

All about identity[®]

MAGAZINE

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Hello again, and welcome to our final edition of AAI for 2004. Who would think a year could go by so quickly. Still when you have as much fun and excitement as we do at ASG it's not surprising the year rapidly disappears.



Speaking of excitement, a couple of weeks back we had the very distinct pleasure of a visit from the management team of ASG China. The excitement was to learn of the numerous adventures that lay ahead for us in China. The word of course on everyone's lips is the 2008 Olympics, however there are also a raft of other terrific programs and events happening coming up now and far into China's future. For example;

World Expo 2010, and I can't think of a major global brand either not present or migrating to China. New brands means new branding, the centre piece of ASG culture. Since establishing the ASG plant some nine years ago we have been extremely successful meeting the needs of the expanding China market, gaining momentum at a sometimes scary rate.

Some exciting news locally for Albert Smith Group Australia is the appointment of National Sales Manager Mr Gary Nulty. Gary has acquired extensive experience in the sales and marketing arena and his appointment is focused on expanding ASG's product and services range across the Australian and New Zealand market place. You will no doubt be hearing more of, and from, Gary in the near future.

ASG's "call sign" is "All about identity" A few pages in you will discover an article on a fascinating structure we had the pleasure of manufacturing. Actually a little more than just manufacture. When artist Daniel Templeman approached us, he had an impressive visual representation of what his aspirations were. ASG's team took it from there. Construction design, methodology and fabrication processes, painting [a challenge on its own when the sheer size and handling is considered] and last but not least logistics transportation and installation. Throughout the process, our client experienced the true value of the Albert Smith offer. Not exactly a sign, but definitely an "identity" in its purist form.

***** STOP PRESS *****

On occasion, we are all asked to go look a little outside our 'comfort zone' in an effort to satisfy the demands of the business and our customers. Over the next few months, our Filipino friends will be a little more that just out of their comfort zone - they will be going well and truly beyond the call of duty.

It will be interesting to see how a born and bred Filipino will respond to the rigors of undertaking a sizeable installation in Mongolia! From typically 35 degree days in sunny Manila to a minus 30 degree environment in the Tundra will test them! We will let you know how they got on in the next edition....

Well that's it for me, enjoy AAI and should you like further information on ASG please don't hesitate to contact us on + +61 7 3395 9888. Have a great festive season, may Santa and 2005 be kind and generous to you. I look forward to seeing you all again next year

Rodney Smith
Managing Director
Albert Smith Group



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A Shining Star

Sunnybank Star Motel is an owner-operated 4 star rated establishment which is strategically located on the south side of Brisbane, Queensland approximately 15 minutes from Brisbane City Centre and convenient to both Brisbane domestic and international airports. The 60 room motel is within easy reach of both the M1 and Gateway Freeways plus two of Queensland's largest shopping centres and only 30 minutes from the Gold Coast theme park attractions.

Albert Smith Group has a long association with the Sunnybank Star Motel and was pleased to be invited back to quote and then supply and install their new signage when they recently joined the Best Western Hotel Chain.

Best Western is the World's Largest Hotel Chain with over 4,100 properties in over 80 countries including 260 across regional and metropolitan Australia. Every Best Western property boasts character and high standards strengthened by a committed Quality Assurance program coupled with service excellence; the Sunnybank Star is no exception.

For bookings and enquiries phone
07 3341 7488

Elizabeth Easton – Albert Smith Australia





vic roads

Geelong Bypass

Project Office

"The Road to Success"

Albert Smith has produced a non-illuminated pylon sign for Vic Roads to advertise their project office for the new Geelong Bypass Road project currently under construction. The road is the gateway to the famous Great Ocean Road and the many coastal towns west of Melbourne, popular to holiday makers.

Although this is a simple sign with external spot-lit illumination, you could say 'don't judge a book by its cover' as this sign does have some special features, not immediately evident to passers by, which include:

- Anti graffiti protective surface coating
- Pre-fixed stainless steel lugs to allow for temporary fixing of banners for special events
- Height markings at 1 metre intervals on side of pylon, used as reference point for illustrating to residents how high nearby noise reduction fencing will be
- Anti vandal cages for the ground mounted spot lights

Thanks to Vic Roads for entrusting this project to Albert Smith Group.

For enquiries about the Geelong Bypass road, contact the site office at 444 Princess Highway, Corio or phone 03 9373 4000.

Tony West – ASG Victoria





HP INVENT Asia Pacific

"It is necessary that people work together in unison toward common objectives and avoid working at cross purposes at all levels if the ultimate in efficiency and achievement is to be obtained."

- Dave Packard

HP's corporate objectives have guided the company in the conduct of its business since 1957, when first written by co-founders Bill Hewlett and Dave Packard.

Their goal is to provide products, services and solutions of the highest quality and deliver more value to their customers that earn their respect and loyalty. The implementation of HP's new corporate signage in Singapore and Malaysia, rides on that same set of principles.

