



All about identity[®]

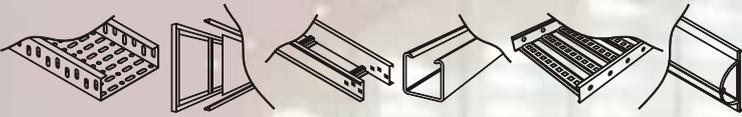
MAGAZINE

HAPPY NEW YEAR

..and look what ASG is rolling in..

ASROLL

A Division of  ALBERT SMITH GROUP



UNIQUE METAL PROFILING

fibrelume

illuminating technology

 ALBERT SMITH GROUP



STATE OF THE ART LIGHTING INTELLIGENCE

EXCITING NEW INITIATIVES See Page 4



Hi and welcome to our 'New Year' edition of 'All about identity'. Our New Year of course refers to ASG Australia financial year. With such a wide spread of operations ASG is in the enviable position of celebrating New Year almost all year round, however as we have completed such a memorable year here in Australia we thought we could not let the end of the financial year go by without some fan fare, hence our bright cover and some mid year fun.

This edition exposes two new and exciting ASG divisions, now in full operation, as well as a host of other interesting news from ASG all over, not the least of which, a wrap up of the very successful Red White & Black themed Red Cross Ball.

AsRoll and Fibrelume, being the latest Group divisions designing and manufacturing a broad range of products new to the Albert Smith Group are, in fact, extensions of founding core skills. AAI's comprehensive new division coverage reveals all. Early indications are we have moved in the right direction with sales exceeding expectations.

Last year saw continuing investment in research and product development, [finding an edge] with the emphasis on lighting technology. Various areas of the organisation are already benefiting from gains made in this area via more efficient, energy saving and user friendly lighting options. Finding an edge is a never ending and committed challenge and has been the major focus of ASG for four generations. This New Year will be no different, except for the fact we are increasing our R&D resources to ensure ASG deliver on our promise of providing quality cost effective products and remaining number one in our industry.

The new ASG New Zealand is now up and running [flat out actually] with a great new plant and some exceptional talent in the front line. Product quality is second to none, serving a diverse range of clients filling the 'who's who' list of NZ business. Investment in plant is continuing with a bright future predicted from "The land of the long white cloud." I should also mention another Tasman Challenge is in the making, with fierce rivalry predicted over plant efficiency and productivity between our two very competitive production teams. A comprehensive article on Albert Smith New Zealand will follow in the next edition of AAI.

Well that's about it from me, please enjoy our magazine and don't hesitate to call should you require more information.

If it fits your financial timing, "Happy New Year" may 04/05 be your best one yet!

Best Regards and Happy New Year

Rodney Smith
Managing Director
Albert Smith Group



Contents

February - June 2004

Managing Director's Message2

AUSTRALIA

Discover wine of Dan Murphys3

Exciting New Initiatives4
Introducing Asroll and Fibrelume

Olympic Luncheon6
CUB Olympic Luncheon

McCafe Onwards and McUpwards8
McDonalds McCafe

Pure Porsche10

Keeping Cool This Summer12
Cold Refrigeration

A Highway Showstopper14
BP Landmark

Red White & Black Gala Charity Ball 16

Discover the exciting world of Mercedes-Benz22
Mercedes-Benz Brisbane

Through Rain Hail or Shine, Express Delivers28
Coles Shell Express 2

Peugeot Goes The Distance30

Red Rooster Spreads its Wings32

CHINA

Ferrari The Legend7

Spirit of Innovation34
Catwalk

PHILIPPINES

Entry Portal Facelift24
AA Donald's Philippines

Utilising the strength of the Group26

INDONESIA

An honourable building project21
NTCC Centre

This publication includes images from CorelDRAW® 9 which are protected by the copyright laws of the U.S., Canada and elsewhere. Used under license.

All About Identity Magazine is a free publication published by Albert Smith Signs Pty Ltd. Copies are sent to clients, staff and colleagues. Please send enquiries to enquiries@asmgroup.com.au.

Albert Smith Group
37 Lytle Street
Burrumbi, QLD 4171 Australia

Tel 61 7 3395 1868
Fax 61 7 3891 0713
Email enquiries@asmgroup.com.au
Web www.albertsmithgroup.com

Elizabeth Brown, Editor
Peter Hark, Graphic Design
Kevin Harding, Production

© Albert Smith Signs Pty Ltd
ABN 42 345 973 910



DISCOVER WINE AT DAN MURPHY'S

Dan Murphy's has moved rapidly beyond its "home" city of Melbourne, and now have retail stores in the Australian Capital Territory, regional New South Wales and Victoria, Sydney and southern Queensland.

More people than ever have access in person to Dan Murphy's stores and this will continue to be the case as they open more of their liquor superstores around the country.

Albert Smith Group were contracted to supply signage for their most recent sites located at Nerang in Queensland and Albury in NSW. The multi-moulded hi impact acrylic faces are branded using high quality digitally printed vinyl.

Visit Dan Murphys website www.danmurphys.com.au to find the store closest to you. Their web-site includes informative wine reviews, specials and much more.

Tony West
Albert Smith Group Australia





ASRoll

A Division of ALBERT SMITH GROUP

In our last edition, Managing Director, Rod Smith advised that two exciting new initiatives were about to be launched throughout the Albert Smith Group network. They are, AsRoll and Fibrelume. Asroll manufacture & distribute state of the art metal formed products whilst Fibrelume create & manufacture the very latest in fibre optic technology for lighting products, stretching ones imagination across the lighting spectrum.

AsRoll and Fibrelume, whilst relatively new to the Albert Smith Group, are in fact, both natural progressions of existing manufacturing skills within the Group.

Metal forming for instance was a founding skill within the company over one hundred years ago. A skill that has been honed to meet changing processes and materials culminating in purpose built state of the art machinery, able to process a wide range of metals and composites to an almost endless array of profiles and shapes. Materials include aluminium, stainless steel,

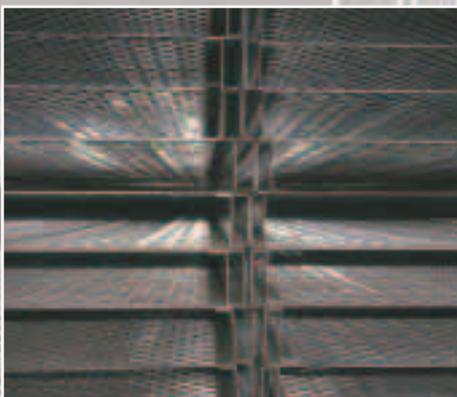


ASRoll

A Division of ALBERT SMITH GROUP

The AsRoll product range is focused on the building and construction industries and includes a range of building facades and cladding products, through to electrical cable support trays, cable ladder, strut, and all associated componentry to suit most electrical cable installations.

