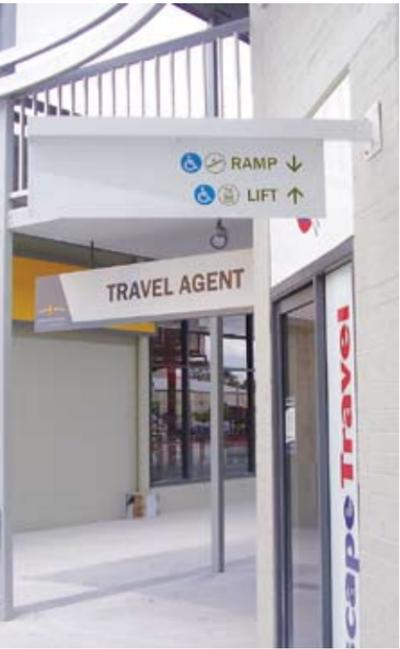
Birkdale Fair Shopping Centre had its original pylon sign removed and we've recently installed a 9.0m high pylon sign that certainly captures attention of motorists along the main road. We also supplied and installed a new internally illuminated entry statement as part of the works at this centre that has indeed complimented the other refurbishment works.

Mandy Smith
- Albert Smith Australia



Meet you at the Junction

Situated on the Mount Lindsay Highway, 21km north of Beaudesert, Jimboomba is the main commercial centre serving the rapidly developing rural residential estates in the northern part of the Beaudesert Shire. Along with the rapid development came the necessity of an extension and revamp of the existing Jimboomba Junction shopping centre and that's where Hutchison Builders came in.



Working closely with Hutchison Builders and utilising design concepts by the Buchan group, Signspec, Albert Smith Groups design division, created manufacturing drawings to bring Buchan's concepts to life.

The signage package included an 8.5 meter monolith sign, various tenant, car park and directory signs. All were constructed in keeping with the proposed design and colour parameters, thus creating an effective flow of the centre's branding throughout.

The revamped Jimboomba Junction shopping centre opened in January 2008 and will be, I'm sure, a popular destination for the locals at Jimboomba.



Albert Smith are very pleased to have been of service to Hutchison Builders and for the opportunity to be involved in the successful redevelopment of Jimboomba Junction.

Rachael Farrell – Albert Smith Australia



Lifestyle Central - a unique destination

It's been an absolute pleasure working with Henry Kendall Group on their Lifestyle Central Project, a unique destination at North Wyong NSW. Albert Smith Signs had the opportunity to produce 7 small and 2 large pylon signs for their esteemed clients.



Lifestyle Central is a modern, retail, service and office complex offering a comprehensive range of products and services from Food to Fitness, Carpets to Pet Supplies, Timber Floors to Equestrian, Car Care to Child Care, Kitchens to Storage Solutions and much more!

The Henry Kendall Group is a family owned and operated business, and it has successfully developed commercial, industrial, retail, residential, and retirement projects throughout NSW since 1951.

With over 50 years experience in the property development industry the Henry Kendall Group prides itself on honesty, integrity and delivering high quality developments on time and without fuss. This sound track record has earned the Henry Kendall Group a reputation of being a reliable property development organization that numerous businesses, investors and home buyers rely on, year in and year out.

We thank Henry Kendall group for trusting in us for the supply and installation of their Pylon Signs.

Amit Karalkar - Albert Smith Australia



Brief description:

The series of works were conceptualised to encourage an investigative public to explore a number of ways in which users might navigate the flow of information into & out of the archive. The work draws on 'core business' & focal areas of QSA while demonstrating the flow of information in the holdings for the past, present & future role of the archive. The works reflect the cyclical nature of information flow & the way the archive facilitates the flow. It reveals some of the 'hidden' areas of the archive, the hidden or fugitive nature of information - there in the holdings & yet difficult to find without informed research & brings into focus the many bundles, registers, gazettes, films, microfilms, photographs & other media that exist in the repositories.