The project was completed successfully by Albert Smith Singapore in October this year with help from staff of HP Asia Pacific office. We worked very closely with the HP team discussing and tackling issues on fabrication and installation, planning and executing the project efficiently and effectively.

A unique colour changing material was used in the sign fabrication, featured on the top of the building where it portrays 2 personae on the Singapore skyline; the HP corporate blue and black during the day, and striking white at night inculcating HP the brand.

The signage programme includes provision of the building skyline sign, building site entry, directional sign and the reception lobby sign.

William Lee – Albert Smith Singapore





PIZZA

棒! 约翰

更好的馅料.
更好的比萨.

比萨外送:

62397272





BETTER INGREDIENTS BETTER PIZZA

With a dream to one day open a pizza restaurant that would be committed to making a superior-quality, traditional pizza, Papa John's now boasts nearly 3000 restaurants in 49 states in the USA and 15 international markets. Over 100 Perfect Pizza restaurants also operate in the United Kingdom.

As a high school student working at a local pizza pub in Jeffersonville, Indiana, Papa John's founder John Schnatter realized that there was something missing from national pizza chains: a superior-quality traditional pizza delivered to the customer's door.

In 1984, "Papa" John Schnatter knocked out a broom closet located in the back of his father's tavern (Mick's Lounge), sold his prized 1972 Z28 Camaro, purchased \$1,600 worth of used restaurant equipment, and began selling his pizzas to the tavern's customers. The customers loved the pizza so much that John was able to expand by moving into adjoining space, eventually leading to the opening of the first Papa John's restaurant in 1985.

Papa John's first entered the China market in April 2004, when they opened their first restaurant in Shanghai, appointing Albert Smith China as their signage supplier. Since the opening of Papa John's Shanghai, we have successfully completed another 5 projects. Now well established and very popular with Chinese people, Papa John's appetizing pizza is destined to be enjoyed by more Chinese as they expand their market into North China. It is with much pleasure that the team at Albert Smith China continue to service Papa John's and support their endeavours.





THE TOTAL EXPERIENCE

Spurred on by a twist of fate and sustained by our technical expertise and healthy professional relationships, Albert Smith Philippines (A.S. Signs Inc.) found its long-awaited opportunity to get involved with TOTAL (Philippines) Corporation.

TOTAL is the world's fourth-largest oil and gas company and a world-class chemicals manufacturer. It operates in more than 130 countries and has a staggering employee base of 110,000 people.

We are gratified to find ourselves at the helm of the implementation of signage designs for the new TOTAL Premier Standard Corporate Re-imaging program.

Through several brainstorming sessions and careful planning, amongst our local team, we developed the initial prototype designs. Our solution was to build a truss frame and a vertical carrier hanging system where Alucobond (ACM) cassette panels are mounted. This system was incorporated into several different products in the range for the Canopy and Building. With similar cassette systems being implemented for the pylon and price board signage as well. After Total's consideration and subsequent approval these systems were first used on the roll-out of four (4) Dealer-Owned Stations.

However the biggest challenge was to come, with TOTAL'S first 'Mega' Station facility in the country, located along the South Luzon Expressway just outside Metro-Manila. This was our first company owned station and it was also the first one in the country ever to utilise LED for illumination of the canopy's bottom red bar. (This was previously illuminated via fluorescent tubes). Our scope included the cladding of two canopies, their Bonjour convenience store facade, service bay, and the supply and installation of signage and markers such as a 9 metre high monolith sign.

Design proposals for a massive 32.5 metre high highway modular sign, a fountain sculpture, and other illuminated signage are on-going works in which we are also involved in at this particular site. The site officially opens December 2004.

Like many projects before, we have been fortunate to be able to utilise the invaluable support of Albert Smith Group's network. Supply of LED's came from ASG Taiwan and design sup-