AsRoll is an evolving range of products with an active R&D team in constant development mode. Custom design and development are a speciality for the AsRoll team. Examples of AsRoll accomplishments are many, and the team would be only too pleased to demonstrate and explore further opportunities for AsRoll, designed specifically to suit your need.



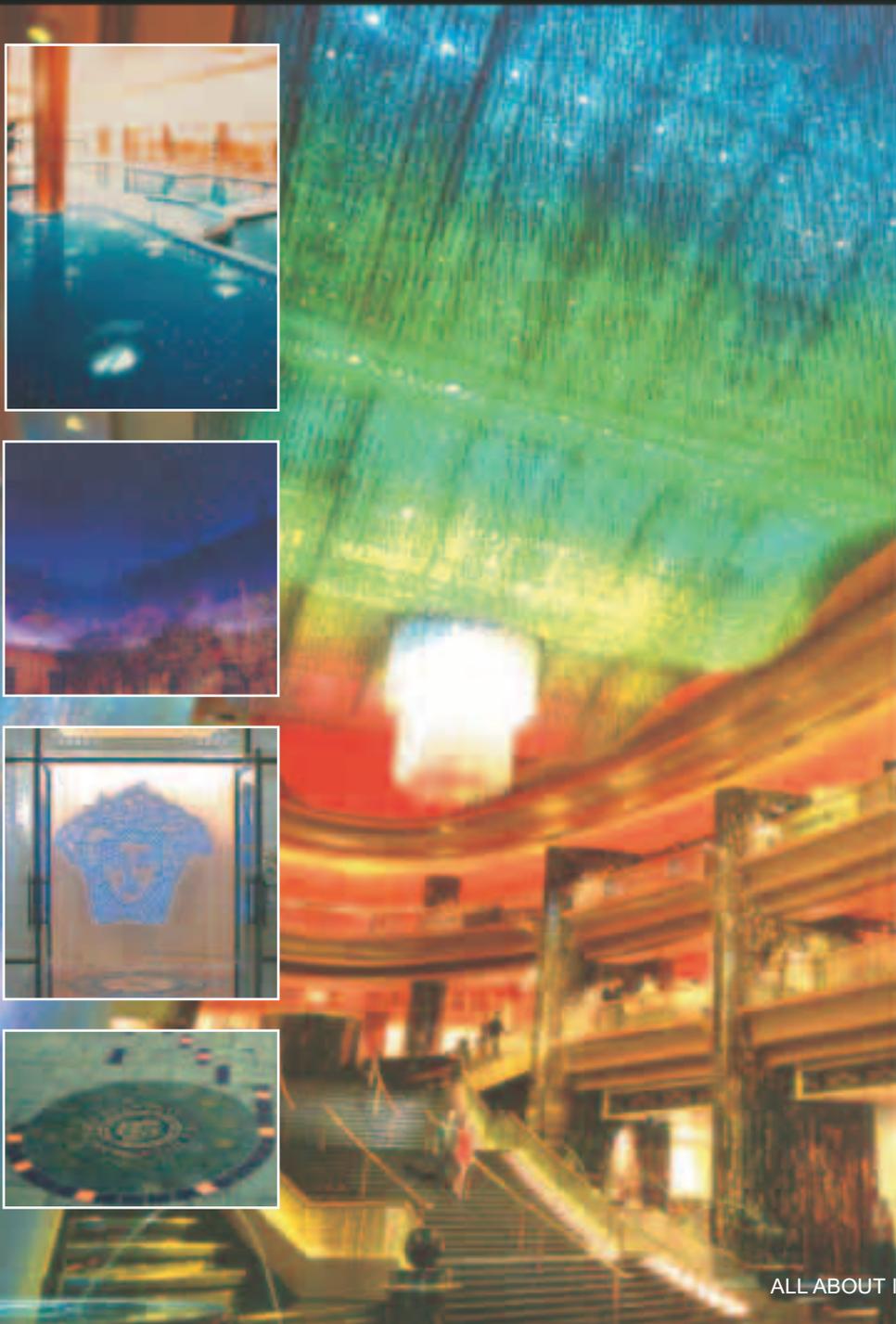
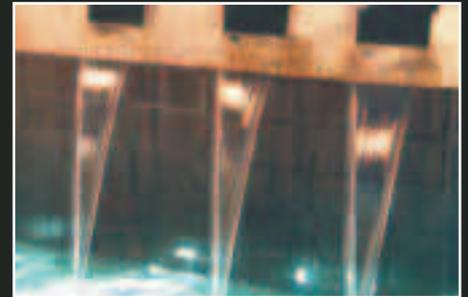


aluminium composite materials [ACM], sheet metal and galvanised steel. Included are powder coated, two pack urethane and enamelled finishes as well as a range of pre-finished surfaces; all "in house".

Fibrelume again is an extension of existing Albert Smith Group technology and skill bases. Fibre optic lighting compliments ASG's existing Neon, Light Emitting Diodes (LED) and fluorescent lighting skills. It also includes a wide range of products incorporating Fibre technology. In addition, ASG, under the Fibrelume banner now has

the opportunity to offer even more efficient and cost effective lighting mediums in many existing identity and other products currently manufactured by ASG.

Both AsRoll and Fibrelume products are available throughout the Albert Smith Group network. Fibrelume products are also available via the Fibrelume sales office in New England. Fibrelume products have a strong and ever growing presence in both the United States and Canadian markets.



Fibrelume includes an extensive range of standard lighting products such as:

- Paver lighting for parks, home and security
- UV & heat free down lighting for applications where normal lighting may be damaging, such as artworks, tapestries, artefacts, timber finishes, food areas, etc
- Safety lighting
- Decorative star fields for ceilings in clubs, bars, discos & the home theatre
- Light arrays for continuous light lines with one lighting source
- Tree lighting with low running cost & maintenance
- Driveway button lighting incorporated in the concrete acting both as a decorative & a safety feature
- Swimming pool and fountain illumination
- Architectural lighting
- Other features include movement and colour change for dramatic effect, with emphasis on energy efficiency and low maintenance

All standard fibre products are depicted in the Fibrelume brochure or you can view online at www.fibrelume.com As with AsRoll, Fibrelume is supported by an active R&D team specialising in project & new development work. They would be only too pleased to assist your project.