PORTALIS Queensland State Archives Art Built-In. April 2008

Title of works: *Portalis*.
From Latin Portal meaning 'a doorway or gateway of stately or elaborate construction' OED. Also from Medieval French and Medieval English Portale
Artists: Kim De Muth, Lawrence English & Eluned Lloyd
Manufacture & installation: Albert Smith Group

Inside portal: The inner portal located high on the inside front wall of the foyer is fabricated from MDF with a weathered steel finish and frosted acrylic inner circle. It continues the theme of information flow from the outside world into the archive.

Locations & descriptions: This major artwork comprises a collection of eight 2D and 3D elements that are installed at QSA 1 and QSA 2 buildings, plus a limited edition Artists Book.



Entry point: As the public approach the entry to the archives they are greeted by three weathered steel poles. These are the entry into the series of works and create the spatial connection between the outer portal artwork and the courtyard and foreshadow the 'weathered' theme that complements age, time and archive.

The Courtyard: The courtyard block work has been rendered with a textured finish, which is uniform with the building fascia surrounding the outside portal. This continues the aesthetic visual and metaphorical flow of information going into and out of the archive and sets the stage for creating linkage with the other artwork elements. The weathered text Inscriptions have been drawn from research conducted in the archives utilising the Colonial Secretary's Correspondence. These key phrases meditate on the information and data collections through the use of phrases familiar to historians. Each of these pieces of data act as a link in the information chain and the texts suggest a starting point for a search to begin, as well as identifying a possible node on any research pathway.



Fascia: An external weathered portal is attached to the rendered fascia of the building. The inner section of the upper wall represents the conduit through which information passes into and out of the archives. It suggests that as information comes into the archives it is sorted and secured before being utilised again by the public. It becomes 'activated' and is re-introduced into the greater information environment. The outer portal is made from aluminium with a weathered steel finish and a frosted acrylic covering the inner circle that creates an illusory quality of depth. The raised features of the object create a moving shadow on the outer portal consistent with the progress of the sun with times of the day and year.



Photographic Panels: One of the key elements that intrigue many historians and researchers working at the archives is the 'hidden' nature of the processes and storage techniques used within the building. The three panels show images of these hidden spaces. The panels on the left and right display images of repository corridors using a technique, which creates a sense of distance, depth and soft focus through frosted glass. The corridors and storage space appear to be never ending – the closer the viewer gets to the images the further away and less distinct the ending appears to be. This indicates the size and spaces within the repository required to store the vast amount and types of information held in the archive and the fugitive nature of information. The middle, 'floating' shelf displays a variety of the types and spectrum of documents in the holdings. As with the side panels, the concept of distance both in time and space and the fugitive nature of information – both there and not there - are encapsulated within. The images are all printed on treated acrylic.

The Readers' Walk and 'Etched' glass panels:

The windows located along the hallway to the readers' room and the QSA2 repository displays Queensland images taken from the photographic collection. The images have been re-sized and manipulated and through a lamination process have been adhered to the inner side of the glass windows. These panels allow light, translucence and transparency and a view of the gardens. The interlocking series of images relate to the holdings in the photographic archive.





SUBWAY® Refreshed

With more than 29,000 restaurants in 86 countries, the SUBWAY® brand is the world's largest submarine sandwich franchise, and has become a leader in the international development of the quick service restaurant industry. The first SUBWAY® restaurant in Australia opened in the city of Perth in June 1988 and only 20 years later there are over 1070 restaurants in Australia.

Albert Smith Group is thrilled to have been appointed as an IPCA contracted supplier to SUBWAY® restaurants in Australia, and take this opportunity to thank Mark Tully at IPCA for assisting us with the process.

Our first project as a preferred supplier was to update the existing signage at SUBWAY® The Gap, to the latest Subway corporate standard.

Glen Patullo has owned SUBWAY® The Gap store for 3 ½ years. "I invested in the new signs to comply with the new SUBWAY® standards. I'm very happy with the signs and the service from Albert Smith Signs. I've even had a few comments from customers particularly about the large sign. And since the new signs have gone in, business has been unseasonably good, so maybe my investment is paying off!" says Glen.

Elizabeth Easton - Albert Smith Group



SUBWAY® 2008 Convention Cairns Queensland

This June, Albert Smith Group was very happy to be invited to participate in the SUBWAY® 2008 AUSTRALASIAN CONFERENCE held in Cairns and attended by Franchisees from Australia and New Zealand.

