

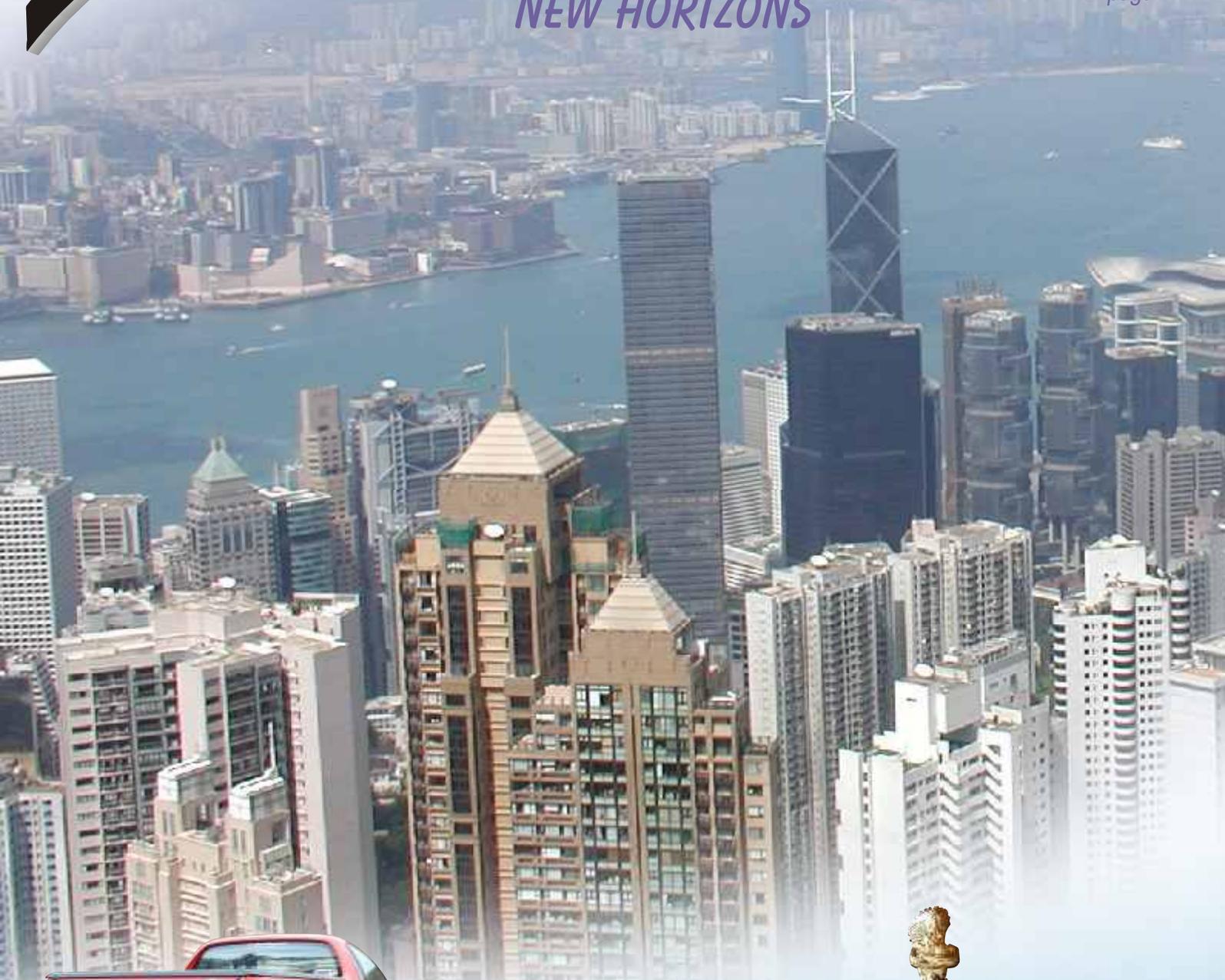


All about identity[®]

MAGAZINE

HONG KONG

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page 8

Albert Smith
WINS GOLD!
page 14





Welcome to our final issue of "All about identity" for 2002.

Hard to believe another twelve months has passed, it only seems like yesterday I was welcoming the team back for a 2002 year of fun and challenges across the Albert Smith Group network. They say, 'time flies when you are having fun' and in our case I believe it to be true.

Throughout this edition you will find many challenges have been conquered by the team, further expansion of the group, and a host of new clients enjoying the Albert Smith experience; all adding up to a very fast and exciting 2002 for the Albert Smith Group.

Hong Kong is the very latest addition to the Group. Historically a busy centre for Albert Smith business over many years, Hong Kong has been serviced from both Australia and China. Now it boasts its very own Albert Smith office. This is very exciting for the Group, see all the details on page 4. Congratulations and best wishes to our Hong Kong team.

My 'Value verses Price' comments in the last edition raised a few eyebrows and fired up some interesting debate. Not being too concerned whether the comments have been positive or negative, the main point is many customers are now seeking more information of just what is being offered by the Albert Smith Group and its competitors. This can only be seen as a positive outcome, as we rarely lose on a level playing field.

