

All about identity[®]

MAGAZINE

Albert Smith Taiwan "Wins" the Lottery!

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COLLINS SIGNS



BIGGER THAN EVER IN THE USA

see page 10



The Value and Price Challenge

Hello & welcome to our latest edition of 'All about identity'. Here in Australia its winter and the first of July heralded the arrival of our new financial year. Last year presented many opportunities for growth both in Australia and throughout Albert Smith Group's Asia Pacific operations. It also saw the launch of our highly successful AsCol range of Identity products.

Reflecting on the year past, I guess I would have to say, yet again, it was a year of dramatic change within our industry. Strangely though, change was more in expectations & market demand, in lieu of the usual technological advance. Price, whilst always at the sharp end of any negotiation, appears, in many market segments, to have become much more important than value. As a 'Quality' company, who has stood behind our product warrantees for over one hundred years, price ahead of value, presents many challenges.

As a background, Albert Smith Group products are designed for a whole of life of minimum five years. Throughout the first five years a schedule of minor maintenance is recommended. At the end of the five years a further maintenance programme is offered which will rejuvenate the product to new & the cycle starts all over again. In other words our customers invest in product designed to service their needs for as long as they require. The majority of identity product "lives" in an extremely harsh environment. Even with maintenance, product which is fundamentally flawed in design &/or including inferior materials will not meet the required life cycle. Such products do however deliver "price" but not necessarily VALUE.

Temptation for Albert Smith Group is to go with the flow, offer up anything to compete. However, what happens tomorrow? As a 'Quality' company we, as history has proven, are in for the long term & should we offer up such product how do we stand behind it. A circumstance arose recently whereby price over value was chosen, resulting in a valued client enduring a situation of a rusting steel structure in a coastal environment. The customer chose a lesser steel treatment than galvanising due to price. An unpleasant example of short-term gain for long-term pain is the result!

Obviously we have no choice, as a 'Quality' company we must offer product we are able to warrant without hesitation. Our solution; sales training of our executives espousing the virtues of VALUE over price, continuing investment in plant & equipment. [over one million dollars for year just ended] Ongoing investment in design to continually improve manufacturing techniques, overhead savings & improved quality via the introduction of Paragon. (Whereby production information is live on the factory floor via full colour strategically placed information monitors) Global launch of quality identity systems such as AsCol & many other initiatives currently under implementation, we believe, strongly positions Albert Smith Group to meet the challenge of VALUE & price into the future.

Albert Smith Group are 'QUALITY' manufacturers & extremely proud of our over one hundred year commitment to the craft of identity, and will continue to offer true measurable VALUE in all product manufactured across our global network.

Enjoy our magazine and catch you again in our Christmas edition.

Best Regards,

Rodney Smith
Managing Director
Albert Smith Group
All About Identity



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STOP PRESS

Albert Smith Australia is proud to announce that we have been appointed a supplier to the new Mitsubishi National Branding Programme

Mitsubishi 1st in Queensland !

Clifton Coney Stevens, Project Managers for the Mitsubishi re-image programme in Australia, appointed Albert Smith Group, to re-brand the Nundah Mitsubishi dealership, in time for the Brisbane Motor Show.

Nundah Mitsubishi, owned by the Norris Motor Group, are a leading distributor of the Mitsubishi product in Queensland. Albert Smith Group congratulates the Nundah team on being the first re-branded site in Queensland.

To mark the occasion ASG's Michael Hocking, Justin Allen and Les Pugh presented General Manager, Greg Clarke with a trophy that is a scaled version of their new edge Monolith sign. The trophy is now proudly displayed in the dealership showroom.





Australian Gaming Expo 2002

As a long time supplier to the gaming industry Albert Smith Group have recently developed a new innovative suite of products designed specifically to meet market demand including; poker machine 'series theming', 'Bottle Bright' bottle glorifiers, menu systems, custom signs. With the star of the show being the very latest in technology 'Dynascan', stealing audience attention and bringing the crowds to our stand.

OUR GAMING INITIATION

The Australian Gaming Expo 2002 was held over 3 days in August, at the Sydney Convention Centre Darling Harbour. This year was by far the most successful yet with record numbers in attendance.

All the major slot machine manufacturers like Aristocrat, Konami, Star Games, Pacific Gaming, Mikohn, Ainsworth, Global and IGT were represented alongside a myriad of suppliers, whilst the major brewers like Fosters and Lion Nathan supplied refreshments.

The encouraging number of people that came to our stand and their genuine interest in our products made Albert Smith Groups participation in this exciting event worthwhile. The phenomenal interest in our products particularly the Dynascan and Bottle Brights kept us busy throughout the entire show.

Fellow exhibitors agreed that the success of the 2002 Expo exceeded expectations.



Many thanks to customers and exhibitors alike for their warmth and friendliness when visiting our stand. (particularly the ones that brought us food!)

Alison Rip & Elizabeth Easton, Albert Smith Australia



Smiles all round, as Elizabeth Easton Albert Smith Group presents the lucky winner of the Magnum Bollinger Champagne. Phil Abram of MGM Grand Casino in Darwin NT winning ticket was drawn by Jodie Evans of Jupiters Gaming Qld.



Our latest range of "Bottle Bright" illuminated bottle glorifiers were a huge hit with the clubs. The animated light sequence and vibrant



Pacific Gaming chose the Australian Gaming Expo to launch their new 'Cash is King' game with great fanfare. As the huge blue curtains raised and revealed the new machines, a troupe of dancing girls entertained the crowds of onlookers.