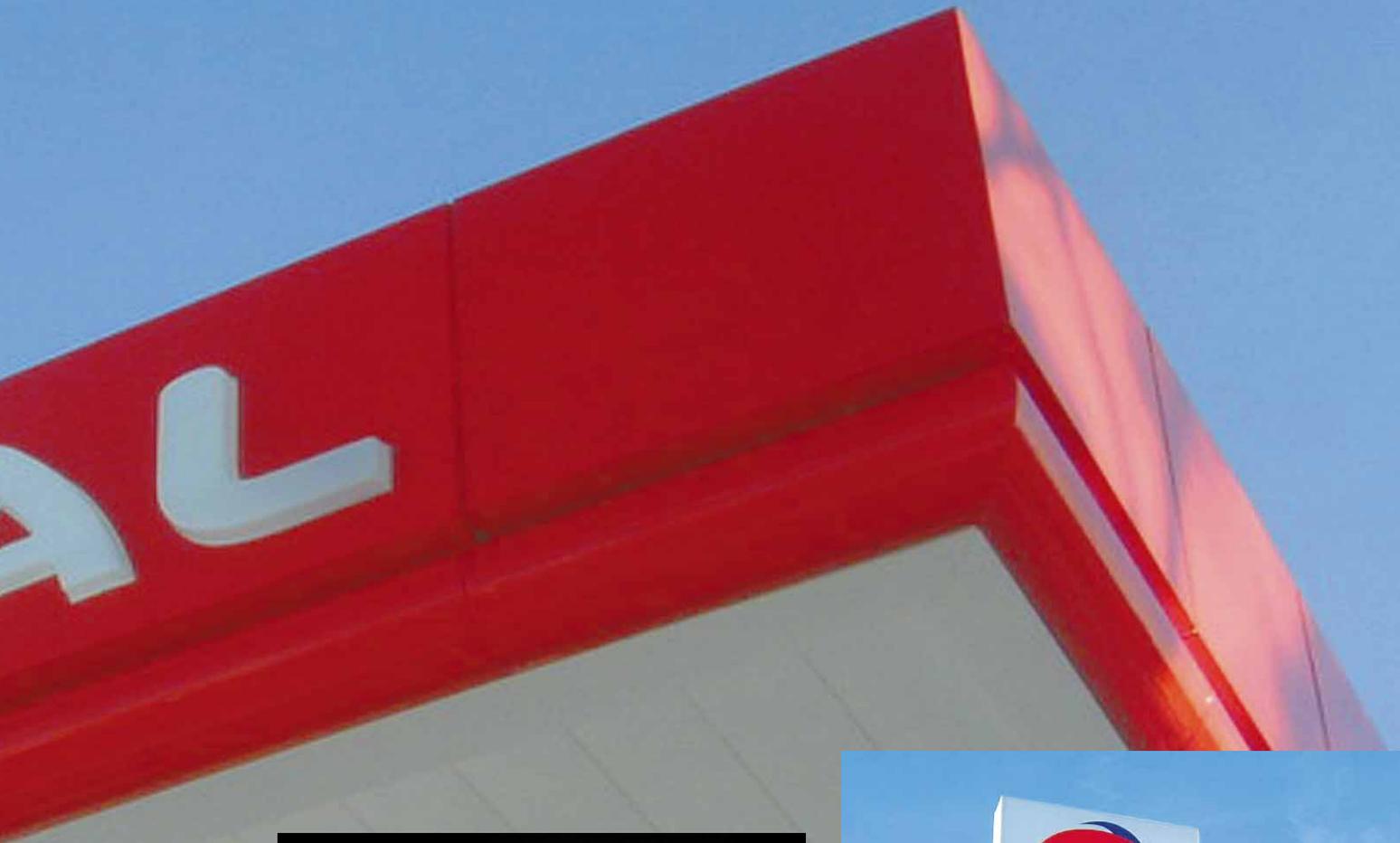
port was provided out of ASG Australia through feedback on our ideas for the canopy semi-circle moulding.

The TOTAL Group has established charters on Health, Safety, Environment, and Quality which are fully supported by our own standards.

We have high hopes that with the continuation of good communication, strategic planning, quality assurance, dependable service, and high safety standards that Albert Smith can look forward to more TOTAL experiences in the Philippines, and perhaps throughout Southeast Asia.

Angel Perez Project Coordinator
Albert Smith Philippines







More Smiles To The Mile with Matilda

South East Queensland Company, Matilda Fuel Supplies store, distribute and sell petroleum products in the wholesale and retail sectors of the Queensland petroleum products market. Although many things have changed since its conception, the central goals originally set for Matilda are still fundamental to the Group's business today.

Matilda has always been proud of the quality of its products, and service you can rely on, so it's not surprising that today Matilda have over 45 fully branded service stations in its network, employ nearly 450 staff within the Matilda network and distributors. An annual turnover well in excess of \$120 million testifies to their success.

Currently they are opening new facilities and re-imaging existing facilities in the very competitive world of fuel distribution. New pylon signs are also being installed to project an even more striking and recognizable image to their existing and potential customers.

Not afraid to try new things which benefit the community, Albert Smith Signs were contracted to supply electronic and manual price boards which gives the customer plenty of time to view their competitive pricing.

Matilda is also associated with various grocery stores and has their own coffee outlet "Café El Effeeko" which is one part of their very extensive range of services which can include; laundromat, ATM, trailer hire, games room, live bait, newsagency, motel, ute hire, truck stop, car hire, gas, hot food, mechanic workshop, restaurant, info kiosk.

The origins of Matilda can be traced back to 1982 where with little more than one man, a truck and a will to succeed, Peter O'Keefe negotiated the Company's first supply agreement. In those early days they operated pretty much along the lines of 'have truck, will travel' supplying small quantities of fuel to a variety of customers, both retail and industrial. Having a service station of his own, it was clear to Peter, that the needs of independent dealers were not always being met, and so the concept of a branded chain of service stations supplied by a wholesaler, independent of the major oil companies was born. This was the birth of Matilda.