Talking of winning, in Australia we are currently in the "shopping centre season"; that is, all over Australia shopping centre development is at its highest peak annually, with new centres rushing to open in time for the all important Christmas trade.

Nothing has changed in the forty plus years I have been involved in this industry and to say its "panic time" is an understatement. Not sure why it is, when a centre is in planning and building for two or so years that the signage package is ordered a few weeks out from opening? Unfortunately that's the way it is and you're either in or out of it. This year we are well and truly in, with our success rate, for tenders won, particularly high. Fortunately for us we in the position to react quickly and gear up the factory, running 24 hour shifts, as required to meet demand.

Shopping centres are the real "tough end" of the identity industry and quite often value is the last consideration. Price, price and 'less' price is the norm. Our team have done particularly well in their approach and I am pleased to say we have not sacrificed Value for Price and yet have still enjoyed high levels of success.

Currently the Group is gearing up for the 2003 market assault and we believe it will be our best yet. Each year we find increased acceptance for Albert Smith Groups global capacities and our credibility strengthens with each project successfully completed. 2002 saw many global identity successes and currently we have various global programmes under final negotiation, with more under discussion.

To the best of my knowledge, Albert Smith is the only company in the Asia Pacific region who is able to genuinely offer an all encompassing identity service, [from design, manufacture and project management through to installation] from within the one company. Standardisation of design, quality, service seemingly from one plant, where in reality we have six ASG sales and manufacturing operations strategically focused across the region. Add to this Collins Signs, United States connection and we are very well positioned to meet the global supply challenge. The number of local in-country projects has also increased with Albert Smith operations being at the forefront of most key identity projects. No doubt 2003 will see further expansion as our reputation for quality and commitment spreads.

Well, as this is the last edition for 2002 I would like to finish by thanking everyone for your support throughout 2002 and I look forward to see you with us again in 2003. I sincerely wish you and your families the very best for Christmas and hope that the New Year brings you good health, happiness and prosperity. See you in 2003.

Rodney Smith
Managing Director
Albert Smith Group



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WAY —→ FINDING

Showing the Way ...

As anyone who has been to the larger shopping centres or public complexes will know, these buildings are generally rated by users according to the ease with which you can find your way around; Where's the toilet? How do I get back to my car? Which floor for the parent's room?

An important function of signage is giving directions - "wayfinding" is the buzzword used today. A significant part of the signage budget for a modern facility is used to make the building "user-friendly" and reduce confusion and stress - important if the operators want people to enjoy the experience and to come again.

Wayfinding signage is a complex subject. The aesthetics need to match the theme and style of the surroundings; the graphics have to be both clearly legible and unambiguous; the materials used should take into account both initial and future maintenance costs as well as ease of servicing. Location of each sign is a major consideration and should try to reflect the requirements of both operator and patron.

Neale Webb, Albert Smith Australia



A case in point -

When Albert Smith Group were asked to devise an internal wayfinding system for The Myer Centre in Brisbane the challenges were immediately apparent.

This major high-profile shopping, cinema and public transport complex was designed with a floor layout intended to provide maximum exposure for all retail tenants to the shopping public as they moved around the 6 levels a concept which should work to the tenants' advantage. It was evident that this layout was causing some confusion, given the multiple escalator and lift choices, entrances from three streets and on three levels, bus access from a basement tunnel system, and several levels of underground parking.

Some directional signage had been provided by ASG in the original building design, however this was in need of both visual and functional updating and, being non-illuminated, also had the disadvantage of having to compete for attention with the profusion of illuminated shop-front signage.

ASG had the advantage of being able to offer a complete "from the ground up" service - our brief was to start from scratch.

The process began with a briefing from the Centre Management. A walk-around (the first of a great many!) quickly identified the areas needing some attention and preliminary locations and quantities were established.

The next and vital step was for our Industrial Designer Daniel Anderson to develop some concepts. Daniel has considerable experience in this area of signage and, always looking for a challenge, was in his element! Alternative concepts were priced and presented and the preferred design selected for further development. The design was an internally illuminated ceiling mounted sign having a non-illuminated black background with white illuminated text. Directional arrows were white in a yellow circle. Each sign carried the level on which it was installed to assist shoppers to identify their location.

The project was expanded to include tenant directories to the lifts and conditions of entry signage. The final designs comprised 6 basic sign types, based on the size required for the varying number of lines of graphics. Locations were agreed, graphic content and arrow directions were finalised and a production sample was manufactured and installed to check the effectiveness of the design and to iron out any production issues.

The final stages of this project coincided with the opening of a new Target store in the centre and Albert Smith Group also produced the directional signage for this tenant. In all, over 100 signs were manufactured and installed in a staged installation programme, all installation being efficiently coordinated to avoid store opening hours.

The Myer Centre now features one of the most elegant and effective wayfinding signage systems to be found in a major retail center. The system combines visual simplicity and clarity with ease of maintenance as well as providing effective systematic directional and locational information for shoppers in a busy multi function complex. Gandel Asset Management and Centre Manager Glen McNulty are to be congratulated for providing this valuable addition to the shopping experience of patrons at The Myer Centre, Brisbane.