A spectacular and successful launch which Pacific Gaming management and staff later celebrated with customers at a Cocktail Party overlooking Darling Harbour. Managing Director, Marius van der Merwe, thanked customers for their support and spoke of Pacific Gaming's confidence in their company's continued growth.

Albert Smith Groups' Alison Rip, worked closely with Pacific Gaming to develop their 'Cash is King' sign and wishes them every success in their growth in the gaming industry.



"A PARIS AFFAIR"

This year's annual Ronald McDonald's House Charity Ball was held at the Sheraton Brisbane Hotel on Sat 8 June, hosted by Ian Skippen of B105 radio.

An array of donated items and memorabilia was on display and the dazzling crowd of beautifully dressed guests, placed their "silent" bids for the auction. The generosity of the crowd was amazing and the auction captured everyone's attention.

The ball room decorations and entertainment echoed the night's theme "A Paris Affair", with the '3 chefs' (tenors) serenading and entrancing the audience with their spectacular voices. The night continued with a fantastic band and lots of dancing.

We enjoyed this wonderful, fun-filled evening and our company is proud to support this truly worthwhile charity.



Did Albert Smith Taiwan "Win" the Lottery?

Well, not exactly

Taiwan, the seat of innovation, and the inventor of the word "flexibility", abounds with opportunities. Taiwan's ongoing economic development has created a huge demand for retail and service industries. Foreign companies are looking at the small island as a serious market, replacing the traditional view of Taiwan as a source rather than a destination for their products and services. Their inward investment has contributed greatly to Taiwan's retail trade business.

In Taipei and other major cities in Taiwan, there are now several huge shopping centres and well-known department stores that aim at both local and non-local customers. This has meant heightened brand awareness on the part of the local companies, eager to place their image and brands on a level with the incomers. Taiwan's efforts to gain entry to the World Trade Organization will also have a significant effect on the local retail environment, and businesses are certain to continue to experience competitive times.

For Albert Smith Taiwan, succeeding in this climate has its share of challenges. The uniqueness of Taiwan's economic environment has led to a situation where many international companies have allowed their Taiwanese organizations to depart from the global guidelines. Several local operations have gone their own way, sometimes without the blessing of their global brand managers.

This makes for both a politically sensitive area in which to operate, and also invariably moves towards price being the prime decisive factor. In order to maintain a reasonable margin level in the face of such strong price competition, a far wider range of services and products need to be offered, coupled with ensuring the ability to deliver technologically advanced solutions to our customers in the most cost-effective way.

Ever vigilant, our government is constantly on the lookout for ways to ensure that some of the commercial success of the island gets re-distributed for the good of all (and the government, of course). To this end, Taiwan saw the launch of the first ever nation-wide lottery in January. The Taiwanese, inveterate gamblers, welcomed the idea with open arms, and the ticket sales exceeded all expectations, even of the most optimistic.



The tired, but still smiling Albert Smith Taiwan team

For the first draw, held on 22nd January, the sales were NT\$770m, producing a jackpot of NT\$136m. The highest jackpot reached to date has been NT\$514m in the beginning of March from ticket sales of over NT\$1.9 billion. Now in its sixth month, there are still queues to be seen outside the ticket booths on a lottery night, producing average jackpots of NT\$100m.

To be involved in such a high profile project was crucial to Albert Smith Taiwan. We fought hard and long to win the contract for the signage and POS equipment, and succeeded in the face of very stiff competition. Price was an issue, but our strength lay also in our ability to combine with the key components an ongoing management and support package that made the difference. It was a first, not only for Albert Smith Taiwan, but also for the lottery organisers. This package turned into a very involved partnership covering project management, POS component design and manufacture, sign manufacture, data management, logistics and ongoing promotional equipment development. Whilst the products did not pose any serious issues, the time-scale allowed from specification to installation was extremely short. To top it all, this all needed to happen over the Christmas / New Year period. The contract to manufacture and install 5,000 signs was signed on December 10th.

The contract stipulated that we had to install at least 3000 of these by 10th January, no mean feat considering the fact that the installation location details were not made available to us until 27th December.

Albert Smith Taiwan's contribution to the Taiwan Lottery Project includes:

- Design, manufacture and installation of 5000 exterior illuminated signs, 3000 of which had to be installed in a ten-day period.
- Design, manufacture and installation of POS components including playstation, kiosks, notice boards and coupon/slip holders.
- Management of all site data in a specially designed application, enabling the client to have up to date information distributed to their regional sales offices on the status of installations.
- Retention of comprehensive site data including site survey, equipment list (sites were tiered, with different levels of equipment) sites photograph and licence holder details.
- Provision of a 5-year ongoing programme to cover maintenance, relocations, and the recovery of equipment from retailers whose licences have been cancelled or revoked.



We are delighted to get this business, not only did it raise the profile of Albert Smith Taiwan, and provides an ongoing revenue stream, but it taught us several valuable lessons. One was that, in the absence of experience, rely on pure and simple common sense. We, and our client for that matter, had no past case history to refer to, or measure against. Breaking this new ground ensured a very close cooperation both for Albert Smith internally as a cohesive unit, and brought us right into the centre of our clients planning and decision-making process.