We had the opportunity to meet many of the SUBWAY® franchisees at the Trade Show on the Friday Night, receiving a very good response to our Snap Frame Menu Board and the 'SUBWAY® Open' neon sign displayed on our stand.

Throughout the weekend there were many training and information sessions to attend; ASG taking part in a preventative maintenance presentation. There were a variety of guest speakers to inspire, making the SUBWAY® conference a very informative and enjoyable occasion.

Then of course there was the night life..... the entertainment provided was first class, with Fire dancers and the Beach Boys band, for the beach party fancy dress night & talent show. On the last night the Black Tie crowd danced to the magnificent 'Rat Pack', followed by the grand finale..... the doors of the ballroom sliding open to reveal SUBWAY®s' very own Casino Royale and nightclub. Everyone took part playing the tables with their SUBWAY® branded \$2,500 chip. It was wonderful to be part of such a professionally run and positive convention.

Congratulations SUBWAY® restaurants and IPCA.



The tip is – TIPS are tops

It had a gestation period of nearly 3 years, but it was worth it. In December 2007, we rolled out phase 1 of the delivery of the new TIPS monitor housings for Queensland Rail. TIPS being the acronym for 'Transport Information Passenger Systems'.



Our contractual obligations with Queensland Rail included:

- Conceptual Design
- Detailed Design
- Engineering Certification
- Environmental Testing compliance to AS60068 series
- Cold Test, Dry Heat Test and Damp Heat Test
- Electro Magnetic Radiation compliance testing to AS/NZS 3548 and AS/NZS CISPA15-2002
- Prototyping
- Manufacture
- Distribution



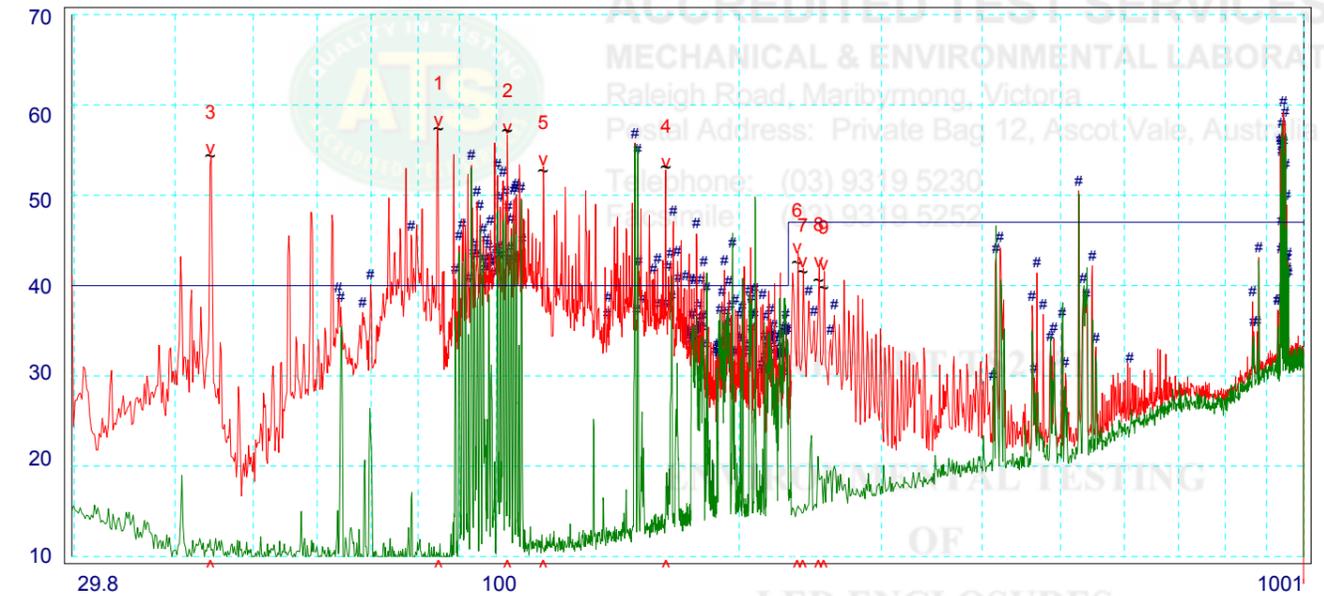
So it really was a from-the-ground-up project. It is not often that we get the chance to spread our wings with design input and this, in itself, made the TIPS project an incredibly rewarding one.