We are delighted to be associated with Matilda, who, like the Albert Smith Group, is still a family owned and run business. Their outlets can be found from Brisbane to Maryborough so look out for them next time you need fuel.

Michael Hocking – Albert Smith Group 







Theme

McDonald's is ONE Company, ONE Brand, and meeting in ONE Place at the ONE Time with ONE Strategy.

This was the first time ever that a Global Restaurant Managers' Convention has been held and the event recognised the fact that every individual manager plays a critical role within McDonald's.

Nearly 4000 delegates from 37 countries around the world attended the convention, which included the supplier's exhibition at the Sydney Convention Centre. Albert Smith was one of the 80 suppliers that supported the convention by exhibiting.

Everyone that was anyone was there – even Ronald McDonald and our lovely Rachael!

Mitchell Smith – Albert Smith Australia



For many Australians, owning a car will be the second-largest purchase decision they will ever make. So, it makes sense to ensure the ongoing protection and maintenance of that investment, be that through regular servicing, or taking care to use high-quality fuels such as BP Ultimate.

At the same time, we're becoming increasingly budget-conscious, looking for ways to make our dollar go that little bit further. Becoming fuel-smart could be the answer: and that doesn't always mean opting for the lowest pump price...

Emissions from motor vehicle exhausts and the evaporation of fuel are major contributors to air pollution, particularly in urban areas. Pollution discolours the sky and can affect human health. By emitting carbon dioxide and other gases, vehicles also contribute to the greenhouse effect (the warming of the Earth due to an increase in gases in the atmosphere).

bp ultimate

more performance, less pollution

In close liaison with BP Australia and Lanskey Constructions the new image, Main I.D sign panels, were manufactured and delivered for installation to over (600) sites Australia wide within the designated (8) week production period. An obvious big effort by all involved, with a very high standard of quality achieved.

With Phase 1 of the program complete (MID Upgrade) Albert Smith secured Phase 2 of the project to re-image the Pump Spreaders at over 50 high level sites nationally. A high resolution solvent inkjet

digital print proved to be the best solution to achieve a quality print that would stand the test of time under the harsh conditions surrounding the fuel pumps.

Albert Smith Group was obviously very excited to work alongside BP Australia in their efforts to market the increased use of the new BP Ultimate fuel. Albert Smith is proud to contribute, in our small way, to the commendable efforts of BP to reduce harmful greenhouse gases.

Dave Tunstall - Albert Smith Group 





How did Cadillac begin?

Henry Martyn Leland, born to Quaker parents in Vermont in 1843, learned precision tool and machinery making with Samuel Colt in Connecticut and Brown and Sharpe in Rhode Island. In 1890 he took his family and his talents to Detroit, where fine machining was virtually unknown and where he joined up with wealthy lumberman Robert C. Faulconer and tool designer Charles H. Norton in the formation of Leland, Faulconer and Norton. Initially, Leland and Faulconer specialized in making precision gears. By 1896 the firm manufactured steam engines for Detroit streetcars and gasoline engines for marine use.

In June 1901, Leland was under contract by Olds Motor Works to produce engines for the curved dash Oldsmobile. He developed a refined version that developed 23 percent more horsepower. This new engine, however, was rejected by the Olds people because retooling for it would further delay production which had already been delayed by the factory fire in March. Henry Leland's desire to get into the automobile business was fulfilled a year later through the courtesy of Henry Ford.

In August 1902 William Murphy and Lemuel W. Bowen, two of the financial backers behind Ford's automotive venture, who were disappointed that Ford seemed to produce little more than racing cars, called in Leland as a consultant to appraise the automobile plant and equipment so they could sell it and get out. Leland showed them the engine rejected by Olds and suggested they stay in. Thus was born the Cadillac Automobile Company, named for Le Sieur Antoine de la Mothe Cadillac, the French explorer who had discovered Detroit in early Eighteenth Century. The president of Cadillac was C. A. Black.

The first Cadillac was completed on Oct. 17, 1902. In January the Cadillac was taken to the New York Automobile Show where company sales manager William E. Metzger took orders for an astounding 2286 cars before declaring mid-week that the Cadillac was "sold out." Cadillac did not use the "A" designation in 1903; however, later Cadillac publications combined references to the 1903 "Cadillac" and "1904 Model A" and used "Model A" in reference to all single cylinder cars with two front springs and angle steel frame. What made the Model A Cadillac such a best-seller, in addition to Metzger's super-salesman technique, was its refinement. Though the 10 horsepower developed by its single-cylinder copper-jacketed engine was exemplary, its two-speed planetary transmission and center chain drive via Brown-Lipe differential was conventional. Still, in a day when many automobile productions had a machine shop look to them, the Cadillac, comparatively, looked like a jewel from Tiffany's. And the price was just \$750. The four passenger model sold for \$850. The cars quickly gained a reputation for reliability, ease, economy of maintenance, and remarkable pulling and climbing capability. Publicity shots show Cadillacs pulling heavily loaded wagons up slopes and climbing the steps of public buildings.