The project, though very intensive, has had its lighter moments. We have had our installers wait while feuding family members shoot it out ("Sorry, the person you want to see is trying to kill his brother, perhaps you could call back in an hour or so"). It was the requirement of the National Lottery that all retailers be disabled in some way. It was also a requirement that Albert Smith produce photographic evidence that the sign was installed.

Quite a number of the retailers were reluctant to have their photograph taken (in case the powers that be could see that they weren't really disabled). So some of our more inventive installers found a solution: bring a set of crutches in the truck with them, and while taking the photographs, provide them to the retailers as "props" in the literal and metaphorical sense. Hopefully, some sharp-eyed clerk in the National Lottery isn't going to spot that about ten families in one town all share the same set of crutches!

To be involved in the launch of a national lottery is usually a once in a lifetime event for most companies. If you ask any of the staff, no doubt most will respond that they are pretty glad that it is. But, the experience was not to be missed. We feel that now we could deal with any challenge that would be put in front of us, and we are ready and waiting. In the meantime, we will continue to provide a high level of products and services that our clients, and those of the Albert Smith Group, have come to expect and deserve. Oh, and we still buy tickets for every draw, you just never know....

Paul Maloney, Albert Smith Taiwan



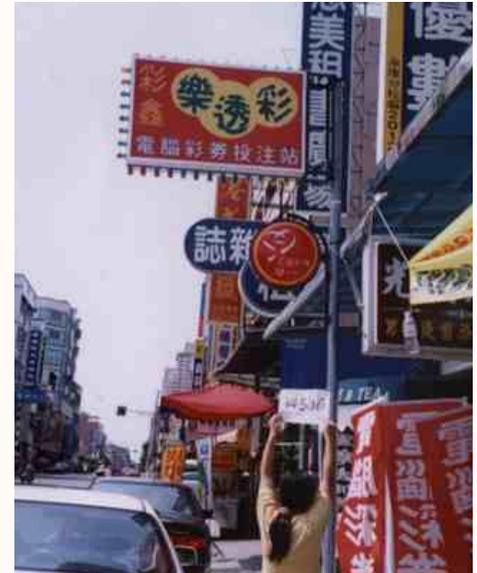
Some people were not concerned about revealing their identity as a lottery sales person.



Some were.



"All installations will be within reach of street level" said our brief.



Sign pollution is a major issue in Taiwan. To pass the time away some of our installers would play a game of "spot the sign".



New Philippines plant set for GROWTH

Albert Smith Philippines (A.S.Signs Inc.) was officially formed on the 9th of February 1999, between the Yap Group of Companies (YGC) and the Albert Smith Group (ASG).

A manufacturing plant was immediately set up in Valenzuela City, metro Manila, with the conversion of an old sawmill into the operating facility. This facility covering a total area of around 5000 square metres has been a wonderful starting point for our organisation, initially giving us sufficient space to grow the business. Up until recently, we believed this was the ideal home for the continuing operation. However, in line with our strategic vision, YGC thought otherwise.

The vision is of becoming the leading identity provider in the Philippines and one of the banner companies in both the YGC and the ASG networks. An opportunity was offered that management chose to embellish; a new purposely built plant for Albert Smith Philippines.

The new plant featured, also located in Valenzuela City, is wholly owned by the group and was completed at the end of July. The new plant has better utility services and our new manufacturing area, unlike the previous situation, is under one roof with a total covered floor space of 2,400 square metres. There are also further opportunities for expansion in the future as required.

With the challenges being faced by us all today it is great to see the faith our owners have in the Albert Smith brand providing ongoing support that is allowing us to grow and become valuable members of both the Yap and Albert Smith Groups'.

Peter Treloar, General Manager
Albert Smith Philippines



During Construction



During Construction



Now, well underway !



Fueling Opportunities

After three years of successfully supplying, installing and maintaining the majority of Petron Corporations re-imaging requirements, Albert Smith, Philippines are proud to have had our contract extended, for a further two years.

Like most accounts held by members of the Albert Smith Group, our customers are considered 'partners' and our view is that we are in for the long term. Petron Corporation is no exception.

Winning, servicing and maintaining major customers for extended periods in today's competitive markets is not easy. So how has a company that started only a little over three and a half years ago credit itself with servicing one of the major corporations in the Philippines for three of those years? "Luck", perhaps a little. To better understand how this was achieved it is probably best to have a quick look at the history.

Albert Smith was invited to participate in the pre-bid for Petron in early 1999. This entailed having prototype signage built and approved by Petrons' senior management to qualify for further participation. The task had to be achieved within 3 months. Back then our factory consisted of four walls, a roof and an exceptionally small floor space. Not exactly conducive to a major re-image programme. Local management were, however, determined to make the most of this opportunity.



Enter Albert Smith Australia and its design team, Signspec. By leveraging on the Groups vast experience in similar projects, and utilising its resources, we were able to have our prototypes designed, built and delivered, ready for set up, within days of the viewing cut off date. The prototypes were a success and we were subsequently invited to participate in the bid. A joint effort was undertaken by the Philippines and Australia to successfully meet the client requirements.

In July of 1999 we were informed that we had successfully been selected as the major supplier chosen to carry out Petrons re-image program. Again, we called on the groups international resources in finalising the working drawings and by having two experienced personnel come to the Philippines to assist local management with the training of staff and the initial implementation of the programme.

The early investment in people, equipment and planning paid off. Success was realised via the support offered by Australia and the ability of our skilled Filipino staff to readily adapt to the task at hand.