It was an incredibly interesting journey, particularly with respect to the Environmental and Electronic Emissions testing phases. I would like to take credit for it but in reality, this was driven primarily by Greg Mew, our Albert Smith Technologies Manager.



The Environmental testing was carried out within the testing laboratories in Melbourne. The monitors were tested to extremes of temperature and dampness fluctuations, termed Cold Test, Dry Heat Test and Damp Heat Test. All relevant measurement parameters were taken inside and out with calibrated precision, to ensure compliance with AS60068 series of standards.

The EMC testing was carried out within laboratories in Bathurst, so placed to alleviate the ambient electromagnetic wave interference typically present in built up areas. It is a fact that one never stops learning in this industry and this project was certainly testament to that statement.



LED ENCLOSURES

Both AS/NZS 3548 and AS/NZS CISPA15-2002 (Radio interference) standards are very strict. Substantial design and manufacturing enhancements were required to get the monitors through compliance. Nevertheless, we got there and QR can be assured that the monitors reach the highest standards in the land for EMC testing.

The first rollout included the TIPS monitor requirements for 17 stations in the network. This is part of a major infrastructure redevelopment project being carried out by Queensland Rail across the entire rail network.

We are extremely proud of the development and manufacturing work undertaken to get this very high quality product to market. The TIP is that Queensland Rail is also very pleased with the end result, and that's tops!

Mitchell Smith – Albert Smith Australia
a series of environmental tests.



New Zealand's largest Golden Arch

As one of the preferred sign suppliers to McDonalds Restaurants New Zealand, Supalite was commissioned to supply and install all signage at the newly opened Restaurant in Clendon, Auckland. Scope for the project included: sign design, site surveys, photo montaging, foundation engineering, manufacture and installation of both internal and external illuminated signage. Key to the project was design and fabrication of a 15-meter monolith, including a Golden Arch measuring 3.6 meters high! In addition, Supalite liaised between McDonalds, the development contractor, property owner, and individual shop tenants to ensure the monolith incorporated all specific branding requirements.



The building had been clad in some of the latest ACM panels and slate tiles available to the building industry. This posed a unique challenge, because signs needed to be fixed without damaging substrates, while maintaining enough strength to keep light-boxes in place. Specialised techniques were used to ensure maximum effectiveness and to allow electrical supply cables to be connected unseen.

McDonalds are thrilled with the building signage, which offers the latest sign technology to ensure their upgraded image is best portrayed in the public arena. McCafé branding required a modern look, differentiating it from the traditional red and yellow branding. Internal signage has been created with a brushed stainless steel finish - illustrating a modern style, when customers first enter the restaurant.

As with all McDonalds Restaurant installations, timeframes and logistics for the Clendon site demanded a company with a national presence and the experience required for such an undertaking. In addition, we provide repair and maintenance for McDonalds sites throughout New Zealand.

Supalite - Albert Smith New Zealand



Our environmental footprint



Albert Smith Group is committed to the challenge of addressing the necessary steps in ensuring an environmentally sustainable future. This is our corporate responsibility, and we have embedded this commitment into our daily operations that transcends into our products.



- Minimising pollutant emissions

One of our many initiatives includes a significant reduction of our paper usage in the factory via the introduction of 'information stations' in each of the key departments throughout our production facility. This enables staff to source orders, drawings and files electronically 'live on line' without the need for printing hard copies.