OLYMPIAN LUNCHEON

CUB had a massive crowd of 1200 guests attend their annual luncheon on Friday 11th June at the Brisbane Convention & Exhibition Centre. Fundraising on the day helps our current medal hopefuls travel to Greece for the 2004 Olympic Games. An impressive array of entertainment including, Mahatma Cote (Greg Ritchie), Vince Sorrenti and Undercover Imposters, with guest appearances by over a dozen Australian Olympic Champions, entertained patrons well into the afternoon.

Kate Gellweiler from Brisbane Markets crosses her fingers with Mandy Smith ASG hoping they had the winning raffle ticket, but was pipped at the post by Dan McHugh of Signmanager who was one of the 5 lucky finalists in the raffle draw, given a key, one of

which would open the door and win them a \$65,000 Nissan Patrol. The 4WD was won by Toll Holdings.

Whilst back at work, Rodney Smith, MD Albert Smith Group, was heard to breathe a huge sigh of relief to hear daughter Mandy \$6,500 bid for a round of golf, was thankfully overbid by a mere \$250.

Pictured on the stage are 1500metre gold medalist Olympians, Murray Rose, John Conrad, Bob Wyndle and Keiren Perkins. At the Albert Smith Group table are Daniel Templeman – artist, Lyndal Bezet – BP, Katrina Doolan – Jupiters Gaming, Elizabeth Easton – ASG, Alison Rip – ASG, Mandy Smith – ASG, Kate Gellweiler – Brisbane Markets and John Morgan – Signarama Taringa.

Congratulations to CUB for their support of our Olympians and another superb luncheon !



Ferrari

the Legend

Ferrari is more than just a name it is a legend. It is a legend built around the efforts and determination of those men who have led it to the success that has fired the imaginations of generations; above all, the company's founder and mentor, Enzo Ferrari, and today, Luca di Montezemolo.

With the economy booming in mainland of China, Ferrari, undoubtedly the top brand in racing car history, expands her market by opening another brilliant showroom in Beijing.

With her strength, experience and long history in serving international brands in the Asia Pacific region, Albert Smith China is honored to be engaged by Ferrari as their nominated signage supplier. The Albert Smith team worked closely with the client from concept design through to the final installation. Today, not only the client, but also visitors to the new showroom are impressed with Ferrari's striking corporate image.

Ferrari is an industrial reality on a global scale. Ferrari's engineering, production and racing division is based in Maranello Italy, where ever since its conception, all its vehicles have been built. The first ever Ferrari left the Maranello factory gates in the spring of 1947. The car in question was a racing two-seater, but production of a refined GT car based on the sports car was soon underway. This approach of developing exclusive road cars from competition versions, was, and remains, Ferraris raison d'être as a manufacturer.

That's why every Ferrari is unique and unrepeatable. 





McCafe

With a new sign image livery behind it, McDonald's continues to accelerate the implementation of McCafe's around Australia. The look and feel of these new outlets - the 'McCafe Experience', is nothing short of exceptional.

The menu expansion last year has really added more value and appeal to the offer and the response has been extraordinary.

McDonald's Australia National McCafe Manager Vicki Fuller said the new menu items meant customers could choose between panini or focaccia as their base and then add either ham, cheese and tomato or chicken, cheese and avocado spread.

"During the first year we anticipate customers will consume more than 520,000 panini and focaccias, 4,875kg of shaved ham, 4,680kg of chicken, 520,000 slices of cheese, 12,606kg of tomatoes and 1,300kg of avocado spread," Vicki said.

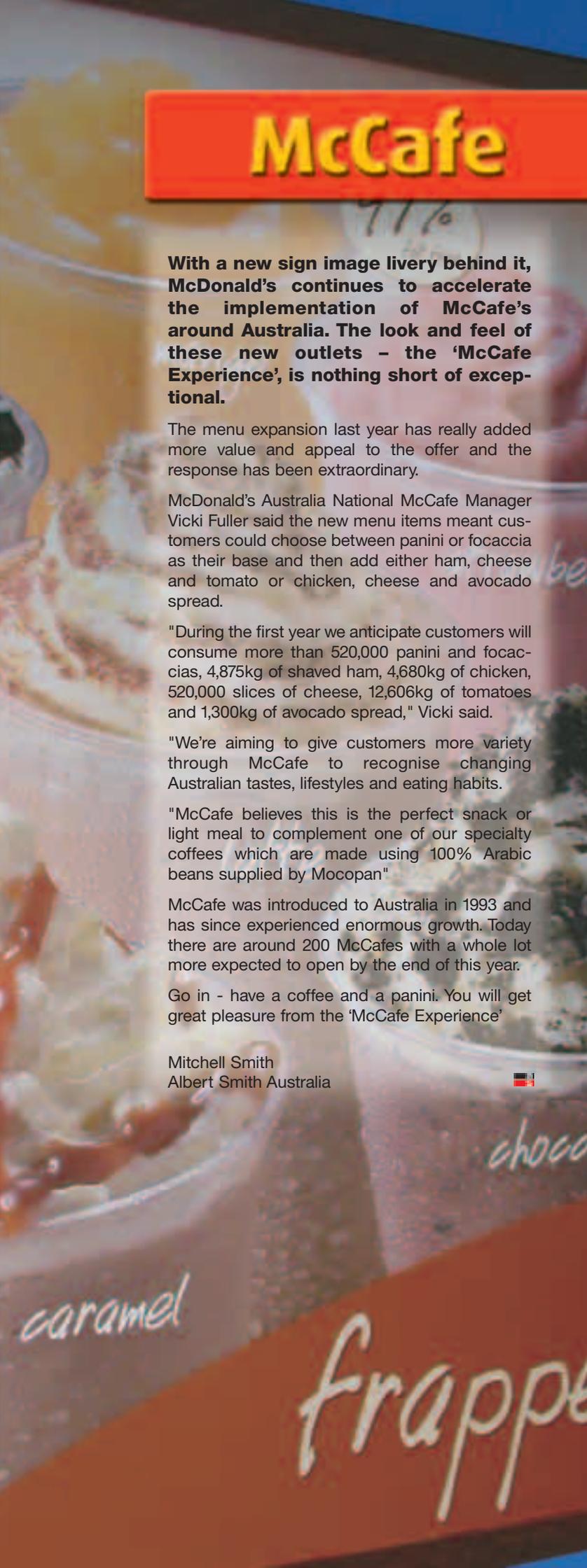
"We're aiming to give customers more variety through McCafe to recognise changing Australian tastes, lifestyles and eating habits.