Neale Webb, Albert Smith Australia



NEW



OLD



Albert Smith is on the move and exp

NEWS FLASH
SMEN



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anding fast!

Albert Smith Group proudly announces the opening of its latest branch office, Albert Smith Hong Kong (ASHK). Strategically located in one of the world's fastest pace and most exciting cities, the latest addition to the Group, ASHK is an extension of our existing network coverage throughout China.

Albert Smith is completely committed in satisfying our clients' requirements and therefore, ASHK was established with the mission of extending the company services to existing clients, whilst catering for the growing market in South China and Macau.

Supply of finished product from the main factory in Shanghai to clients in Southern China will be greatly improved with the presence of this branch office. Its central location is well positioned logistically to serve our clients.

The Hong Kong office has a group of well trained and experienced staff well versed in the area of identity design and supply, with technical skills including logistic management. They are assigned to handle the day-to-day operations in order to ensure a high level of efficiency and effectiveness of the branch.

And there is more exciting news!

Albert Smith Beijing (ASB) plans to move to larger premises by the end of this year.

With this move, ASB is poised to capture the emerging market of North China. Beijing's new premises will be equipped with an assembly factory and warehouse. This will enable cost effective assembly of fabricated parts into finished products and provide for inventory management, overall improving our operation in the Northern region, and improving our service to our valued clients. Other new developments include Research and Development functions, Engineering capabilities and Project Management. The address of the new premises will be announced shortly.

With the establishment of Albert Smith Hong Kong and Albert Smith Beijing, together with our existing network in Asia Pacific, the Albert Smith Group is well prepared to meet the ever-growing demand in domestic and international identity products and services.

Danny Ku, Albert Smith China



WAYFINDING THROUGHOUT THE HONG KONG MTR

ARTICLE CONTINUES ON THE NEXT PAGE

One of the first major projects undertaken by Albert Smith China since establishing the Hong Kong branch was the MTR project.





WAYFINDING THROUGHOUT THE HONG KONG MTR

ARTICLE CONTINUES ON FROM THE PREVIOUS PAGE

Albert Smith was awarded the manufacture of all signage & advertising panels for the Hong Kong Mass Transportation Railway Extension line Tseung Kwan O Extension.

The contract sum of the 2 year project is over HK\$17,500,000.00. Albert Smith China was responsible for the development of shop drawings, electrical drawings, installation & civil interface drawings, maintenance & operation drawings. In addition, we also took responsibility for materials sourcing and complete project management throughout the entire project.

The Tseung Kwan O Extension was in service mid 2002. Over 4,000 individual signs at 6 stations marked the contribution of Albert Smith China on the success of this Extension.

Fion Chan, Albert Smith Hong Kong



Albert Smith China Portfolio FORD MOTOR COMPANY

Ford Motor Company is the oldest and largest car manufacturer in the world. They entered the Chinese market in the year 2001. After one year of preparing and investigating an appropriate partner for the China market, Ford chose Changan Automotive Company as their joint venture partner.

The Ford image will soon stand proud throughout the retail network located all over China.

Albert Smith China is very honored to be chosen as their business partner, responsible for their corporate image for signage design and manufacturing.

Albert Smith China has been playing a key role in the development of the new Ford China Image. Services and products that Albert Smith provided for Ford China include conceptual design, engineering development, construction, installation, and commissioning.

The design intent of the new Ford signage is based upon the global positioning of the brand with the adaptation of the local attributes.

Design features incorporated into the manufacture of the signs include:

- Hot dipped galvanized steel support structure
- Engineer-certified at the wind load resistant ratio of up to 160km/hr
- Silver metallic ACM architectural finishes
- Thermo formed polycarbonate sign faces
- Second surface sign face decoration in 3M outdoor vinyl film
- Electronic ballasts for internal fluorescent lighting
- General warranty of 5-year on all manufactured parts and components
- Extended 10-year warranty on galvanised structure

A full range product manual is also inclusive in each product package; it includes construction drawings (engineer-certified), installation guide, and maintenance handbook.

Danny Ku, Albert Smith China







Shell Touch

Shell Australia introduced 'Shell Touch' e-kiosk machines to their service stations to enable their customers to conveniently purchase various goods and services such as; day passes and account top ups for city link, phone cards, movie tickets, attractions tickets, bill payment, tatts quickpicks, etc.

To support this initiative Albert Smith Group were appointed to design, manufacture and install Shell Touch Signs to over 270 Shell service stations around Australia.

Benefits of the sign include:

- Simple face replacement system via our 'Smiffy Grip' extrusion, which is an integral part of our quick-change poster system. The outer casing hinges and snaps shut for easy opening and closing
- Double sided display so that the back of the sign can be utilised to support additional poster signage visible from within the Shop, effectively doubling the value of the signs
- Attractive stainless steel architectural fittings used to hang the sign

Tony West, Albert Smith Australia 



new look **UTES** Albert Smith Group **HITS THE STREET**

With the recent acquisition of our new national fleet of installation vehicles we took advantage of the occasion to re-enforce the brand.