The revolutionary Cadillac

You'd be hard-pressed to find an automaker as consistently innovative as Cadillac. Did you know that Cadillac was the first production automobile to use a distributor, power steering, and a synchromesh transmission? For more than 100 years, innovations such as; the electric starter, V8s, 16-cylinder engines, automatic transmissions and tail fins, has seen Cadillac set the industry benchmark.

In May 2004, Cadillac set up their first 4S showroom in China's capital Beijing. Albert Smith China proudly supplied and installed the signage on their first site and has continued to service Cadillac in over 15 new sites as they have expanded throughout China. Showrooms are now located in Shanghai, Beijing, Guangzhou, Tianjing, Shenzhen, and Wenzhou.

a





An Artists Impression

For some time now the Queensland Government has been implementing the 'ART Built In' policy, which specifies the 2 percent of all government building funds must go towards public art. In August 2002 the Public Art Agency (PAA) in relation to an upcoming opportunity at the new Brisbane Magistrates Courts approached me. After a process of application and a set of meetings with the PAA, the architects Cox Rayner, the project consultants Brecknock Consulting, and the projects Curator Jay Younger, I was

awarded site A1, in other words the site outside the entrance to the building.

Although my artistic career had been moving along steadily it was, at first, a bit of a shock to find myself designing the entry statement to such a prestigious institution and also a great leap of faith on the organisers of this project. This was my first public art project and a big one at that. After a few months of concept development I had arrived at a design that all parties felt represented the values the new courts wanted to project. In principle my design is about overcoming an obstacle, it is about an approach, the large curved form moves toward the L-shaped



concrete form by building momentum on itself, it climbs and therefore has the presence to pass through the obstacle without destroying it.

'Confluence' emerged from a notion associated with the judicial experience. The first is that life inherently presents obstacles which are either seen as overwhelming or resolvable. This work begins with a sense of calm, building up intensity towards the 'obstacle' before penetrating it and returning to a 'resolved' state. The second is the notion that in order to comprehend something, it first needs to be not only confronted but absorbed.

Other references are more physical in nature; it alludes to paper or script, an echoing voice. The work is also site specific, responding to and engaging the build-

ing's architecture, and shifting in impression from different vantage points. It lies within my practice of deriving complex meaning from minimal form and material.

Now began the problem of finding someone to build this 21 metre long artwork (65 metres developed). After discussing the project with a number of companies around Brisbane only one gave me a strong confident feeling, only one seemed up to the task and excited by its potential, that company was the Albert Smith Group. From my first conversation with Elizabeth Easton and meeting Mitchell Smith and Mark Smith I knew that ASG would rise to the challenge.

So began a two-year process of nutting out the potential ways of building and installing the work. At every stage I was

involved in making decisions with the ASG team and their interest, enthusiasm and knowledge base was commendable. In early September 2004 the work, now titled Confluence, was installed and thanks to Keith Jose (Project Manager) and Lewis Hoad (Installations Manager) the work went in without a hitch; it is without a doubt the highlight on my emerging artistic career.

Recently I have picked up another public art project this time through the Queensland College of Art / Griffith University and again I have procured the skills and vision of the team at Albert Smith Group. I hope to continue with what I trust both parties believe is an exciting partnership.

Daniel Templeman – Artist
Contact: dan@ponyloaf.com.au





When does a sign become an identity?

Albert Smith Signs the flagship of the Albert Smith Group is 'All about identity'; Whether it is signage, building cladding, specialty moulding, lighting systems, or works of art, such as the 'Confluence' sculpture, the company strives to achieve the optimum in 'identity' solutions, by taking a holistic approach.

Whilst signage is undoubtedly Albert Smith's core business, the strength of the company is its broad skill base and flexible structure that facili-

tates expansion into new and often exciting areas.

'Confluence' is a fine example of this. Early 2003 artist Daniel Templeman approached Albert Smith Group seeking a preliminary proposal on the production of his winning sculpture design 'Confluence', for the entrance of the Brisbane Magistrates Court. Working closely with AS Design and Production Teams, suitable materials, coatings, and construction & installation methodologies were investigated, agreed to and costed. Consequently Albert Smith's proposal to create this monolithic '65 metres developed'

structure was submitted for consideration.

In June 2004 the site builders, Walters Construction, awarded the contract to Albert Smith. Then in close liaison with the Artist - Daniel Templeman, Public Art Project Managers - Brecknock Consulting, Architects - Cox Rayner and Curator - Jay Younger, manufacture commenced. The rest as they say is history! Brisbane Magistrates Court now boasts an outstanding work of art that is bound to become a Brisbane landmark.

Elizabeth Easton
Albert Smith Australia







When is it a good time to install a sign?