"McCafe believes this is the perfect snack or light meal to complement one of our specialty coffees which are made using 100% Arabic beans supplied by Mocopan"

McCafe was introduced to Australia in 1993 and has since experienced enormous growth. Today there are around 200 McCafes with a whole lot more expected to open by the end of this year.

Go in - have a coffee and a panini. You will get great pleasure from the 'McCafe Experience'

Mitchell Smith
Albert Smith Australia





Onwards and McUpwards





PORSCHE

PURE PORSCHE

The recently completed Porsche Centre Brisbane, which includes sales and service facilities, is a modern architectural landmark that looks as slick and sporty as the cars inside.

Porsche Centre Brisbane is an AP Eagers owned dealership. With Bach Nguyen from McKerrell Architects as the Project Architect, working with the building contractor, Tony Iacovella from A.Iacovella Pty Ltd, this brand new site emerged from a bare block.

Albert Smith Groups involvement in the creation of this striking dealership included the supply, processing and installation of hundreds of square metres of Alucobond (ACM panels) cladding, and the manufacture and installation of the low maintenance, LED illuminated Porsche signage.

You certainly won't miss this state of the art dealership as you drive from Brisbane Airport to the CBD.

Michael Hocking
Albert Smith Group Australia



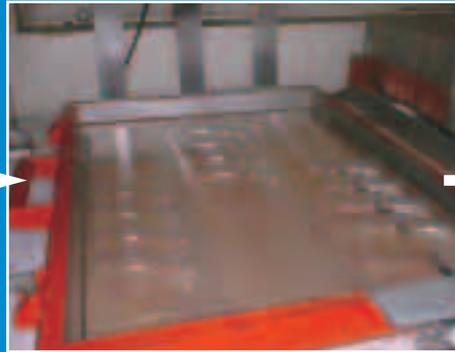


PORSCHE



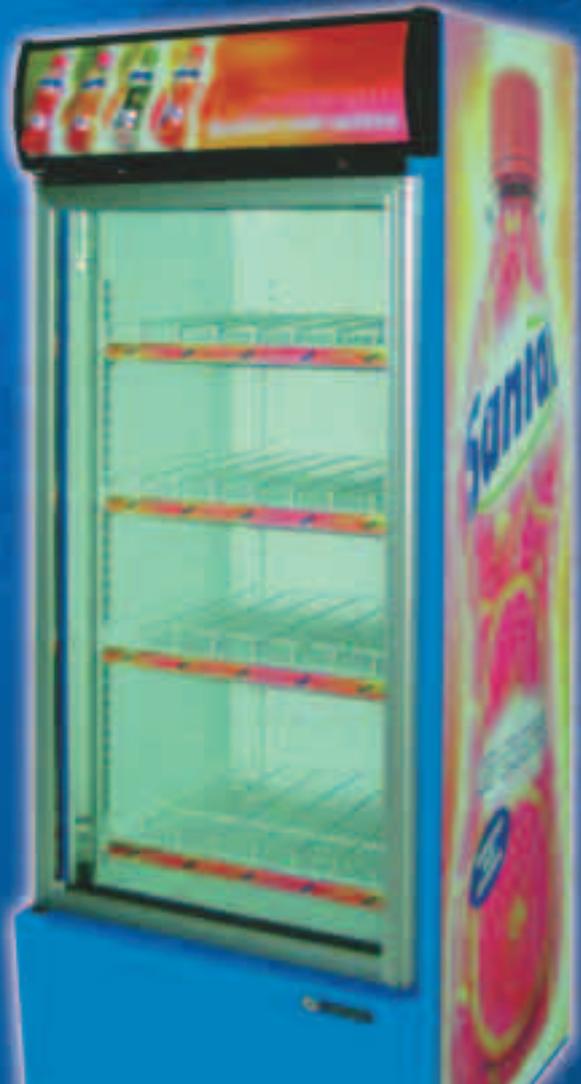


Looking cool





this summer!



Orford Refrigeration is a family owned and operated Australian company constantly improving their products through market research and innovative design.

With clients in the catering, hospitality and retailing sectors, Orford decided it was time to take the next step in developing a new product for their customers. The plan is to have refrigerators with unique features that the other refrigerator companies don't offer.

'Albert Smith Direct' was approached by Garth Perkins, Manager of the Orford Sign Shop – a division of the refrigeration company – with a vision of creating an illuminated header panel 'with a difference' for their refrigerators. Initial discussions had us creating a thermo formed 3D glass protruding from a printed face, progressing to another option of creating an image of a single 3D bottle and finally evolving to the first order.....Four 3D bottles thermo formed onto one pre-printed face!

Confirmation of our first order to manufacture the refrigerator panels was exciting for both Orford Refrigeration and Albert Smith Direct as discussions had been carried out over almost 12 months to develop the concept.

The process through production was challenging as we were relying heavily on a process known as 'distortion printing'. This involved manufacturing tooling to suit original artwork used for a standard flat panel. Our Design Division, Signspec, created a pattern from artwork supplied, these patterns were then cut from formwood on our Cad Profile machine and the tool was constructed. Don our leading craftsmen in the tooling department built the tool via a wood turning lathe, finishing off by hand to ensure accuracy. Twelve individual bottles were used to create 3 separate tools for the project.

Tool construction complete, printed grid sheets were supplied to test distortion variations. The original artwork was then printed onto printed PVC sheets and the panels were then thermo formed.

The end result speaks for itself; the 3D header panels with the 'cool' looking lady-style bottles are certainly an eye catcher!

Mandy Smith
Albert Smith Direct







A HIGHWAY SHOWSTOPPER

Our previous working relationship with BP and Lanskeys, supplying and installing complete site signage packages for the 'first of their kind' highway sites on the north and south bound Pacific Highway in Brisbane, put us in good stead for the implementation of branding for the new BP Lyndhurst site.

Albert Smith Group were contracted to supply and install signage, for recently opened BP Service Station at Lyndhurst Victoria, a site developed by Jasbe Petroleum in conjunction with BP Australia and Lanskey Constructions.

The site was to have a drive-thru facility for both McDonalds and Red Rooster, whilst not something new for this type of site, is always a test to ensure accurate streamlined information between the many and varied contractors involved.

Most signs were a replication of standard directional signs, price signs, drive-thru advertising boards, wall signs, under canopy signs and multi tenant signage. The greater challenge lay ahead; to completely design, engineer, build, safely deliver to site, and install the primary landmark identification pylon sign as envisaged by Jasbe and BP on the initial proposal.