Daniel Anderson, Industrial Designer designed the eye-catching vehicle graphics. Each vehicle is a bright red colour featuring the Albert Smith Group & Albert Smith Signs logos, web address, phone number and list of key products. 





Jupiter's casino ballroom was the venue chosen by Ainsworth Qld to watch the Melbourne Cup and I was fortunate to be invited to join them as their guest.

It was a fabulous day and we were entertained firstly with a fashion show, judging of best dressed and most interesting hat, wonderful food and finally good horseracing.

I am excited at the prospect of being involved with Ainsworth as I have been discussing various signage options with Cameron, the Qld Sales Manager and am looking forward to being able to offer them alternative sign options.

For more than half a century, the Ainsworth name has been synonymous with gaming machines globally. One of the most innovative machines seen by the world gaming market was recently developed. The "Ambassador" is an all-video gaming machine utilising a super high - resolution monitor, 3D quality animation and a 65,000 colour palate.

Ainsworth Game Technology's objective is to build a wide geographic market for both gaming machines and complimentary products from a strong Australian base.

Alison Rip, Albert Smith Australia



Norris and Debbie Goudy

Frank Bennett

Alison Rip







COLLINS SIGNS



The CVS Pharmacy store in Las Vegas is unique and certainly has the ritzy and glamorous appeal so typical in this exciting city. Where else would you find the largest pair of 'lips' in the world?

Talking of glamorous; the Collins team had a lot of fun searching the Internet for the best set of 'lips', and the verdict was unanimous, a certain Hollywood actress (who we unfortunately can't name) won hands down and was chosen as having the perfect pair of 'lips'. The mould built to make the lips is one of the heaviest ever made by Collins, requiring an amazing 2 tons of wood, making it the largest square foot of wood Collins have ever assembled into a single mould.

The mould took 3 days to put together and 8 days to cut on the router. Because of its size, 15' 7" by 7' (nearly 5 metres wide by over 2 metres high) it hung way over the ends of the 12-foot long router table, and was quite a challenge. The very special team in the moulding department achieved an impressive result; from commencement to completion, the 'lips' took only 3 weeks to manufacture.

Then there are the massive vacuum formed water bottles. Even though the research was not as enjoyable as researching the most attractive set of 'lips' the project is impressive in its own unique way. For example, the mould required to make the water bottles is the deepest mould ever pulled, measuring 27" (700mm) high by 12' (3.6 metre) long.

The statistics on the CVS Pharmacy project are staggering, with numerous LED illuminated channel letters on three elevations of the building and 'larger than life' size products including: 10' (3 metre) high Kodak film canisters, 12' (3.6 metre) tall Arrowhead water bottles, 12' (3.6 metre) diameter Ice Breaker Illuminated Mints, 15' 7" (5 metre) long lips, the giant lipstick, and a 14' (4.2 metre) tube of Colgate toothpaste with a 12' (3.6 metre) toothbrush.

Our engineering department, using 'state of the art' 3D modeling software, designed all these unique signage elements in-house. All the signs were built here in Collins manufacturing facility, plants 1 and 3, located in Dothan Alabama USA.

Collins is well known in the industry for building and installing some of the largest pylon signs in the United States. The framing and steel department team (pictured) played an integral role in building this huge 85' (25.5 metre) high pylon for the CVS Pharmacy, on Las Vegas Boulevard, Las Vegas.

Anna Adkinson, Collins Signs





MFI Furniture Group uses Taiwan as it's gateway into South East Asia



The MFI Furniture Group is the largest furniture manufacturing and retailing conglomerate in Western Europe and engages over 8,500 employees in retailing, manufacturing, distribution and administration. The MFI retail concept has been refined since its inception in the early 1970s. Over 300 MFI retail outlets are now trading. The MFI retail furniture format enjoys a high level of customer acceptability in major markets across the globe. From its core business of kitchens and bedrooms, MFI Furniture Group Plc achieves revenues of over £1 bn worldwide. In 2001, MFI developed a joint venture in Taiwan as part of its first step into the South East Asian market. Since its first store opening in July 2001 the company has enjoyed an accelerated entry into the local market. From the original pilot of four stores, a further ten stores have now been opened, with an equally ambitious store opening schedule slated for 2003 and 2004.

Albert Smith Taiwan, already established as a key brand manager and signage provider to several existing globally active companies in Taiwan, was MFI's natural choice as its partner in its aggressive store opening campaign. Due to the critical logistics inherent in such a concentrated span of activity, the ability of Albert Smith Taiwan to provide both a flexible and very responsive solution to MFI's needs was essential in making the partnership work.

Our original cooperation started out with simple fixed and promotional POS graphics, and over time has expanded to the provision of exterior and interior signage, billboards and super-graphics. In addition to supplying solutions to MFI's signage requirements, Albert Smith Taiwan also works very closely with our client's promotion and marketing team with issues such as localization of POS materials, location of signage, and compliance with global company standards.