Try FENG-SHUI

Albert Smith Taiwan faces many challenges when manufacturing and installing signage. Taiwan is a land of earthquakes, typhoons, air pollution, acid rain and unstable power supply. All of these factors test our resourcefulness to the limit. But, there is another feature of working in this environment that keeps our planners on their toes, and our days filled with excitement. It is FENG-SHUI.

When you buy a house or a car, propose to your girlfriend/boyfriend, lay a foundation for a new building, or, in this case, re-brand your hotel, the feng-shui experts must be consulted. Complex calculations are made, and special calendars are looked up to determine not only the best day to carry out the deed, but the best time of the day. Invariably, the times recommended by these oriental soothsayers are never found in your usual nine-to-five part of the day, but occur usually some time between three and four am on a bank holiday Sunday morning. (I reckon they've got something going with the 'create more overtime for our workers' movement).

I hear you ask, what's the big deal with installing a big sky sign on a Sunday morning. Well, nothing really, except the funny thing with feng-shui is that if it is an auspicious time for installing a sign, then it's also a good time for business, conferences, and wedding parties.

So, when the Asiaworld Plaza Hotel in Taipei recently rebranded to the Holiday Inn, the installation date of their new sky-sign was selected by the hotel's feng-shui expert. Clearly, word got around about this auspicious day. No sooner were our workers (and their sign) dangling a couple of hundred feet in the air, when the wedding guests began to arrive in their hundreds, blissfully unaware of the drama unfolding directly above them. The winds were strong, and the guests no doubt were somewhat amused to find little men in hard-hats in their midst, grappling with ropes that seemed to reach to the heavens.

In hindsight, I have to give credit to fortune-teller. Almost a year on, I am pleased to report that in spite of the pressures of modern life, the happy couples are still floating around in wedded bliss, and in spite of many typhoons, our sign is still firmly attached to the hotel. So, it was a good day after all.

Paul Maloney – Albert Smith Taiwan 



The future of retail



The new direction of retail was experienced in July at the Melbourne Exhibition Centre where the 2004 Retail Business Technology and Shopfit Display & Design Exhibition was hosted.

The exhibition is a one stop shop for retailers large and small, to see the latest in cutting edge hardware and software technology and dedicated shopfit and design, all under one roof.

The exhibition was the perfect opportunity for Albert Smith Group to introduce its new Fibrelume Division to retailers, visual merchandisers, shop fitters and store planners. The display (designed by our Signspec Division and built & installed by ASG) was created with the vision that visitors could experience the features and benefits of this technology first hand.

The event was a great success for the company and we thank all our visitors for their attendance and interest in our products.

shopfit
display & design 04





GET SERIOUS

ABOUT WORKPLACE SAFETY!

Albert Smith Group was thrilled to win the 'Best Stand 18m² and Under' award for our 'Fibre is Safety' exhibit, at the 2004 Safety Show at Sydney Olympic Park in October.

The theme of the exhibition was 'get serious about workplace safety', an issue which is close to our hearts and an integral part of the Albert Smith Group culture. There were over 300 companies exhibiting a broad range of safety equipment and services such as; Personal protection products; Pallet trucks & trolleys; Building, electrical & construction safety equipment; Hazardous goods handling equipment; First aid, medical & rehabilitation services, to name a few.

Albert Smith Group's exhibit 'Fibre is Safety' featured the practical uses of Fibre Optic lighting in applications such as illuminated; stair treads, hand rails, pavers, and caution signs. The most exciting thing about the exhibition was the opportunities that were presented by the visitors to our stand. They were seeking solutions to issues that fibre optic lighting suited perfectly, many of which were applications we had not previously considered. As a consequence our R&D team our now busy with several new projects.

Elizabeth Easton – Albert Smith Australia



THE SAFETY SHOW
SYDNEY 2004





Zoom Zoom Zoom

2004 has seen Ford Philippines re-introduce the Mazda brand to the local market. Whilst being part of the Filipino Ford family, Mazda Philippines operates independently. To help achieve their goals they have launched three (3) new Mazda dealerships this year.

Albert Smith Philippines (A.S. Signs Inc.) has supported this effort by providing a vast range of products including Building Cladding, Facade, both Primary and Secondary signage as well as a range of internal product.

With 2005 promising several more dealerships our organisation looks forward to supporting their efforts further.