BP Lyndhurst is located at one of Victoria's major intersections, on the Western Port Highway; therefore for maximum exposure the sign was to be viewable from four (4) sides. I suggested to Howards, the project architects, that Albert Smith design and engineer the sign to ensure the structure could be practically and cost effectively built, transported, installed, and serviced. In addition, and most importantly, serve the purpose of the main ID sign which is maximum corporate identity exposure for the four (4) tenants with a consistent and clean internal illumination system, despite the massive internal area to be lit.

One of our Signs spec senior designers, Mark Smith, came up with a very practical and buildable system which consisted of a steel structure built and assembled in kit form per platform, with sixteen (16) tensioned vinyl graphic panels, the complete sign clad in fabricated aluminium and a 2 pak coating.

One of the many criteria was to achieve even illumination and still allow for the Site Service Personnel to access, as required, the unique internal lighting system, in line with strict OH&S regulations. An ingenious 'spigot' type winch system was designed by Mark and Eric Reardon (Albert Smith Technologies) which precluded the need to climb internally, just a simple aluminium platform with a standard winch for access inside the sign.

The Albert Smith team appreciates the on-going support from BP and is pleased to be able to contribute in the creation of another landmark BP sign. As you can see, this huge highway sign is a real show stopper, both day and night.

Dave Tunstall
Albert Smith Group Australia



Red White & Black

Albert Smith Group, Managing Director, Rodney Smith had a 'vision'. As a long time supporter of the Red Cross, and after a successful year, it had already been decided that ASG would make a generous donation to Red Cross. Then after Rod heard of the fundraising success of the red and white ball held in Europe for the Red Cross from his wife Pat who works for Red Cross Qld, the idea of a Brisbane based ball

was born, with the 'vision' of being able to raise a more substantial sum for Australian Red Cross.

Soon thereafter, Albert Smith Group management team formed the 'ball' committee and the wheels were set in motion. With no experience, in fundraising or event management, but with a lot of experience in cold calling and grim determination, companies and individuals were contacted and asked to participate in this fundraising

MAJOR



The Conrad Treasury located in Brisbane's CBD boasts restaurants, bars, gaming, live entertainment, facilities for meetings & functions and fine accommodation. The world class standards of Hotel Conrad have infused one of Australia's grandest heritage buildings to create a hotel experience quite unlike any other. The multi award winning Hotel Conrad is rich in history and first class hospitality. The Hotel Conrad invites you to experience the perfect blend of contemporary comforts and old world charm. A truly unforgettable experience.



York Precision Plastics began its manufacturing operations in Australia in 1969 and now has branches in Melbourne, Brisbane, Adelaide & New Zealand. York is now the leading manufacturer of prismatic lens panels and wrap around lighting diffusers in Australia. York has further diversified its manufacturing base to include a range of impact modified acrylic and engineering thermoplastic sheeting which are extensively used throughout the sign, fabrication, industrial, skylight and automotive sectors.



The MadFish story begins in the far southern reaches of WA where 15 km from the quiet coastal town of Denmark is the picturesque Madfish Bay. According to local folklore, the bays tranquillity is broken when the two tides meet, resulting in schools of small fish going mad. MadFish, produced by Howard Park Wines, are wines with an emphasis on enjoyment & drinkability. They are for people who enjoy the pleasures of life: family, friends, food and wine. MadFish wines are pure, fresh & clean in which the flavour of the fruit is the primary character. In the spirit of WA, MadFish wines are without pretension & without fuss.



The names De Beer & MPA Refinish Brisbane is synonymous with professional refinishing systems. They think only three demands are constant: Quality, Efficiency and Profitability. That is why they gather these demands in one vision: Value for money. The basis for optimal performance is the quality of their products. All products are developed and produced according to ISO 9001 certified procedures, demonstrating their desire to control quality at the highest level.

OUR



bimbadgen estate
wines



www.joinusinwellness.com.au



Gala Charity Ball



Australian Red Cross

initiative. Availability of suitable venues and entertainment were investigated and decided upon, and the date set.

Sometimes it pays to be naive in these matters, because we really had no idea how difficult or time consuming it would be. Though, after a few small hiccups, a good understanding of what type of event we'd like to attend (a lot of past experience in that as you can tell from past issues of the magazine) and a very steep learning

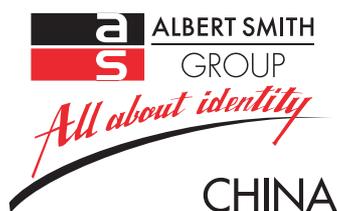
curve, we found our feet, and our sponsors and the vision became a reality !

It was only through the very generous support of those sponsors that the inaugural Red White & Black Gala Charity Ball became a success. In this issue we honour those companies and individuals whose charity is now helping Red Cross give much needed assistance to those in need.

SPONSORS



With over 50 years experience in manufacturing, importing and distributing plastic sheet, wall and film products for the engineering, architectural, signage, vacuum and thermoforming industries. Mulford Plastics have extensive knowledge and technical expertise which is second to none. They have a vast network of sales and distribution branches around Australia, New Zealand and Asia. They are committed to providing a comprehensive, professional and high quality service.



Albert Smith China was formed in 1995. By coupling Australian technical expertise to Chinese ingenuity, Albert Smith Group has grown to an incredibly strong 'identity' manufacturing entity in mainland China.

Albert Smith China boasts modern manufacturing facilities in Shanghai and Beijing and offices in Hong Kong, and continues to lead the way in signage technology in China.



Established in 1947, Bontransco is a family owned and operated transportation company that prides itself in its high level and quality of service. Bontransco supplies transportation of broad range of products, both large and small, to all the Eastern States of Australia, and is dedicated to providing their customers with quality and reliable service.



Harding Colour Printers

Harding Colour Printers is a Queensland owned and operated business with over 50 years experience in print design and finishing. Harding Colour supplies quality printing products and service that is second to none. With our latest state of the art prepress, printing and bindery machinery we can offer high quality products with quick turn around times at a very competitive price.

SUPPORTERS



Red White & Black



Red Cross Ball Committee
Rod & Pat Smith, Mitch & Anthea Smith, Elizabeth Easton
with Robert Farquharson



Gee'd Up



The Rat Pack



The Allan Brown Big Band



ASG & Red Cross Volunteers receive
gift in appreciation



The return of the Red Cross charity ball to the Brisbane social calendar has proved a real winner. 450 corporate guests, from Brisbane, interstate and even as far as the Philippines, kicked up their heels at the Red Cross ball in May. Recreated by the Brisbane-based international 'identity' company, Albert Smith Group, as the Red, White & Black Gala Charity Ball, the event is an illustration of what a motivated company can do when it decides to give something special back to the community.