For the MFI Furniture Group, Taiwan not only represents a lucrative market in its own right, but a test base and launch pad for further ventures into the South East Asian markets. Albert Smith Taiwan has been fortunate to have established a solid relationship with MFI in its early days here in Asia, and as MFI's expansion takes place throughout the rest of Asia, Albert Smith looks forward to building on this relationship wherever MFI may succeed next. Paul Maloney, Albert Smith Taiwan



Albert Smith Taiwan on the move...

Late October, Albert Smith Taiwan moved into their new offices. Increases in staff levels and a need for more display-space area prompted the move. Our new offices still are located in downtown Taipei area, within sight of Taiwan's most recognisable landmark, the Grand Hotel. We celebrated the move on 1st November, and the party was attended by all of our major clients, who enjoyed delicious food and drink. Paul Maloney, Albert Smith Taiwan



From the left: Paul Maloney (Albert Smith Taiwan), Jennie Lin (Albert Smith Taiwan), Mrs Dai (Land Bank), Mr Dai (Chinese Petroleum Corp.), Steve Lin (Albert Smith Taiwan)



From the left: Jasmine Chang, Carryll Hua & Claire Chen (Albert Smith Taiwan)



Michael Chen (Taiwan National Lottery) holding the previous edition of AAI magazine, in which the Taiwan National Lottery Project was featured & Ellen Sun (Albert Smith Taiwan)



BALLS GALORE!

Where could all these signs possibly go ?

That was the question naturally asked when being exposed to the abundance of Keno signs throughout the plant over the last couple of months.

Albert Smith Group was proud to have been chosen to re-image the many Keno sites throughout both their New South Wales and Queensland markets.

In NSW, we manufactured or re-imaged a whopping total of 11,519 signs for the 1,013 locations across the state a lot of them in places we didn't know existed! The challenge to manage the communications of a site-by-site re-image campaign over this many sites is daunting. This was handled through a Keno specific web based project management system implemented by the Project Managers, Signmanager Pty Ltd. From original survey information, site-specific quotes/requotes etc., right through to the site sign off documentation all was handled on-line.

The 1,000 standardised signs for the Queensland requirements were manufactured at the same time, to take advantage of the savings realised through the volume increase. Of interest is the requirement for Queensland to predominantly go with internal LED illumination in preference to the conventional fluorescent lighting. The effect is a very clean white illumination, coupled with movement through animated 'ball' illumination. The icing on the top is the 50,000 hour warranty we offered on the LED illumination. It is impossible to offer a fluorescent tube warranty even approaching a fraction of this timeline.

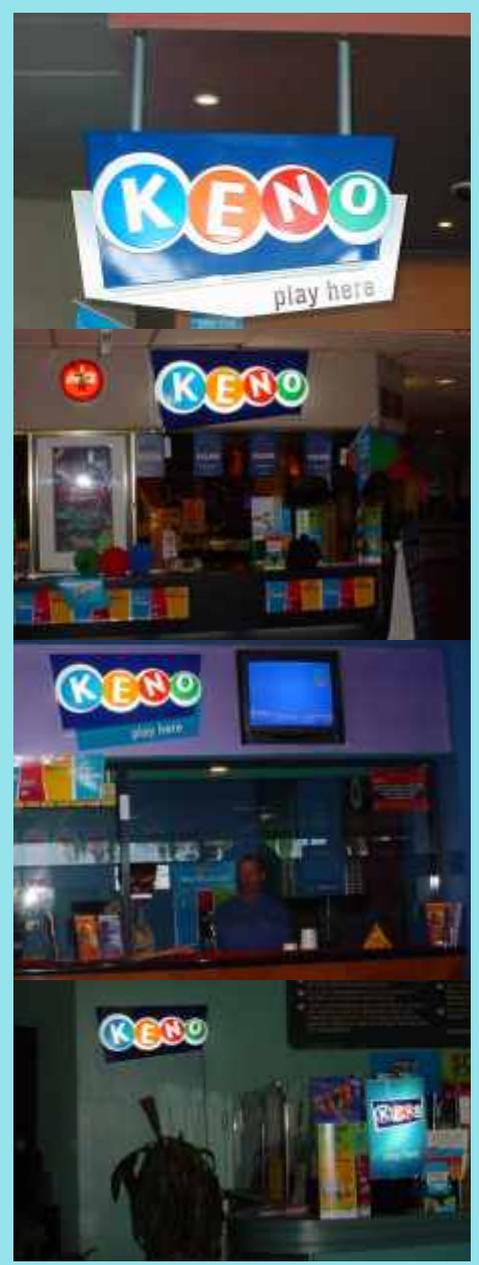
- A few interesting statistics:
- 640 sheets of aluminium cut & folded
 - 4.5 tonne of face material moulded
 - 530 kilos of blue powder coat applied
 - 1810 fluorescent tubes wired
 - 10,140 LED's wired
 - 2140 m² of vinyl cut and applied
 - 360 m³ of freight packed and transported

All in all, the challenges were exhilarating, as was the first sight of the 'light at the end of the tunnel'. We very much appreciate the trust invested in Albert Smith Group by both Signmanager and Keno / we are proud to say that it was well placed.

Mitchell Smith, Albert Smith Australia 



Albert Smith Group was proud to have been chosen to re-image the many Keno sites throughout both their New South Wales and Queensland markets.





