

# All about identity<sup>®</sup>

MAGAZINE

## Albert Smith China Celebrates

page 16



### WITNESS BOX

page 15



page 24

Persue Living



Hello and welcome once again to 'All about identity'. We have lots to talk about in this issue including the opening of the exciting new Albert Smith China plant. From a green grass site fourteen years ago to arguably the most ultra modern and progressive identity company in China, it's a very proud time for all of us at ASG, as well as a fantastic "thumbs up" to the unwavering efforts of Executive Director Danny Ku and his loyal crew.

Coinciding with the opening we held the 2005 Albert Smith Group global conference. Six Albert Smith Group countries were represented, all successful and growing operations across Asia. Whilst we all work together harmoniously, there

is friendly rivalry as each of us aspires to being the number one plant operating in the Group. China is currently setting the pace, so it will be interesting to watch how their success inspires us all.

China is a perfect example of how ASG invest to stay number one in our field. ASG Australia, as another example, has also received a large boost in plant, which is covered in this issue. Productivity and quality are the keys to the future and I would be surprised if there were many identity companies investing in their craft to the extent as Albert Smith Group.

Several AAI issues back I spoke of the difference between value and price. Since that time we have seen, across various sectors of our business, a spiral to an attitude of "price is everything". We have witnessed the results and it goes without saying, that "Price is King" attitude has affected our business. When one manages a business of one hundred and thirty year standing, offering up warranties is a very serious issue. If it's not intended to be around to honour a warranty, product may be designed to a price, using materials to a price and warrant it for whatever. As we believe ASG will be around for a further hundred years or so, all ASG product is designed, engineered and built to insure it meets the criteria warranted. As I say, this philosophy, at times, costs us. That's the bad news. I am pleased to say in recent times we are seeing the wheel turn. More clients are seeking to know 'whole of life' costs, energy costs, service facilities in the product and generally seeking more information and value on their investment. Coincidentally, we are achieving a much greater success rate. I should also mention, we have many great clients who have always insisted on quality and value, and have resisted temptation for cheap. These clients purchased value which over the life of their investment delivers an extremely competitive initial purchase price. Value of purchase is the hall mark and strength of ASG, and a philosophy critical to our continuing success.

As I write, the drought has finally broken in Brisbane. As fate would have it we are currently manufacturing several of the largest signs we have ever built. One was being fabricated outside with a shipping date to New South Wales of today. Our fantastic team braved the elements finalising production and all was ready for shipment at midnight last night. At 3.30am this huge monolith rolled out of our gate on-board a very unusual and large low loader, a tremendous effort by all. Alas!!!! Mother Nature intervened. The town in which the sign is to be installed is in threat of flood and all roads leading to it are flooded. The last we heard, our wonderful creation was acting as a wind break for stranded travellers somewhere on highway one. Such is the life of a sign maker.

Enjoy this edition of AAI and don't forget if ever in our neighbourhood drop in for a coffee and tour of our state of the art facility.

Rodney Smith  
Managing Director  
Albert Smith Group



# Contents

February - June 2005

Managing Director's Message .....2

## REGIONAL

2005 Regional Strategies Conference.....30  
Albert Smith Group 1-3 June 2005

## AUSTRALIA

Wild Bean Café.....4

Success achieved .....10  
through 100 year business ethos -CM Cladding

Chill Out .....14  
@ Fitzy's M Bar & Lounge

"Witness Box" 2004 .....15  
QCA Sculpture

Fibrelume makes a splash! .....18

Fibrelume lights up Frankston Festival .....19

STORM brings growth .....22  
Storm Financial

New Signs for SCA Hygiene Australasia ..26

Wayfinding through the rainforest .....28  
The Byron at Byronsort

## CHINA

Citiigroup towers over the Huangpu .....12

Plant opens with a bang! .....16  
Opening of a new manufacturing facility in China

Lexus .....24  
We pursue perfection, so you can pursue living

## PHILIPPINES

Chrysler 'Inspiration Comes Standard' .....6

Holcim cements their future in the Philippines 20

## SINGAPORE

Harkess-Ord .....8  
Global identities, locally implemented

## TAIWAN

ASG Taiwan bends the rules for HONDA ...3

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# Albert Smith Taiwan bends the rules for **HONDA**

Albert Smith Taiwan are proud to have worked with HONDA for over 3 years. Our initial scope of work was limited to being a local installer, as the dealer signage was manufactured elsewhere in Asia, and imported to Taiwan. Over the years, our role has expanded, and last year we commenced manufacture of the dealer fascia, pylons and other signage elements in our Taichung factory. In addition, we supply some dealer interior fixtures, and printing for periodic promotions.

Recently, HONDA expanded the application of their current RVI to its city-centre dealers, and this posed some new and exciting challenges to Albert Smith Taiwan. One particular dealer, located on one of Taipei's landmark roundabouts, had a frontage which curved a full 60 degrees over 35 metres. Not a major issue with a flat fascia, but in HONDA's case, the fascia is convex. Strict RVI rules dictated that the joints between fascia panels be no more than 5mm.