Mitchell Smith
— Albert Smith Australia

— priority for our future

The Albert Smith Group has made environmental health, safety, and environmental security a priority for the future by:

- Ensuring all activities carried out in each of its manufacturing plants adhere to the common set of registered Australian Environmental Operational Standards
- Producing audited reporting on these operational standards
- Recycling:
 - Encourage preferential treatment to material suppliers that either example an active participation in recycling their materials or provide materials that are recyclable.
 - Ensure recyclable waste is treated separately within the manufacturing operations to enable conversion into a reusable resource
 - Ensure recyclable waste is treated separately within the administrative operations to enable conversion into a reusable resource
- Preserving water:
 - In response to Queensland's water crisis, we paid close attention to the requirements of the Water Act 2000 and implemented the water efficient best practices recommended by the Queensland government.
 - Ensure any airborne water resource is harvested and stored, and reticulated for appropriate use in water flushing, cleaning, manufacture, etc.
- Ensure all water devices maximise the potential for saving water. E.g. Bi-flush toilets, water saving taps, showerheads and the like.
- Modifications to air conditioning and plumbing systems
- Minimising power usage
 - The Albert Smith Group is constantly researching initiatives in the minimisation of energy in our daily operations. One of our environmental footprint initiatives is based on metric consumption of electricity with measures put in place to monitor our consumption in line with our peak manufacturing benchmarks.
 - It is our aim to save energy in other areas of our operation and be environmentally friendly by printing on recycled paper where possible, and having computer equipment automatically switch to power saving modes when not in use. In production, scrap metal and plastics are recycled whilst in administration, Printer cartridges, paper and cardboard are also recycled.





Formule 1 'Best Price' Displayed

In August 2007, as one of the nominated sign suppliers to Accor Australia, we were invited to Tender for the design and construction of an upgrade to Formule 1 Hotel pylon signs to include changeable LED price digits, so that staff can instantly and easily update the price displayed on their signs and without the costs associated with access equipment to service large pylon signs.



OPERATING INSTRUCTIONS

1. Press RUN
2. Sign starts flashing
3. Key in the new value
4. Press RUN to activate

NOTE: Key in zero for leading zero blanking
ie. key in 076 for 76

Did you know that currently most Formule 1 Hotels still offer rooms from as little as \$70 per night? No wonder they promote 'Sleep Well at the Best Price'. So whilst currently the signs only need to display two digits, considering inflation and a few years down the track this may exceed a two-digit display. Therefore, our solution allowed for a three-digit character to ensure longevity and flexibility of the system.

The specification of the LED's is critical to the success and legibility of the sign. We designed an IP54

weatherproof rated system with a viewing distance of 200 metres (at 60kph you will see the display for approximately 11.3 seconds), and a viewing angle of 110 degrees horizontal and 40 degrees vertical to maximise the viewing audience.

The brightness also plays an integral part in the legibility of the digits day and night. We specified 2,000 mcd yellow leds with 3 LED's per pixel (non scanning). The LED's automatically dim at night, via pulse width modulation, so there is no flaring at night but are bright enough in direct sunlight.

The sign is controlled by a handy telephone style keypad that plugs into a weatherproof data port at the base of the sign. The operator simply follows a quick 3-step process to initiate a change and key in the new price. As an added feature we allowed for future upgrade to GSM, if required by the site at a later time. Each sign is pre-fitted with a data cable to allow the GSM modem to be mounted at the base of the sign; therefore a minimal cost now avoids costly access in the future.

Now only a year down the track, following site surveys and the lengthy local authority approval process, Formule 1 sites in Australia are displaying the best prices in the best way possible.

Elizabeth Easton – Albert Smith Australia

Zoom! Zap! Blat!

Curator Glen Henderson contacted us mid 2007, on behalf of the Queensland Inner Northern Busway Hub Alliance who were looking for artists to propose dynamic and permanent public art works for the new Cycle Centre on Roma Street, Brisbane, which would draw the public's attention to this new space.

We were delighted to be selected to propose a concept design for the artwork. At this stage we were introduced to Keith Ward, our Project Manager for the project, who accompanied us on site so we were able to inspect the Cycle Centre as it was being constructed. After seeing the space we had a clear idea of what the work should look like and how it would fit conceptually into the brief. We were struck by the potential energy forces of the Centre and we wanted to incorporate this into our artwork.