Claire Murphy, GASC Brand Manager



Performance tyres are a specialist area of our product offering and a growing segment of the market. We wanted to raise the profile of the product offering within our retail locations. One of the areas to achieve this was through effective point of sale.



Our brand has exceptional brand recall, so we wanted to build on that reputation by providing some focus on a particular area. That is, performance tyres. We therefore asked Albert Smith Group to design a High Performance Tyre stand that would achieve that focus. The brief was very open to allow ASG freedom in creative design.

Our aim was to have an effective method of point of sale that focuses the activities of the sales person, attracts the attention of the customer, provides a dynamic method to demonstrate the features and benefits of our products, builds on the Goodyear brand, and that looked good in the stores.

Once the conceptual designs were established, we launched the concept to our dealers through our normal meeting schedules. The take-up from the dealers was strong.

The tyre stand would have to compete for space in the dealer's showroom. Therefore, the tyre stand had to be "economical" in the m2 that it occupied. The design caters for 6 performance tyres and provides a graphic pictorial demonstration of their applications. The stand had to represent all the key areas of our corporate branding and had to be of robust construction.

We are very pleased with both the design of the stand and it's robust construction. Albert Smith's design team captured all the features sought, as well as including; mobility for ease of positioning, and high visual impact both day and night via illumination of the graphic pictorials, well positioned in the centre of the tyres.

It is an icon among our competitor's stands and has shifted the focus and the buying habits of our dealers to our performance tyres. The highly visual display stand forms an important part of presenting Goodyear products throughout the national GASC network.

We've noticed an incremental increase of high performance Goodyear tyre sales throughout our network. We attribute this largely to the ability of these displays to differentiate Goodyear tyres from other high performance tyres we stock.

Claire Murphy, GASC Brand Manager

GOODYEAR

High Performance WINS cover

Tom Harris, CEO POPAI





Performance Tyre Display
Merited award



2001/02 AUTOMOTIVE DEALERS/AFTERMARKET
 PERMANENT
 GOODYEAR TYRE & RUBBER COMPANY
 AND
 ALBERT SMITH GROUP
 FOR
 GOODYEAR HIGH PERFORMANCE TYRE STAND

Albert Smith Group has been awarded a prestigious Gold OMA Award.

The Outstanding Merchandising Achievement Award was presented by Point-of-Purchase Advertising International (POPAl), in the category of Automotive Dealers Aftermarket permanent category.

The award recognises outstanding achievement in the design and manufacture of Goodyear High Performance Tyre display stands, which are sold throughout Goodyear's retail arm, Goodyear Auto Service Centres (GASC).

Albert Smith Group is thrilled with the award. Our objective was to attract the attention of the customer, demonstrate the features and benefits of Goodyear products, and ultimately increase sales.

It's terrific that both our company and our customer are recognised in this way. It really gives our team a great sense of pride in our work, and demonstrates what can be achieved through working closely with our customers.

Elizabeth Easton, Albert Smith Group 



POPAl The Point of Purchase Advertising International was established in the early 1930's in the USA. It now has Chapters in North America (USA Canada Mexico), Europe (based in Paris with 15 X sub-country Chapters), Brazil, Argentina and of course, Australia & New Zealand.

The local Chapter was established six (6) years ago and offers services to all companies involved in the "Point-of-Purchase Advertising Industry". This can and does, include Retailers, Brand Owners, Design Agencies and Producer/Supplier members.

The Chapter's inaugural 'POP Marketing Awards' Contest was held last year and is designed to recognize and reward "Excellence in Point-of-Purchase Marketing"!

In this year's contest, 120 X displays were entered across 23 classes of distribution, with only sixteen (16) being awarded Gold Status. This makes each of these Awards extremely significant, as the competition was fierce and hard-fought, with displays being judged by teams of industry professionals from across a range of companies.

POPAl Australia and New Zealand once again congratulate Albert Smith Signs and their client, GASC Division of Goodyear Tyre & Rubber for their Gold Award in the category of "Automotive Dealers and Aftermarket".

Tom Harris, CEO POPAl 



DRIVE-THRU UPGRADE

Albert Smith Philippines (A.S. Signs, Inc.) was fortunate to further expand the services offered to **McDonald's Philippines** in the past months via the supply and installation of a range of products for the upgrade of the **McDonald's Drive Thru**.

All were built to international standards with the pre sell and menu boards utilizing Albert Smiths specialist aluminium extrusions.

A total of 32 sites have been upgraded so far with further sites ear marked for later this year and through out 2003.

We are excited by the development of this program and would like to thank McDonald's for their ongoing support of Albert Smith Philippines.

Peter Treloar, Albert Smith Philippines

The range of product provided consisted of:

- * Pre-sell Boards
- * Double Rotating Menu Boards
- * Clearance Bars
- * Pylon Banner Frames
- * Billboards
- * Window Reminder Boards



Pre-sell Boards



Pre-sell Boards



Billboards



Pylon Banner Frames



Double Rotating Menu Boards



Clearance Bars







MOTO Mobile New Lifestyle



Motorola has recently developed a new flagship store known as "MOTO Mobile New Lifestyle".