Staged at the Brisbane Convention & Exhibition Centre, the event attracted the 'who's who' of corporate Queensland, raising more than \$30,000 on the night for Red Cross Queensland in a mix of tickets, raffles and auctions of donated items.

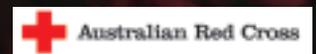
The funds raised at this prestigious event will go towards some of the 25 programs run by Red Cross Australia, such as feeding homeless youth, disability services and Telecross, a phone service for elderly people at risk.

We were delighted when Albert Smith Group chose Red Cross as its corporate charity and decided to host the ball. It is wonderful to see a respected family business such as the Albert Smith Group take on such a large fundraising initiative, in support of the community. Corporates have a social obligation to the community and the Albert Smith Group has set a worthy precedent. Rod and Mitchell Smith's excellent example should pave the way for many other corporate organisations in this arena, because we simply could not deliver all our programs and services without the generous support of business. We thank all the sponsors and supporters that gave so generously in support of Albert Smith's endeavours for Red Cross.

Socially the ball was a great entertainment and networking event. We enjoyed excellent entertainment from the sensational Sydney group 'The Rat Pack', Brisbane trio 'Gee'd Up', MC & comedian 'Steve Haddan', and the amazing 21-piece 'Allan Brown Big Band'. It was a superb evening, topped off with fine food and wine; a terrific example of what can happen when private enterprise and charity link up. Comments received from guests at the ball were favorable and all concurred 'What a great event, I'm coming back next year and bringing more people!'

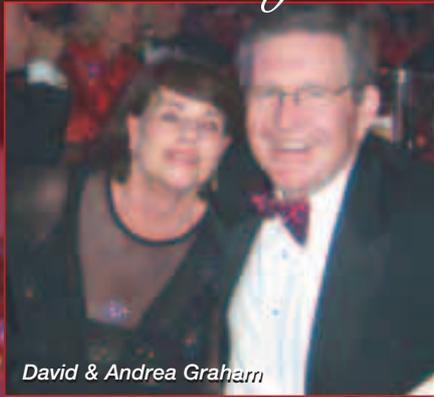
Our sincere thanks to Rod and Mitchell Smith and all the Albert Smith team for a tremendous event, we look forward with anticipation to the next ball.

Greg Goebel
Executive Director
Red Cross Queensland



HUMANITY impartiality **NEUTRALITY**

Galaxy Gala Charity Ball



David & Andrea Graham



Rachael Farrell & Mandy Smith



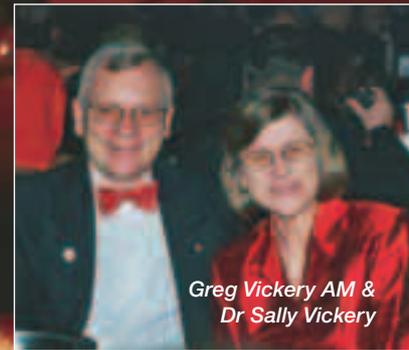
David & Christine Liddy



Laurel Edwards & Troy Cassar-Daley



Greg & Anne Goebel



Greg Vickery AM & Dr Sally Vickery



Dave Seychell wins Lucky Door Prize



Mitchell & Anthea Smith



Andrew Csabi & Kylie Walsh



Rod & Pat Smith

Red White & Black Gala Charity Ball





An honourable building project NTUC CENTRE

The new NTUC Centre tower, home of the National Trade Union Congress, also houses members of parliament and is destined to become the centre for many major political gatherings in Singapore.

Whilst Albert Smith Singapore is well versed in re-imagining projects for multi-national companies, its recent expansion into the architectural arena has landed them exciting new projects such as the NTUC Centre signage.

Signs included internal directory signs as well as very large neon lit high level building signs on two elevations.

The entire project spanned twelve months and included many technical challenges due to the restraints of access, time frames, installation of three metre high signs onto glass panels, and site constraints whilst the building was under construction.

All issues were overcome professionally and the end result is high quality and effective branding for NTUC on the Singapore skyline.

Keith Lee
Albert Smith Group Singapore





DISCOVER THE EXCITING WORLD OF MERCEDES-BENZ AT AUTOHOUSE ON MILLIONAIRES MILE

Merced

The newly refurbished Mercedes-Benz of Brisbane is located on Brisbane's Millionaires Mile. The stretch of road from the Breakfast Creek Hotel branching into Wickham and Ann Streets to Bridge Street is the place to go to view a broad range of quality new vehicles, including names like Porsche, Ford, and Peugeot. (featured in previous editions)

Mercedes-Benz of Brisbane was converted from a traditional Mercedes-Benz facility into an 'Autohouse' facility which is a world recognized signature to a Daimler Chrysler owned Mercedes-Benz sales and service outlet. They were able to extend the facility to fill the entire block from Wickham through to Ann Street.

Albert Smith Group worked with Doug Robertson from Robertson Project Management, whose team is to be congratulated on the achievement of this quality landmark site. Albert Smiths scope included the manufacture and installation of; the Mercedes-Benz tower sign, all fascia truss frames and cladding, illuminated prismatic letter sets, Smart pylon and fascia signs and a refurbishment of the existing Mercedes-Benz pylon sign.

The addition of the 'Smart Car', part of the extensive Daimler Chrysler range, has made this site a must see for those in the market for the very latest in vehicle technology. Australians are now able to choose from the smart city-coupé and cabrio soon to be followed by the smart roadster. Experience the automotive fascination and variety of the Mercedes-Benz brand. Share the passion for which this name has stood for more than 100 years.

Michael Hocking
Albert Smith Group





Mercedes-Benz Brisbane





ENTRY PORTAL FACELIFT

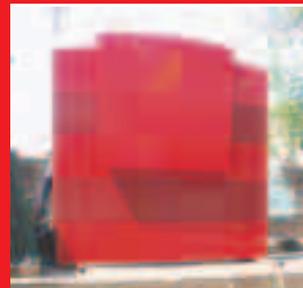
With the continuing desire to strengthen their brand, McDonald's Philippines has launched a new look for their stores. The general upgrade both internally and externally, is enhancing the architectural character and in turn the feel of the McDonald's experience, whilst maintaining the main icons such as the much loved Golden Arch.

The most recent element of this program that Albert Smith has been involved with is the fabrication, supply and installation of the new 'Entry Portal' at the front of the store. A combination of steel sub framing and ACM materials painted to a specific color scheme is being applied to both internal mall and external freestanding stores.