We designed three sculptures, titled Zoom!, Zap! and Blat!, to reflect the energy of the building, the transformation of cyclists through a point of entry and exit, where revitalised commuters arrive energised for work or return home at the end of a busy day. These works reference science fiction dynamics along with retro comic book illustrations as points of inspiration and to engage with a broad audience.

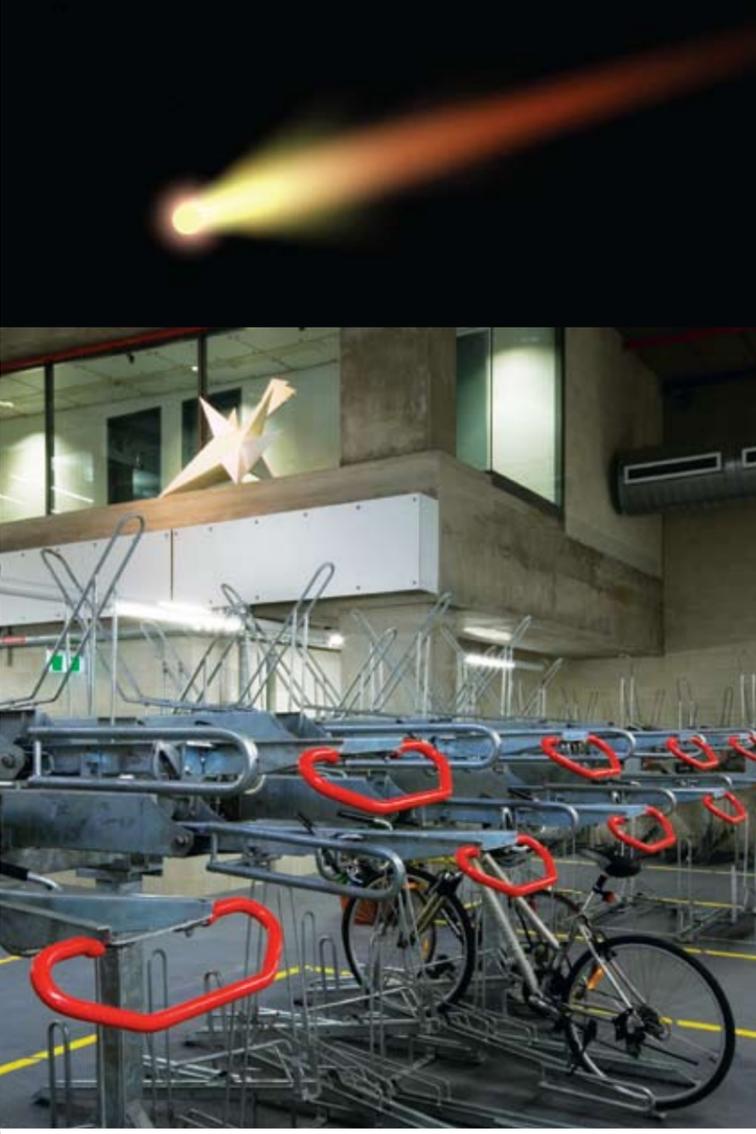
We were given the go ahead for our proposal and we then started to look for a manufacturing company who could produce our sculptures. Following recommendations from several fellow artists who had completed public art projects, we approached the Albert Smith Group who were sympathetic to our ideas and offered us construction options. We completed scale models of the three sculptures that ASG translated into engineering drawings and templates for production.

ASG introduced us to fabrication and construction techniques that were appropriate for our ideas. Each sculpture is made from sheet aluminium, which has been formed to create the complex angles of the works. It was essential to us, and to fulfil the design brief, that the angulation of the forms was emphasised. So a pearlescent two-tone paint finish was applied to enable the sculptures to change colour across the surfaces as the viewer moves around them.

Zoom! is 2.5m long and is suspended from the ceiling like a shooting star or a comet heading into space. Zap! is slightly smaller and rests on the ledge like a landed spacecraft, looking out over the cycle centre. Blat! is a two part work which appears to explode through the window at both street level and high above the cycle racks. All three works reference each other and create an energised dialogue across the space. The works are viewable from outside at street level, where Blat! invites the viewer to peer inside, and from inside the Cycle Centre where the works can be viewed from two levels.