But it hasn't stopped there. We have been consistently value engineering the products supplied throughout the life of the programme and will continue to do so. This has allowed us to pass on valuable savings to our customer without effecting the quality or warranties. At the same time it has helped us to create and maintain our competitive advantage via innovation and design. This also gives us an opportunity to offer further benefits in our ongoing installation and maintenance programmes and greater value overall.

Often winning the job is the easy part. Sustaining competitive advantage and satisfying the ever-changing needs of the customer is always the challenge. With the Filipino team gaining more experience and confidence and the support of our international network, we are confident we can continue to satisfy and better understand the needs of our 'partner' Petron. Thereby gaining an opportunity to build relationships and service other 'partners' in the Philippines, in the same reliable way.

Peter Treloar, General Manager
Albert Smith Philippines 

PETRON



COLLINS SIGNS



BIGGER THAN EVER IN THE USA



With a projected 2002 budget of US\$80 million and a work force fluctuating between 650 and 1,000 employees, depending on their level of business, it was no surprise to see the massive size and area of Collins Signs U.S. main manufacturing facility.

Whilst in the United States this April I was privileged to visit our US partner, Collins Signs Inc., at their headquarters in Dothan Alabama.

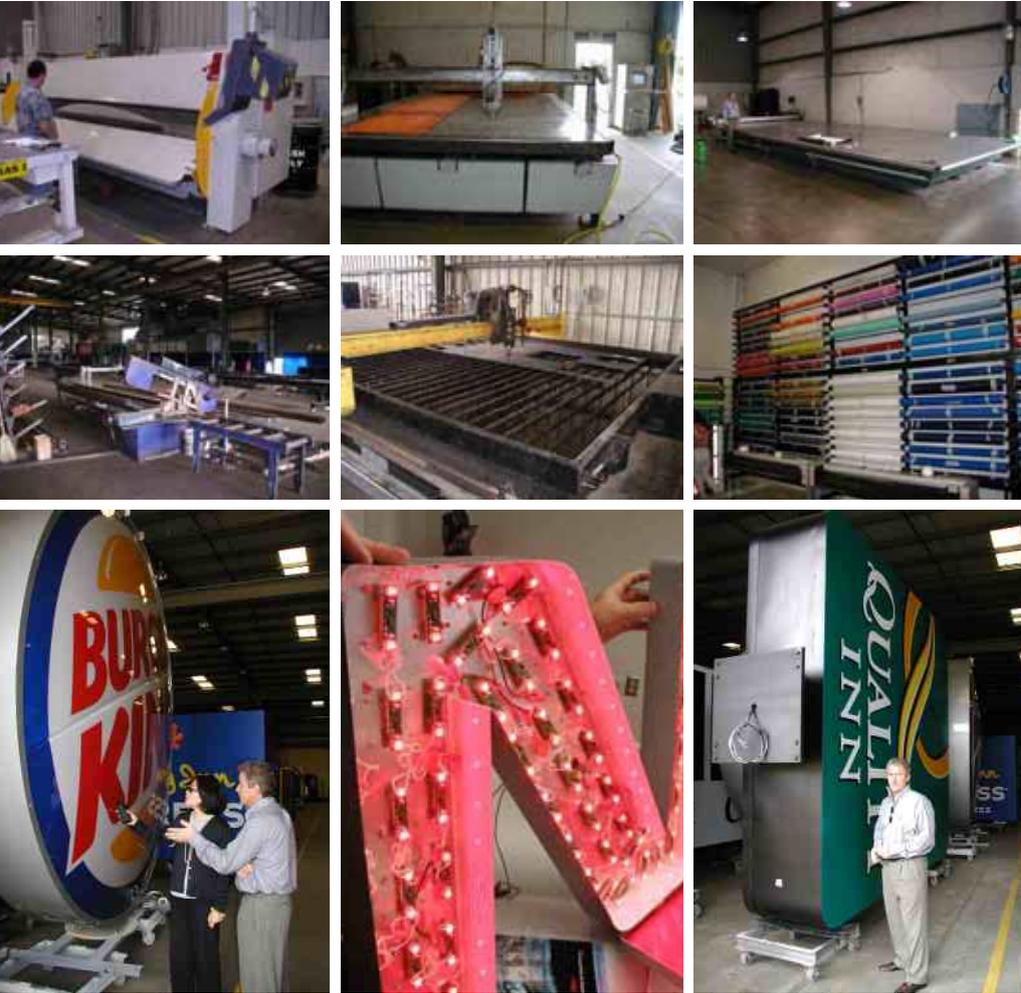
John Collins dedicated team made both Jennie Lin, CEO Albert Smith Taiwan, and I feel most welcome during our visit, and their pride in Collins Signs was clearly evident. So was their patriotism, with one of the largest American Flags in the US, proudly flying from a flagpole that dwarfs their main office building.

The company was founded in 1974 by John Collins, Chief Executive Officer, owner and driving force behind the company's significant growth. John is actively involved in the daily operation of the company that expanded in 1990 and consequently moved into its current facility in Dothan, which today includes almost 500,000 square feet.

In 1997, Collins opened a second manufacturing and office facility in Carson, California, with an additional 100,000 square feet of space. A facility for European customers is also located in Cologne, Germany. Collins also partners with the Albert Smith Group throughout the Asia / Pacific region via our headquarters in Australia, to maximise global opportunities and fully support our international customers.