Peter Treloar
Albert Smith Philippines 





in manila

The 1967 Cosmo Sport



The evolution of the Mazda is synonymous with that of the rotary engine. In 1951 Felix Wankel collaborated with NSU to promote his rotary engine research and development. A mere 16 years later Mazda introduced its first rotary engine mass production model

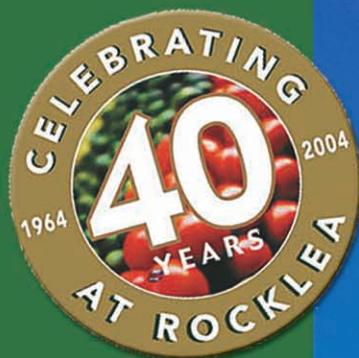
the 'Cosmo Sport' into Japan in 1967. In 1970 export of the rotary engine cars to the US started and the accumulative production of rotary engine cars reached 100,000. The popularity gained momentum and production quickly doubled to 200,000 within a year and continued to grow, so that by 1978 production reached 1,000,000 cars. With ongoing development, including; improved fuel efficiency; introduction of the world's first rotary turbo engine; world's first three-rotor rotary engine; the performance of Mazda's rotary engine continued to increase and in December 1998 the RX-7 engine output was 280 horsepower. Mazda has produced many products empowered by this unique engine and continues to attract automotive fans from all over the world.



Mazda Alabang



Shop



Fresh New Look

Markets in Brisbane have existed for over 130 years. The original Markets were established in Market Street, in Brisbane's CBD, by fruit and vegetables traders and where produce was delivered by river barges.

With the arrival of city trains, the Markets were relocated to Roma Street in 1884, where they came under the control of the Brisbane City Council. As the city grew, the Market was augmented by nearby premises in Turbot Street. The two locations functioned as the one fruit and vegetable and farm produce wholesale market. Problems of inadequate space and increasing traffic congestion prompted the need for a larger site outside of the CBD, and the Queensland Government moved to develop more adequate premises.

Following the formation of the Market Investigation Committee in 1958, government legislations (the city of Brisbane Market Act) created the Brisbane Market Trust, whose responsibility was to provide a public market for the sale and storage of fresh fruit and vegetables. A new site was opened at Rocklea on August 31 1964.

For many years the brand of the Brisbane Markets was represented by one main logo for the over-all site at Rocklea including the central fruit and vegetable market operating within the site, and more recently, the company, Brisbane Markets Limited (BML).

Following a comprehensive review, BML introduced the 'Brisbane Produce Market' brand for the key fruit and vegetable market, whilst the southern Sherwood Road sector of the site has been branded 'Brisbane Markets South Gate'. These brands stand alongside the 'Brisbane Flower Market' and 'Brisbane MarketPlace' brands. The Brisbane Markets 'Sun Logo' represents the parent brand for BML and the Brisbane Market site itself.

To celebrate the new brands and launch them to the public, BML engaged Albert

Smith Group to design and manufacture landmark signage. This signage included an 8.0m, double-sided, and fully illuminated, aluminium clad pylon sign for the main entrance of BML. The 8.0m pylon incorporated all the new branding for each key market and a multi-moulded and back sprayed header panel featuring Brisbane Markets Limited new 'Sun Logo'.

The original 'Brisbane Markets Flowers' twin pole sign supplied around 25 years ago (when we were still 'Smith Signs') was finally replaced with a 4.9 metre scaled down version of the main pylon sign, incorporating the new 'Brisbane Flower Market' brand.

Throughout the design and manufacturing process we maintained a close relationship with BML's Marketing and Public Relations Manager, Kate Gellweiler, to ensure the signage would best reflect the group of key brands at Brisbane Markets Limited. The challenge was to make sure that the new signage was completed and installed in time to coincide with the event scheduled to celebrate the Markets 40 Year Anniversary.

The landmark 8.0m pylon was wrapped from top to bottom in brown paper to maintain the surprise and secrecy of the new branding. The plan was to quickly tug and unveil the sign on the day as part of the official ceremony for the 40 Year Anniversary.

All went according to plan, until the rain! It hadn't rained in Brisbane for months; however that morning the heavens opened up and down came the rain! Everyone involved in the ceremony, including the dignitaries, were very good sports and when the paper did eventually come off with a cheer from the crowd (and a little help from a man with a pole) the sight, of the fresh new look pylon sign, more than made up for a little bit of rain!

We are now pleased to be working on signs for the other Brisbane Markets branded areas including Brisbane MarketPlace, Brisbane Produce Market and Brisbane Markets South Gate.

Mandy Smith - Albert Smith Group 





For Brisbane Markets





KENNARDS HIRE

Make your job 'EASY'

It was 1948, and the street were alive with the sounds of hammering and sawing as homes were built, extended and renovated to cope with the post-War 'baby boom'. Walter Kennard, who sold machinery, petrol and produce from a store in Bathurst, NSW, was asked by a customer for the loan of a new, Lightburn concrete mixer for a quick job. Walter thought for a moment and then replied, "I'm sorry, I can't loan it to you, but I'll hire it to you." So began Kennards Hire, which has grown into one of Australia's largest and most respected hire companies, with over 60 branches in NSW, ACT, QLD, SA, VIC and WA.

Kennards remains proudly Australian and family-owned. Its aim has always been to be the best hire company, not the biggest and management and staff strive continuously for higher standards in all operations

After a huge capital injection into new equipment and hire centres, Kennards Hire is making another significant improvement. The company logo, which is the visual representation of everything that Kennards is, does and means, to people, is being gradually replaced. The move reflects Kennards' growth over 56 years from a backyard business into one of Australia's largest and most respected hire companies.