It was a pleasure to work with our Project Manager Keith Ward, and Elizabeth Easton and her colleagues at Albert Smith Group who were supportive of our project from the outset. Working with these professionals, we were able to realise an ambitious project, which was successfully completed on time and within budget.

James and Eleanor Avery



Sailing, sailing.....



Our love for the water has been with the family as long as I can remember. I believe that can be attributed to the influence of our Grandfather and 2nd Generation Managing Director and namesake, Albert Smith.

Albert and his wife Ivy retired to a house right on the foreshore at Deception Bay, ½ hour north of Brisbane. My fondest memories as a child were of the holidays and weekends 'at the Bay', on the beach and in boats.



1979

Albert built a number of boats including Pelican 1, Pelican 2 and Pelican 3 – each of them got bigger and better. Pelican 3 was an 8m bondwood launch with a heap of 'grunt'.

He also built a Sabot for Rodney and so started Rod's love of the sport. Rod subsequently built a Moth for himself and raced it in different Regattas over some years. Following which he spent most of his racing career in 16' Skiffs on the River and in Waterloo Bay, a number of those skiffs sponsored by Albert Smith Signs. In fact Albert Smith Group sponsored sailing on the Brisbane River for 25 years.

My brother Greg and I raced a Sabot at Oxley Sailing Club for a few years before both graduating into the 16's. In fact, we both sailed with Rod on the Bay for a while. Understandably, the dialogue that went on in those races could be the subject of another story altogether.....

Rod later went to yacht building and racing (when he got to old for the 16's!).

With this history and love of the water, Albert Smith Group's involvement and sponsorship of sailing boats was natural.

As I said, that involvement was with the 16's in the 'old' days but more recently with a new class of boat, the 13' Skiff, which I am proud to say my 15 year old son Lachlan sails in with friend and (very) long time sailor, Ian Kennedy. Lachlan also seems to have inherited the love for water and I feel sure this will stay with him for the rest of his life.

Mitchell Smith



Sailing on Brisbane Reach



BP connects with SUBWAY®

How does a savvy BP Service Station owner capitalize on an empty shopfront? He opens a SUBWAY® franchise of course!

Jas Mahil has owned and operated the BP Service Station at Underwood for four years, although he comes from a family dynasty of service station owners.

“Service stations were started off by my parents, then me and my younger brother moved into it about 4 years ago. The family owns a number of them around Brisbane but this is the only one we operate ourselves”

There is no doubt that BP has built up a strong public persona, but how do you pair this business with an equally well known and successful brand?

“We had an empty shop front next to the BP and had contemplated a SUBWAY® restaurant for a while also, in the end they just seemed to fit together perfectly.”

Albert Smith Signs, an IPCA contracted supplier for SUBWAY® restaurants, was pleased to be invited to help Jas turn his dream into a reality by supplying the signage for the site. Account Manager Elizabeth Easton with the technical support of our BP Specialist Jason McCormack, liaised with Jas to put together a package that consisted of SUBWAY® branded panels for his BP Asscoll Pylon, a 30” illuminated Contour sign, a neon ‘OPEN’ unit and an 8 panel snap frame menu board for the interior of the store.

“Eight different people from SUBWAY® restaurants, management and Franchisees have come by to check the menu boards as they all believe they are the best ones they have seen.”

The SUBWAY® franchise at BP Underwood has only been open a short time and we wish Jas and his family all the success in their continued business ventures as a satisfied client of Albert Smith Signs.

“Trade has been slow but advertising materials are still being finalised-shame Albert Smith doesn’t do printouts and leaflets too!”

Vickey Wallington
– Albert Smith Australia





All about identity



NOVOTEL implements new visual identity

In compliance with the new global graphic charter of the brand, Novotel Brisbane was the first of the Novotel Hotels in Australia to adopt the new livery.

General Manager, Howard Kaplan ordered the main identification signs to be installed, in time to coincide with the Novotel Conference being held at the hotel.

Thank you to Howard Kaplan and Perry Slater for choosing Albert Smith Group to supply the new branding to your hotel, it was a pleasure to work with you.

Elizabeth Easton
- Albert Smith Australia



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