To minimise any possible interference with the daily operation of the store we designed the structure so that it would be pre-fabricated in our manufacturing plant. This was achieved through carrying out detailed site surveys and good communication and coordination with other contractors on site. This solution then enabled us to install the entry portal quickly and deliver a quality product to our customer.

To date we have completed six (6) stores and look forward to the continuation of the roll out.

Peter Treloar
Albert Smith Group Philippines







UTILISING THE STRENGTH OF THE GROUP

Albert Smith Philippines (A.S. Signs Inc.) can attribute its ongoing success and growth in part to being able to utilise the various resources available to it from throughout the Albert Smith Group network. ASG has literally thousands of hours of experience to draw upon not only from a technical and business perspective but culturally also. This has proven invaluable to our company since its inception some 5 years ago.

Most of the corporate programs we have been involved with have drawn on this experience and continue to do so. This can be exemplified by several of our current and ongoing projects.

Petron Corporation re-imaging program: We have been involved in the upgrading of over 250 gasoline stations both existing and new during the past four (4) years. The initial prototyping and designs were supplied by ASG Australia. We have continued to receive ongoing support via the supply of high quality vacuum formed acrylic faces for a various range of Petron products.

General Motors: The ongoing Chevrolet program has drawn on selected material supplies from both ASG Australia and ASG China. To top it off, we have enjoyed export success through our partners at ASG Singapore, with further projects pending.

McDonald's: Design support and selected material supply from both ASG Australia and ASG China.

Nissan: Selected material supplies from ASG Taiwan and ASG China. To date we have achieved major success locally with export currently into over nine (9) different countries, with reduced or minimum tariff exposure under the ASEAN Agreement. Thanks to the Groups support we have been able to successfully manage the varying cultural issues that arise when rolling out a program such as this throughout the Asian region.

Mazda: Design support from ASG Australia and selected material supply from ASG Taiwan.

Ford: Design support from ASG China and selected material supply from ASG Taiwan.

British American Tobacco: Design support and selected material supply from ASG Australia.

As this illustrates, the Groups strength offers us greater flexibility, allowing us to better manage risks, whilst offering continuity of a dependable service throughout the region. We can ensure high quality product backed up by the Albert Smith Group warranty, thereby enabling us to meet and/or exceed the objectives of our diversified customer base.

Peter Treloar
Albert Smith Group Philippines







THROUGH RAIN, HAIL OR SHINE, EXPRESS DELIVERS

We reported in our last issue, on the recent Coles Shell alliance and the discount offer that is associated with this dynamic new entrant into the oil retailing arena. The success has been so great that the alliance has implemented the strategy across the country with the same Coles, Arup and Albert Smith Group teams.

Now, the new brand can be seen from Albury to Cairns, from Ultimo to Karratha, and from Perth to Darwin, and just about all points in between.

The team who implemented the initial rollout is now in the final throes of completing this huge task, and the success of the implementation is testament to the problem solving skills, and hard work of all involved.

While the initial rollout in Victoria was no mean feat, particularly with the freak weather that troubled the field teams, the new challenges of managing logistics across the land were to prove equally, if not more challenging.

These new challenges included, the obvious differences in the size and spread of Queensland and New South Wales in comparison to the relatively compact state of Victoria, through to washed out bridges in far north of Western Australia. (With not a lot of choice of alternate routes!)

In Western Australia particularly, initiative was the name of the game, and solutions had to be developed quickly to overcome the tyranny of distance, and the logistics of specialist contractor's coordinating their activities at sites up to 1,500 km apart. Examples included the custom applications of the standard shop graphics developed, using pre-fabricated ACM (Alucobond / Alpollic) cassettes, to allow painting and graphic applications to be carried out either independently, or concurrently.

It also became apparent to the team, that there were opportunities to add significantly to the brand presence on many, particularly remote sites, by the addition of new and improved Manual Price Boards.

With a design brief proposing what was effectively an alternate to the standard Site ID sign, the team set to work, and quickly came up with a new look Manual Price Board. One that achieved the requirement to maintain the style evident on the current sites, but allowing strong Coles Express branding, versatility of price changing, varying configurations and installation flexibility, all at a much reduced price from the closest available alternate, which would normally be the smallest of the standard Site Identification signs.

The end result is certainly an attractive and functional addition to the range of branding options available to the Coles Express business, to enhance their offer in the market. The response to this challenge, yet another facet of the successful combination of Coles, Arup and Albert Smith Group teams ability to meet any challenge.

Ian Wilks
Albert Smith Group



Old Priceboard



Traffic and Road Conditions - Kimberley Region

Back

Entered: 06/02/2004 8:28:03 AM

CAUTION IS ADVISED AT ALL FLOODWAYS AND CREEK CROSSINGS

GREAT NORTHERN HIGHWAY
 Sandfire to Broome - Open To All Vehicles - Water Over Road - Please exercise caution
 Broome to Derby - Open To All Vehicles
 Derby to Fitzroy Crossing - Open To All Vehicles
 Fitzroy Crossing to Halls Creek - Open To All Vehicles - Please exercise caution at floodways
 Halls Creek to Warman - Open To All Vehicles
 Due to damage to the road surface at extreme caution when crossing these floodways
 Warman to Victoria Highway Junction - Open To All Vehicles
 Victoria Highway Junction to Wyndham - Open To All Vehicles

DAIRY RIVER ROAD
 Please exercise caution due to flooding on
 From Derby (End Of Road) to Leonard River
 Leonard River to Inyati - CLOSED TO ALL VEHICLES
 Inyati to Mt Simons - CLOSED TO ALL VEHICLES
 From Mt Simons to the Kakorhata turn-off - Open To All Vehicles
 From the Kakorhata turn-off to the Penelope
 From the Penelope River to Wyndham - Open To All Vehicles

VICTORIA HIGHWAY
 From 1000 / NT Border - Open To All Vehicles.
 For information call 1300 246 198
 Traffic and Road Conditions report on 1300 246 198

LOCAL ROADS
 For information call local shire roads centre

State of Western Australia
 Department of Transport
 State of Western Australia
 State of Western Australia



New Priceboard





PEUGEOT GOES THE DISTANCE ON MILLIONAIRES MILE

No other car maker could be more European in Australia than Peugeot. The marque has a heritage in Australia that is far longer than all but a handful of automotive brands and certainly far richer than any other import. The philosophy that has driven this can be summarized in just four words. Peugeot goes the distance.

City Automotive contracted Albert Smith Group to update their existing building to Peugeots' new corporate branding standard.