About 70 percent of the company's workforce is in manufacturing. "Few industries can boast the variety of professions and trades represented under one roof as ours," John Collins says, "from artist and engineer to administrator, electrician, welder to installation and service provider."

With its high quality manufacturing standard, an unrivalled Project Management System, their own extensive fleet of "bright red" trucks to handle installations and their overall expertise, Collins Signs is well equipped to handle the largest of signage projects.





As one of the leading sign manufacturers in the U.S., Collins signs are found at hundreds of FedEx locations, Hancock Fabrics stores, and everything from Payless Shoe Source and Saab dealerships to Burger King, Home Depot, Hilton Hotel and Red Lobster restaurants.

Like Albert Smith Group, Collins works closely with their customers on a variety of levels to develop their signage / re-imaging product needs. Company President, Ed Schmidt, says that one of Collins' many strengths is that they can handle a complete, turnkey range of services that is part of a regional, national, or even worldwide signage programme. From designing, to manufacturing, to administering all the inherent details, to installation and maintenance of the signs, Collins Signs has the resources to handle an entire programme. "We have to work with a lot of people and a variety of situations," according to Ed Schmidt. "We have to be flexible to serve them all and serve them well. In short, our commitment is to exceed customer expectations ...every time."

Vice President of Operations and Technology, David Hughes, an employee of Collins Signs for 26-years, explains that Collins design and engineering services are second-to-none in our industry, and are continually pushing the envelope when it comes to innovative, cost-saving sign construction and operational features. "Collins can ship signs all over the world, purchase in volume to get products at reasonable prices, and have the expertise to deal with local governments, getting the necessary, yet sometimes elusive permits for signs; all key advantages for Collins Signs and ultimately their customers.

"...From designing, to manufacturing, to administering all the inherent details, to installation and maintenance of the signs, Collins Signs has the resources to handle an entire programme."

David Hughes says many of its competitors rely solely on aluminum extrusions to manufacture signs, but Collins has invested significantly in equipment to allow efficient metal forming and internal structures of aviation strength. Collins' manufacturing capabilities include steel fabrication to prepare steel pipe for support columns, and both the basic structural match and base plates for the largest of signs. Collins is well known for manufacturing and installing some of the largest signs in the industry.

Collins' flexible face signs are manufactured using an extremely durable, translucent synthetic fabric, which is stretched around a rigid retainer system, which in turn is part of the sign cabinet structure. In addition, the company says its letter fabrication department is one of its most efficient and advanced areas of its business. Most of the letters produced are illuminated either with neon or LED (Light Emitting Diodes), in an infinite variety of colors.

Overall, the company uses an integrative and flexible approach in its manufacturing, and it believes its equipment and technology are some of its key strengths. "Advanced technology has been warmly embraced here," says David, "whilst substantial investments have been made to ensure our company is technologically prepared to deliver the kind and quality of products our customers demand."

Want to learn more about Collins? Visit their website www.collinsigns.com or if you are lucky enough to be in Alabama, like I was, make sure you call in to see the Collins team, as they'd be proud to give you a guided tour.

Elizabeth Easton, Director National Accounts
Albert Smith Australia



John Collins and Jennie Lin at Collins Signs Flight Department





A new chapter with Shell Singapore

Menu Boards designed, manufactured and installed in 2 weeks !

It all started happening on a usual evening in Singapore, when we received a call from Shell Singapore, asking for our expression of interest to be involved with their exciting new pilot project. All of which had to happen within TWO weeks. Naturally, we gladly took up the challenge.

Things went smoothly throughout the entire fabrication stage with the assistance from both the main contractor and Shell themselves. That was until the installation stage when at site, critical discrepancies in dimensions were discovered. First reaction, panic, as the opening was the very next day.

However, cool heads prevailed and thanks to the unique design system utilized by Albert Smith Singapore, the signage display was returned to the factory for resizing to suit. All was rectified within TWO hours, well in time before the very important opening ceremony.

The end result; a great looking product and another happy customer!

Keith Lee, Albert Smith Singapore



New Zealand Update

Following on from the recent Citibank global site survey project, Albert Smith Group New Zealand's operation recently re-branded the Citibank building in Auckland.

The project included manufacture and installation of 4 neon rooftop signs and a number of internal and external building signs. Citibank Auckland expressed their pleasure with the final product and the fact that the project was complete on time.

Albert Smith New Zealand is enjoying a busy manufacturing period that is a good sign for continued growth. Current projects include Mobil, New World, NZ Milk products, Baycorp Advantage and Mercedes to name but a few.

Jim Howie, Albert Smith New Zealand





Inside Indonesia

Albert Smith Indonesia is one of the youngest members to join the Albert Smith Group.

Our manufacturing facility resides on 22,000 square meters of land just outside the city of Jakarta. The main office moved to a new facility in East Jakarta June 2002. The office is now integrated under the same roof as P.T. Megah Nurindo Pratama (same ownership as Albert Smith Philippines). This facility houses, the super wide format digital printing facility.

The benefit being that we have better access to the factory, we can increase our management and design concepts more efficiently, and most importantly increase the range of products and services to our customers.

Albert Smith Indonesia is proud to state that around 80 store packages have been provided to McDonalds Indonesia over the 8 year association.