The new lifestyle stores have been initiated for Motorola's 2000 new retail stores planned within the next three years.

Albert Smith China is proud to support Motorola with supply of all their shop front signage and mobile display units (POP) throughout their entire China network.







A.C.M PROCESSING

ALUMINIUM COMPOSITE MATERIAL

(ALUCOBOND, ALPOLIC, SIMONITE, ETC.)

visi·ble , *adj.* capable of being seen;
perceptible by the eye.

METROSPACE OUTDOOR ADVERTISING

METROSPACE

Albert Smith Australia has vast experience in ACM processing, with projects to date that amount to well over 300,000 square metres of ACM processed through our Brisbane factory since the purchase of a purpose built ACM processing equipment.

The machine is a Numerical Controlled Overhead Routing & Boring Machine designed for the furniture industry and adapted by Albert Smith Group for ACM processing. The adaptation included a vacuum table to hold the ACM sheets firmly in place.

ACM is a composite panel that consists of two aluminium sheets sandwiched over a flexible plastic or high mineral core. ACM is often more commonly known by leading brand names such as Alucobond and Dibond or Mitsubishi's Alpolic.

Some of the features and benefits of ACM is its ability to be folded, pressed and rolled into various shapes; it's lightness, extreme rigidity, and flat structure. ACM generally has one side pre-coated with a PVF2 coating finish with a standard 10-year warranty

ACM cladding is widely used in the construction of modern buildings due to its durability and flexibility and ease of installation.

Pictured are various examples of ACM processing projects undertaken by Albert Smith Group including, Building cladding - Bank of South Pacific Lae, Billboard cladding - Metrospace Brisbane, Rotating Cubes cladding Eyecorp Sydney Airport, Fascia cladding - Porsche Gold Coast and Tri-sign billboard cladding - Manboom Sydney, Building cladding Peugeot Townsville.

Elizabeth Easton, Albert Smith Group



The machine operates on an XNC control system, (windows type interface) and can operate either independently or via a remote PC. It has a multi-tool changer and various multi-directional cutting and routing tools, but most impressive is the accuracy and high speed achieved.

Typically the machine 'V' grooves 20 metres per minute or 'routes' at least 5 metres per minute. The programme can be edited whilst the machine is operating which provides proficiencies for both timing restrictions and labour cost.



DESIGNED



ROUTED



CUT



CURVED



INTRACUT



INCISED

PRESSED

ASSEMBLED

SUPPLIED & INSTALLED



Mission Impossible

POSSIBLE !

This project was really a great experience for both Australia and Singapore. The lead was initiated by Albert Smith Australia, who is currently rebranding Quality Hotels throughout Australia, with Albert Smith Singapore following up locally !

From manufacturing of the signage framework, importing of the special corporate coloured vinyl material from Australia, through to installation, we were able to meet the extremely tight time frame required by the customer.

It further proves that there is no barrier regardless of which part of the world we are in.

This was the first project that both Albert Smith Australia and Albert Smith Singapore worked on together, and thanks to technology and the efficiencies of our dedicated staff, we were able to make a success of what first seemed an impossible mission possible. It was a really great Albert Smith Group experience.

Keith Lee, Albert Smith Singapore



Quality Hotel Singapore Re-image Project



Flying the New Flag

In early 2002, following a rigorous tendering process, Flag Hotels selected Albert Smith Group to carry out a National image changeover. Flag were embarking on an exciting new structure for the group, and the proposed re-imaging was an integral element of the "new" chain, involving the adoption of three new brands.

Clarion Hotels, Quality Hotels, and Comfort Inns, although new to Australia, are widely recognized brands of Choice Hotels internationally, offering various levels of accommodation.

With Choice Hotels investment in the Flag chain, it was important to adopt their international standards to ensure brand consistency and maximum return from the proposed marketing launch.

With input from Collins Signs, our partner in the United States - an existing and long time supplier to Choice Hotels, we were able to get specifications 'up to speed' quickly. Working with a small team from Flag, dedicated to the project, the international standards were applied to the widely divergent applications that were being identified as site surveys started to flow in from around the country.

However, a new challenge was developing; as each business is independently owned and couple this with a significant structural change being undertaken, there was naturally a mixture of hesitation and even concern amongst some of Flag's hotel operators. Fortunately many recognised the invigoration this would bring to the group and were keen to support the programme.

To assist these individual hotels through the process, our own dedicated team prepared over 200 separate quotations, and with the team from Flag, set about addressing the hoteliers questions - no doubt about it, this was shaping up as a huge task!!

And the true test didn't end there - if the administration was tough, spare a thought for the production and installation teams, who now had to build and install the huge variety of signage to affect the changeover.

With the programme largely completed, and Flag, (now FCH - Flag Choice Hotels), moving to an expansion phase of bringing aboard new hotels to the group, the focus has now changed to maintaining the standards set, and providing the Flag staff the support to make the introduction of new hotels as seamless and effective as possible.