Our scope included cladding of the building with pre-coated ultramarine blue Alucobond panels (ACM) and the supply and installation of signage such as the 6 metre totem style pylon and fabricated neon lit lettering. Albert Smith Group has been involved in various aspects of the implementation of the upgrade at several dealerships located in Queensland, New South Wales and Victoria.

With the current resurgence in the Peugeot brand in Australia, no doubt you will be seeing a lot more of these stylish vehicles gracing our roads.

Michael Hocking
Albert Smith Group Australia





PEUGEOT





RED ROOSTER SPREADS ITS WINGS!



The Red Rooster chain of fast food restaurants in Australia is well underway in its undertaking of a very aggressive expansion programme that will see the network open 45 new restaurants over the next 12 months. In anyone's language, that is a lot of new Roosters.

As Dennis Delaney, Red Rooster's General Manager of National Development and Franchising said:

"Red Rooster is the leading Australian owned fast food Company that is committed to providing innovative products that are consumer and lifestyle focused.

This will be achieved by meeting our customer expectations for: - Value - Quality - Efficient Service - Hygiene - in a customer friendly environment, to add value to our stakeholders."



The first Red Rooster store opened in the Perth suburb of Kelmscott in 1972. ColesMyer purchased the business in July 1981. Rapid expansion was achieved in 1992 when the Big Rooster chain was purchased and re-branded to drive exposure into the eastern states. In May 2002, Red Rooster was purchased by WA based Australian Fast Foods, who also owns WA chain Chicken Treat.

Currently there are over 310 Red Rooster stores in Australia represented in New South Wales, Victoria, South Australia, ACT, Queensland, Western Australia and the Northern Territory.

The Albert Smith Group has been nominated as Red Rooster's signage and menu board supplier along the eastern seaboard of Australia. We are proud to be associated with this well established, well respected Company and the people behind the rapidly expanding Red Rooster Brand.

Mitchell Smith
Albert Smith Group





red rooster

DRIVE THRU



SPIRIT OF INNOVATION

With the spirit of innovation, plenty of professional knowledge and a powerful global net, Citigroup, principally through Citibank, has a long and unrivaled history as a provider of financial services throughout the world.

In early 2004, Albert Smith China proudly became the signage supplier for Citibank's Beijing Branch and 24 hours banking operation.

Citigroup Inc., today's pre-eminent financial services company, with some 200 million customer accounts in more than 100 countries, dates back to the history of Citibank, which first began operation in 1812. Citigroup first established an office in China on

May 15, 1902, in Shanghai. Today Citigroup is the premier foreign bank operating in China. It offers the broadest product range of any foreign bank in China and has the largest network among the US banks. Citigroup currently operates five branches, Beijing, Tianjin, Shanghai Pudong, Guangzhou and Shenzhen.

In addition to the Beijing branch, Albert Smith China is also undergoing signage for the Xin Tian Di project in Shanghai and participating in signage and way-finding systems design for the Citigroup Building in Pu Dong District of Shanghai.

Thanks to good communication and a strong working relationship with the main contractor, Albert Smith China completed the Beijing project successfully and is now looking forward to serving Citibank's future needs in the region.

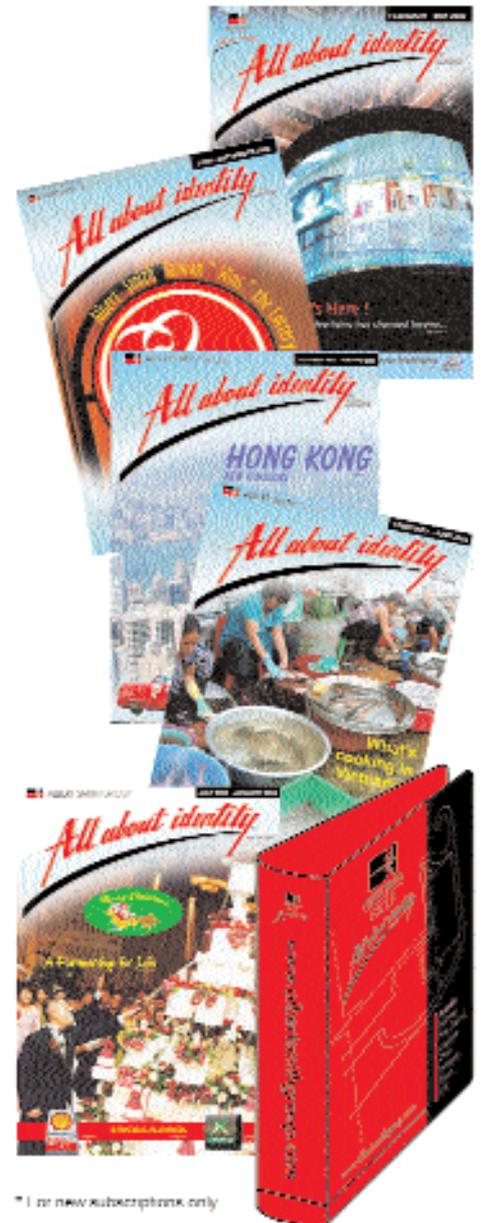




ALBERT SMITH
GROUP

All about identity

For your
FREE subscription to
All About Identity Magazine
and a FREE ASG Folder* to store each
edition of the magazine, just email your
details to: marketing@asgroup.com.au



*1 or new subscribers only

Privacy Information: The personal information provided by you or used by the Albert Smith Group to contact you and send you information about the Group's products and services. You may request access to your personal information and request that it be corrected at any time. If you wish to request access to, or correct, your personal information or for more information about our Privacy Policy, please contact our Privacy Officer as follows: Telephone: +617 2095 8000, Fax: +617 2091 0713, Email: privacy@keppraspub.com.au Postal Address: "Albert Smith Group Privacy Officer" PO Box 228, Brisbane, Queensland, Australia 4171. To view our Privacy Policy and binding arrangements, please go to our website www.albertsmithgroup.com

花旗银行



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.

ALBERT SMITH GROUP has an extensive range of **Services**

All are available to you...

Project Management

Product Consultancy

Design Consultancy

Expert Product Advice

Distribution Control and Reporting

Research and Development

Design Engineering

Warehousing Systems and Reporting

Product and Warranty Tracking

International Service

Stocking Control and Facilities for same

Installation and Maintenance

For a office location near you, please visit our website

or email us at enquiries@asgroup.com.au

www.albertsmithgroup.com

Australia • Indonesia • New Zealand • Singapore • China • Philippines • Taiwan • USA