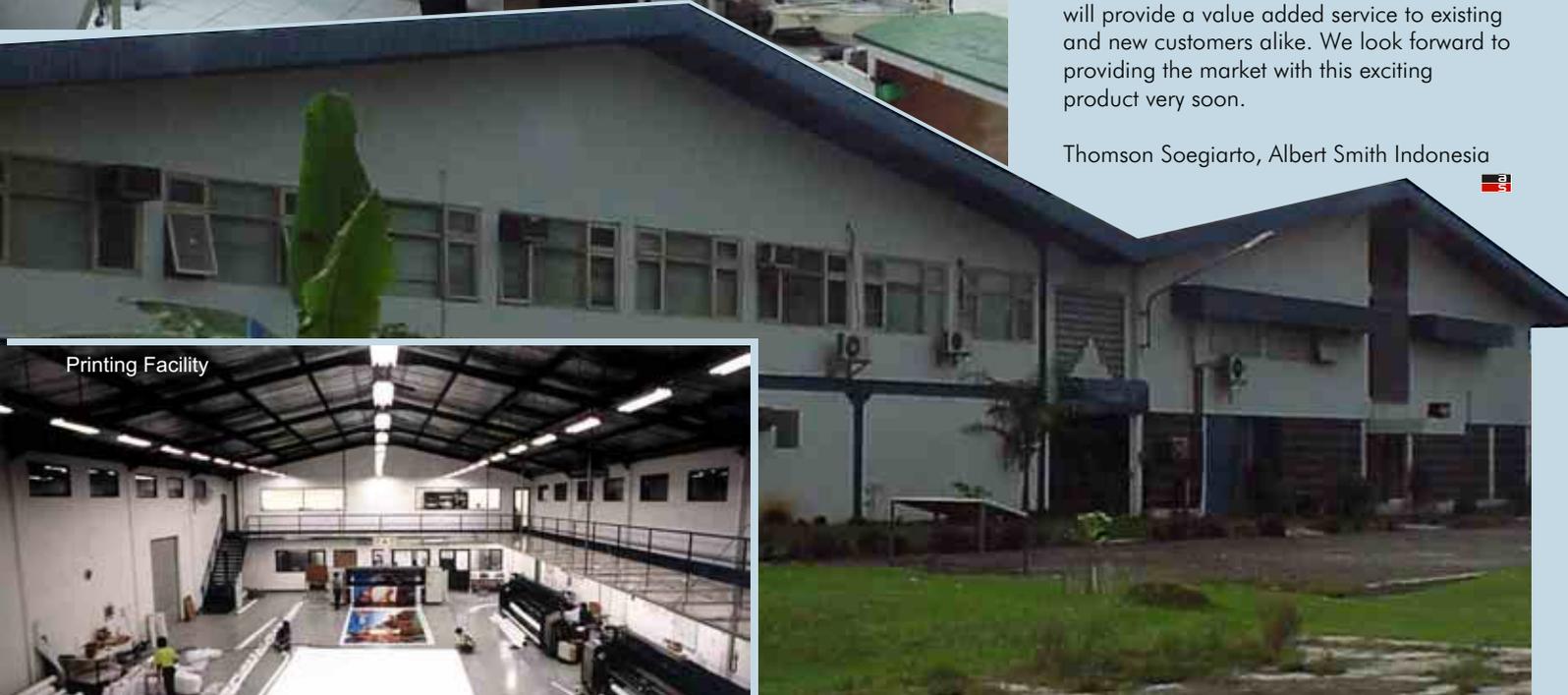
In recent times, Albert Smith Indonesia have been responsive to McDonald's need to again re-design and re-develop their full range of products to meet ever-changing market demands.

Last but not least, Albert Smith Indonesia has undertaken to develop the Albert Smith Groups' Photoform Division, introducing Photoform products to the Indonesian market. Currently, the digital printing facility is providing service to many of the major tobacco companies in Indonesia. Photoform will provide a value added service to existing and new customers alike. We look forward to providing the market with this exciting product very soon.

Thomson Soegiarto, Albert Smith Indonesia



“In recent times, Albert Smith Indonesia have been responsive to McDonald’s need to again re-design and re-develop their full range of products to meet ever-changing market demands.”



Printing Facility





Giant Absolute Vodka Bottle



Mack Trucks cabin components



McWilliams tasting table



BAT display dome



Keno illuminated display

Specialty Vacuum

The Albert Smith Group has traditionally been recognised for excellence in Signage design & manufacture, however there are many more facets to the Group.

As market demand for other services increased, we responded, and the need for updating our name to 'Albert Smith Group' became apparent. As well as signage / identity products, we provide an ever increasing array of products and services, from building cladding to logistics & warehouse management, to design and project management to furniture and internal fit-out. Updating the Groups' title reflects this broadening of services.

For instance, a little known area of our business is the specialist vacuum forming we undertake for a variety of industries. Our expertise in vacuum & thermo-forming sign faces is well known, however we manufacture a virtually unlimited range of products beyond this.

For example, for many years we have supplied Mack trucks with cabin fit out components, such as heater ducting, door & trim components using black haircell ABS, economical yet durable in a tough environment.

Spectra lighting have sourced covers for a range of luminaries from Albert Smith, to enhance their range of fittings, and provide security and weatherproofing. Most product is made from clear impact modified acrylic, with tolerances always being a critical factor, to ensure a quality and reliable seal.

Blastronics manufacture specialist electronic monitors that measure ground vibration and noise. The monitor sits inside an unflanged moulded helmet, which is spiked into the ground, protecting the monitor from the environment. The flanged version of the helmet is designed for monitors being used in a more permanent situation such as mine sites where blasting may be over a period of days. The unit is locked into position on a vandal resistant frame. The moulded helmets are made from clear acrylic as the unit is self-powered via solar panels.