Launching the new logo, managing director Peter Lancken said the company's values – the way it does business – would not change, "we will continue to excel in everything we do through teamwork and being customer-focused," he said. "We will continue to care and have respect for each other, our customers, our families and our community." Mr Lancken said.

Last May Albert Smith Group successfully tendered for Kennard's Hire NSW re-branding project. The detailed tender was compiled by Diadem Project Management on behalf of Kennard's Hire

The project scope was to rebrand a total of 32 existing Kennard's Hire sites located in Newcastle, Sydney and Canberra. The project involved:

- Supply and installation of 3D letters
- Supply and installation of new pylon signs and footings
- Re-facing and painting of existing pylon signs
- Supply and installation of directional signs
- Painting of existing buildings and fascias to new corporate colours

Working closely with Diadem and Kennard's Hire we are pleased to report that the project was successfully completed. The new image looks great!

For more information on Kennards Hire go to www.kennards.com.au

Colin Fisher - Albert Smith Group







Go for your life!



Queensland introduced poker machines in licensed clubs in February 1992. The Southport Sharks Australian Rules Football Club, founded in 1961, was granted a license and had its first 18 machines installed on the 1st April 1992 at their club located on 31 acres at the corner of Musgrave and Olsen Avenues Southport.

It wasn't long before Southport was reaping the rewards for its bold move into the world of gaming machines. With major extensions completed to increase the area of the club, including a 1,000 seat auditorium and multi use function centre, the club continued to grow and prosper. Today with 280 gaming machines and a staggering membership at 50,000 there are more plans underway for future expansion and continuing upgrade of their facilities.

The success of the Southport Sharks can be attributed in part to their dedication to offer members an experience like no other. The gaming lounge has been specifically designed to reflect the clubs individuality, style, and success.

Albert Smith Group has enjoyed the experience of design and manufacture of several gaming signs for the club. We welcomed the opportunity to utilise a wide variety of manufacturing techniques and technologies that include LED and fibre optic lighting in combination with fluorescent and neon lighting.

Southport Sharks offer their members a vast range of entertainment and services and boasts 3 Restaurants and 3 Bars. The quality of their offer is attested by their recent win when Carmody's Grill won the 2004 Gold Coast Restaurant Award for Excellent Steak Restaurant, 2nd year running!

Though you could say the heart and soul of the club, and success has been earned on the field. The Club has won an amazing 17 premierships in the Gold Coast and AFLQ leagues since its inception. The club is proud of the fact the 14 of their players have gone on to play AFL, including Nick Reiwoldt (St Kilda), Mark Ashcroft, Steve Lawrence, and Matt Kennedy (Brisbane) to name a few.

To become a member, or learn more about the Southport Sharks, go to www.southportsharks.com.au.

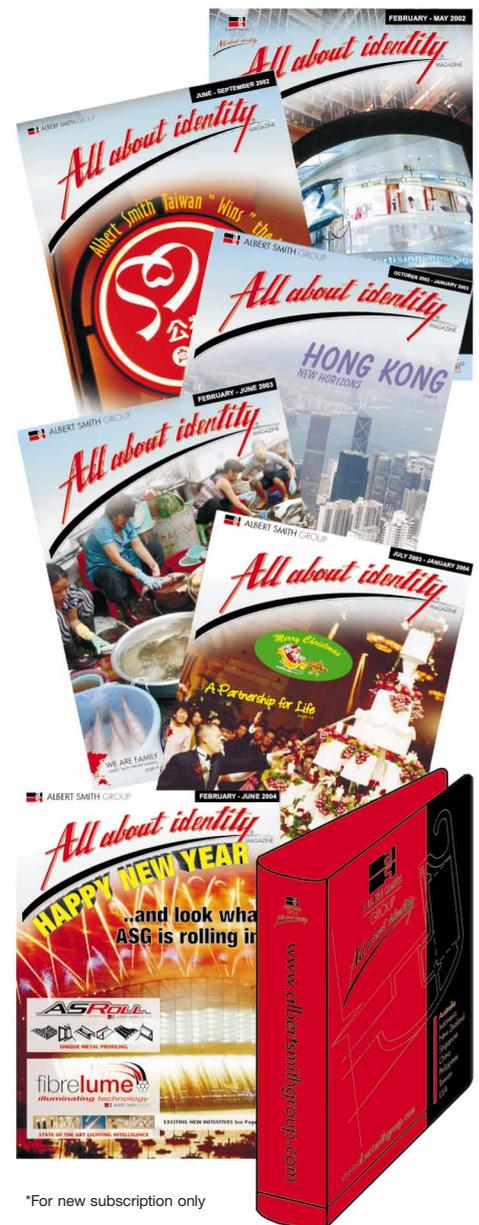
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