In looking back over another successful rollout program, something the Albert Smith Group has specialised in over many years, the reasons for that success are obvious - a quality product at an economical price, close liaison at every stage with our clients (all of them, even when there's over 180 in the one project!), and the absolute commitment of the team at Albert Smith Group.

Congratulations to both the ASG staff involved and the FCH team on a job well done!

Ian Wilks, Albert Smith Group





CUSTOMER SATISFACTION GUARANTEED WITH JAX

Albert Smith Group is proud to manufacture and install signs for Jax, and has worked closely with Jax to develop a new range of internal furniture / fixtures to compliment their brand.

The Jax branding is very colourful and distinctive, making a high impact on both their buildings and vehicles. It's just about impossible to drive past a Jax tyre store and not notice it.

So how do you design fixtures that compliment the brand?

Well first you need to understand your client, their industry, their competitors, their products and services and their philosophy.



Jax goal is to be, and to be recognised as, the most respected and professionally managed tyre and mechanical servicing house in Australia. They are achieving this goal by ensuring highly experienced and motivated staff are working in an environment conducive to constant learning, maintaining standards and exceeding customers' expectations.

They guarantee they won't be beaten on price, and they also have a unique 'No Hassle' Customer Satisfaction guarantee. (Visit their web-site www.jax.com.au to read the Jax Code Of Practise.) A high percentage of the clientele are women. On visiting their stores, the first impression is one of order and professionalism. You are greeted by friendly, well groomed and uniformed staff who know their business.

Our brief was to design various fixtures to present the Jax product range and design furniture conducive to a waiting area for customers. Our aim was to create a non-intimidating environment to make shopping for tyres as enjoyable and welcoming as any other shopping experience. The look we wanted to achieve is stylish, modern and clean with a non-threatening, gender friendly, and welcoming ambience.

The range of products developed is modular, to accommodate each store's individual requirements. The range is robust and mobile (with heavy duty locking castors) so units can be moved about the store with ease, and as required for promotional activities or to simply refresh the store layout.



Where appropriate, brochures are featured and information cards are presented to inform customers of key features. Most important is the Jax logo which is a constant feature to reinforce the brand in-store. The unique Jax No Hassle Customer Satisfaction Guarantee is also featured, firstly in a sign over the entry to the store and then again on the face of the customer service counter.



The 'JAX RAX' display racking system is designed to display wheels or tyres or a combination of both depending on the configuration, and comes in a variety of heights to add flexibility to the system.

The premium wheel display unit features the premium range of wheels on offer and can be utilised as a partition to the waiting area.

The customer waiting area furniture is designed to hold beverage making facilities, refrigerator and television as well as accommodate some product and brochures.

Materials used throughout the range were chosen not only for their durability but also to help differentiate Jax stores from the often cold industrial feeling environments found in other tyre outlets.

Elizabeth Easton, Albert Smith Australia 





"The Jax branding is very colourful and distinctive, making a high impact on both their buildings and vehicles. It's just about impossible to drive past a Jax tyre store and not notice it."



Sony Ericsson



LOGO SIGNAGE PROJECTS



Albert Smith Indonesia was invited by one of the leading cellular telephone companies in Indonesia, Sony Ericsson, to design and manufacture new signage for their exciting new logo. After the merger, taken place between Sony and Ericsson, the new company has more than 90 outlets, both large and small, throughout Indonesia.

The signage designs are based on the new logo guidelines from their head office in Japan and then transformed to meet both the local requirements and the outlets physical structure.

To date the project is covering a wide variety of sign types such as; cantilever signs, fascia signs, hanging mobiles, poster and outdoor billboards. Additional signage concept designs are also under consideration for 2003 projects.

Sony Ericsson Indonesia is planning to increase the number of their outlets throughout 2003. Albert Smith Indonesia looks forward to this exciting new challenge. Thomson Soegiarto, Albert Smith Indonesia





ASCOLL SYSTEMS support
Mobil Re-Image
in New Zealand

The Albert Smith Group's investment in design technology, machinery and equipment designed specifically to manufacture our proprietary 'AsColl' system, is paying off in several areas.

Not the least of which, is Albert Smith Group's success in the reverse auction for the Exxon Mobil Re-Image Project, with reference being to the Programmes in Australia, New Zealand and the Pacific Islands.

At this time, Albert Smith Signs in New Zealand are in the final stages of re-imagining prime Mobil service stations in Christchurch and Wellington, with 20 outlets in Christchurch and 19 outlets in Wellington being re-branded.

Primary products include; illuminated 3 dimensional and ACM canopy systems, MID signs, 'On The Run' signs, ingress signs and canopy signs.

The 39 sites included 2,622 metres of illuminated and non-illuminated canopy. Our strategy was to offer a product supply chain as a combined venture with Albert Smith Group in Australia supplying the AsColl componentry, supported with local production and assembly completed by the Albert Smith New Zealand team from our Auckland facility. The end result High quality, economic signage with absolute manufacturing consistency across both sides of the Tasman!

Albert Smith involvement with the project incorporates concept design, prototyping, final working drawings, project management, manufacture, delivery to site and installation; a complete turnkey operation!



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