More recently, an innovative approach to hospital medical trolleys from a new client, Rotech Industries, saw many months of development work, in support of their efforts.

We now proudly provide moulded Luran bases to Rotech's trolleys, which are themselves developing a significant market following. Rotech's success with these trolleys is indicative of their innovation, and is also a fine example of how our specialty moulding expertise is helping our clients fulfil their goals.

Other 'fun' vacuum formed products we've manufactured include, wine tasting tables, architectural ceilings, cartoon characters, giant Absolute Vodka bottle, giant Breakfast Creek prawn, platform identification system monitors and train overhead compartment panelling (both for Qld Rail), and truck grills, to name a few.

With a variety of vacuum bed sizes, and machine cycle times, and with access to, and familiarity with, a range of materials from high impact Acrylic, PETG, ABS, ASA, Noryl, Polycarbonate and other various plastics, we are able to offer solutions to your individual requirements. Combine this with low tooling and development costs via our own skilled in-house tooling department, and high quality finish and definition, makes vacuum forming an obvious choice for lower volume products and a commercially viable alternative to injection moulding.

Should you have a need of specialist vacuum forming / moulding give us a call, we may just have the solution you're looking for.

Elizabeth Easton, Director National Accounts
Albert Smith Australia



Rotech Industries hospital medical trolley



Forming

THE VACUUM FORMING PROCESS



Tool making



Vacuum forming tool



Formed Product

Vacuum Forming

Trimming



Finished product ready for assembly



Carlton United Breweries STRADBROKE LUNCHEON in aid of the Royal Flying Doctors

In true Albert Smith Group tradition of supporting our client, we not sponsored a table at the CUB charity luncheon, but also agreed to dress as per the invitation in "outback" style. Dutifully I did as I was told, scrambling around trying to beg, borrow and hire the right clothing.

The morning dawned and I arrived at work bright and early in my themed attire, just in time for the 7.00am monthly factory address. No worries I thought, my colleagues Elizabeth, Mitch and Neale will all be similarly dressed so I won't feel too conspicuous.

I waltzed into the factory, sporting my cowgirl hat, tasselled jacket, jeans and RM Williams boots to find myself to be the only person dressed to go horse riding, amongst a group of people dressed to manufacture signs!

Fortunately Elizabeth arrived, later as arranged, all decked out and Mitch eventually shrugged himself into his Dryabone coat. We set off to the Convention Centre and joined a throng of happy people all milling about, swilling drinks, waiting to be rounded up by the drovers barking cattle dogs.

We were mustered into the seating area that was magnificently decorated and seated at our designated tables. I believe there were 800 of us there that day. It was a wonderful lunch and a brilliant way of raising money for such a good cause as the Flying Doctor service.

The entertainment ranged from poetry from The Man from Snowy River on horseback, to a charity auction. Steve Bradbury's win at the Olympics was screened before he shared the story of his controversial win, Aussie songs were sung, many good jokes were told, scrumptious food was served and good beer and wine consumed.

I was very amused when told that the Man from Snowy River rode his horse into the goods lift, pushed the floor button and descended into the bowels of the Centre still firmly seated in his saddle!

5 o'clock was soon upon us and we left the Brisbane Convention Centre high spirited and full of cheer after a truly wonderful afternoon.

Alison Rip, Sales Executive
Albert Smith Australia





An American Automobile GIANT

General Motors, being the largest automobile manufacturer in the world, has been continuously expanding in the Asia Pacific rim through a series of mergers and acquisitions with several key players in the region such as SAAB, Daewoo and Suzuki. Today GM has is not just an American Automobile giant, but a global vehicle manufacturer providing products designed to achieve the satisfaction of customers all around the globe, including the Asia Pacific region. As more and more major car brands come under the GM's "AutoWorld" branding, GM has evolved into a diversified car specialist in the region. "GM AutoWorld" is the result of this market re-positioning.

The design intent of the GM AutoWorld image is based upon the global positioning of the brand in consideration of local influences. The rationale behind this new design concept is to project GM as the parent or the principal of the associated brands whilst maintaining the character of each individual brand. The key theme of the design is, therefore, neutral, clean, and simple.

Albert Smith Group has been a long-term business partner to GM Asia Pacific and has been playing a key role at the development of the new GM Autoworld Image throughout the Asia Pacific region. The services and products provided by Albert Smith China include:

- site renderings from conceptual design
- engineering development
- sign construction
- installation
- commissioning.

A full range product manual is also provided with each signage package, together with construction drawings (engineer-certified to 160km/hr design loading), installation guide, and maintenance handbook.

Danny Ku, Albert Smith China





McDonald's Ice Cream Kiosk

McDonald's Ice Cream Kiosk

In 2000, McDonald's unveiled a plan to launch a kiosk for its ice cream retailing initiatives throughout China. The requirements were that it had to - be unique, be attractive, reinforce brand-building, reflect the company culture and be practical in terms of operation.

Albert Smith has partnered McDonald's throughout the Asia Pacific region for nearly 20 years. Because of this relationship, Albert Smith was selected for the task of designing, building and commissioning the Kiosk for McDonald's China. This really was a challenge for Albert Smith China (ASC) as the Kiosk was very innovative in terms of the look and operational requirements, and the solutions needed to be likewise.

ASC's Creative Director was assigned for concept developments. After much brainstorming, the final proposal was selected, which is a bold sophisticated "Ice Cream" concept that fitted exceptionally well with the customer's marketing plan.

Engineering details were developed following final concept approval by McDonald's. The project was then handed on to the company engineer. The Kiosk was developed and manufactured entirely in our Shanghai premises. It was shipped and installed within the required 12 hour site access period.

ASC was subsequently appointed as the long-term contractor for all future Kiosks throughout the country, and project-specific personnel have been appointed to manage the implementation the project on an ongoing basis.

We are proud to have been involved in such a bold undertaking, and we are equally proud of the result that has been achieved. The kiosk looks great!



Kodak Kiosk

Either in terms of maximum consumer exposure or high traffic congestion, Nanjing Liu (or Road) in Shanghai is legendary. With the intent of improving its retail market penetration and promoting its advertising media, Kodak has built its first Kiosk and placed it right in the heart of this famous district. The Kiosk not only provides standard retail items to its customers but also comes with other services such as photo shooting services on this internationally renowned shopping strip.

The Kiosk was designed in the style of an "old camera" and was built to reflect the advance of modern photographic imaging, whilst blending into the surround of the location.



Kodak Kiosk



TOURISM QUEENSLAND™

Design, engineer, manufacture, install, two high level buildings

The Design

The Signspec division of Albert Smith Group was entrusted with the task of designing, and preparing construction drawings for, the unique Tourism Queensland Sky Sign.

Whilst high-level building signs are nothing new to Albert Smith, the unique nature of the client logo, access / installation issues and client expectations must be carefully considered and planned in detail. Some typical considerations:

Can the clients' intricate and detailed logo be re-produced effectively to ensure legibility from a distance?

What access is available for safe and cost effective installation?

How are we intending to install the sign? Pre-assemble or in part?

How are we going to transport the sign to site and lift onto the roof?

The two sign structures, overall size 11,490mm x 5,200mm, constructed from galvanized steel, clad with ACM with a PVF2 coating finish and neon illuminated channel letters, were to be located on the roof of the 12 story high Makerston Street building. The structures were to be located facing the north and south side elevations. The southern elevation being justified to the front of the building and the northern justified to the rear. One of the challenges was that access was limited to one side of the building from the street below.

The design and install teams worked closely together investigating various install methods, including an option of flying the pre-assembled sign onto the rooftop using a helicopter service. While this process had been used in other projects, the necessary permits and timeframe countered this approach.

The team concurred that the signs were to be designed and manufactured in kit form. The structure for the southern elevation was pre-assembled in three sections in our Bulimba factory, designed to minimise on-site works.. It would be transported to site on a purpose built stillage, on a low loader. The stillage then forming the lifting point for the sign, which was to be lifted, via a high level reach crane, into position. Due to poor access, the northern elevation was to remain in kit form, to be assembled on the roof.

Importantly, the design team also had to take into account that the client logo required slight adjustment to allow for clear legibility, whilst protecting the integrity of the Tourism Queensland brand.

Successful trial erection of the finished sign, complete with neon testing, was undertaken in the factory with all sections of the design going together, and a high quality finish achieved by all departments.

The Installation

Preliminary work that needed to be carried out included the core drilling of the main concrete roof beams and installation of chemset anchors. The roof had a waterproof membrane, which required resealing and had to be coordinated with the contractors who had originally carried out the waterproofing. The nuts were then pre-leveled to allow the installation of the main support beams to be carried out with minimal down time.

The planned crane lift had to be aborted the day before, because of the extremely high winds that day, and the weather report forecast for more of the same the following day.

The lift was rescheduled for the following weekend, and with a forecast of fair weather, it was decided conditions were safe to proceed. As expected it went off without a hitch with all components of the southern elevation slotting together perfectly and consequently the sign structure was in place by early morning. The rear sign was then lifted and laid on the roof ready for assembly and installation.

A scaffold was then erected in front of the southern elevation so that final assembly could be carried out and electrical connection made to the main power supply. Once the southern elevation was fully complete the scaffold was transferred to the northern elevation for assembly and installation to commence. Work on the northern elevation proceeded free from any problems.

All work was planned closely with Tourism Queensland, building management and their tenants, to ensure that any noisy works were done outside of normal working hours. The entire project took approximately 3 weeks to complete on site with minimal disruption to tenants.

Albert Smith Group is proud to be associated with this high profile sign. Another unique Queensland signage landmark!

Elizabeth Easton, Director National Accounts
Albert Smith Australia



Trial assembly for QA check





Building signs



Tourism Queensland Director of Corporate Services, David Ronai, said he was delighted with the service and professionalism of the Albert Smith Group.

"Our signage was very important to us as we wanted to ensure it correctly reflected our brand image," he said.

"Tourism is one of our state's largest industries and one we all depend on in some way. We wanted our sign to symbolise Queensland's commitment to tourism, something we should all be proud of.

"Albert Smith Group delivered, both in terms of finished product and service along the way. They are very obliging and responsive to client needs."



Support structure



Logo detail



ALBERT SMITH

GROUP

All about identity

Exporting Products and Technology to over 15 countries, **ALBERT SMITH GROUP** is the largest signage and identification company in the Asia-Pacific Region with a support network of sales and manufacturing facilities located in eight countries.

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All are available to you...

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International Service

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Installation and Maintenance

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