The 'curve' (the only one in Asia, we understand!), was achieved by hand-finishing 15 sections of fascia, and pre-assembling in the factory on a specially made jig. The dealer, and our customer, were delighted with the result, especially considering the prime location and high visibility of this dealer. It was a first for HONDA Taiwan, and a first for Albert Smith. Who says you can't bend the rules now and then !!

Paul Maloney – Albert Smith Taiwan





**It's estimated that coffee is consumed by over a quarter of the world's population and there are about 25 different species of the bean to choose from.**

Coffee, Café, Java or Joe; whatever you prefer to call it and whichever way you like it! The Wild Bean Café's got it, and the best part – it's super convenient. You can pop in for a quick take-away, or stay and chill for a bit, all so easy when you fill up at selected BP Connect service stations. Serving espresso style coffee the way you like it, with great food for people on the go, Wild Bean Café is open 7 days a week, 365 days a year.

It's not surprising with BP's already strong presence in the marketplace they should continue their focus on strengthening the Café offer with a new eye catching re-branding programme in Australia and New Zealand aligning the brand with BP around the globe. Albert Smith Group accepted the challenge,

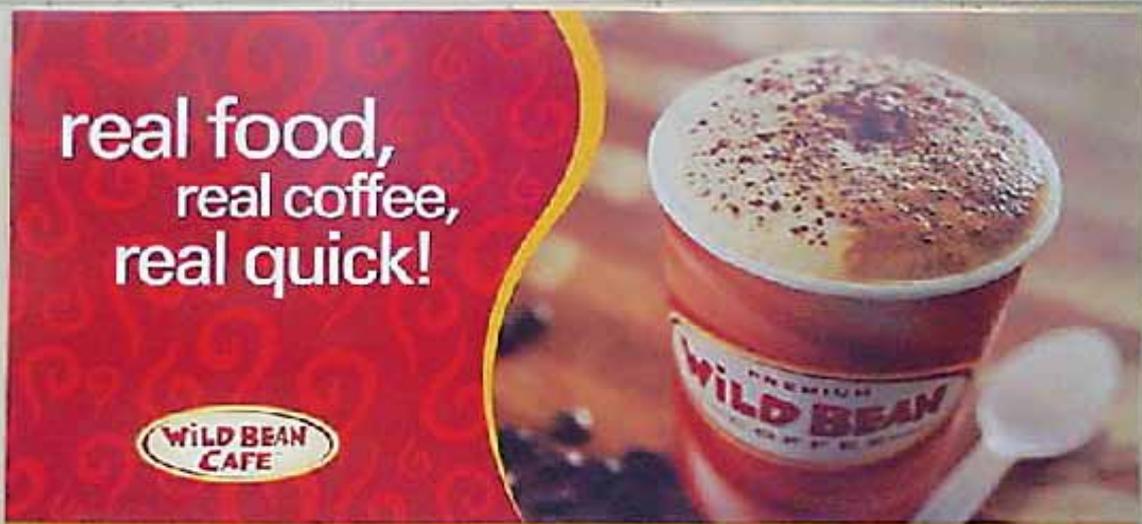
providing an 8 pass high resolution solvent Ink digitally printed logo to head up the variety of pylon sign panels, fascia signs, fabricated internal 'above counter' signs, suspended directory signs, an (8) meter building banner sign along with a variety of other signage.

Having previous expertise within our China facility via an in-house designed aluminium extrusion, enabled Albert Smith Australia to supply a slimline suspended pelmet sign, at a most affordable price, suiting the requirements within the confined space available.

With a total of over (70) sites to upgrade in Australia and New Zealand, Albert Smith remains true to our focus for delivering 'Quality product at an affordable price', a challenge ASG view with great passion in our contribution to the ongoing success of our customers.

Dave Tunstall – Albert Smith Australia





# Chrysler ‘Inspiration Comes Standard’

May 2005 saw the exciting launch in the Philippines of a motor vehicle icon, Chrysler. Arguably one of the automobile industries most well known and respected brands.

CMI (CATS Motors Incorporated) has been appointed the country's general distributor of Chrysler, Jeep® and Dodge vehicles. This brand new facility is located at Greenhills EDSA metro Manila's main thoroughfare. The showroom complete with its own service centre and highly trained, competent staff is enhanced by the very latest service equipment fully compliant to Chrysler, Jeep® and Dodge international standards.

Albert Smith Philippines supplied all the external and internal branding requirements. The scope of works externally included the pylon, full fascia band cassette and in-fills, and the triple arched canopy over the main entrance which interestingly is

architecturally inspired by the Chrysler Building in New York City. Internally the scope included the main back brand wall, all vehicle specifications stands, directional and way finding signage throughout the service facility.

We look forward to further projects planned for the coming year.

Anthony Lim  
Project Coordinator  
– Albert Smith Philippines.







## Global identities, locally implemented

**BP has relocated their Asian Regional Headquarters at Keppel Bay Tower, Singapore. Harkess-Ord who have been their brand managers globally, for over 15 years were invited to brand the new offices; the objective being to brand BP's modern new offices with high quality signage and theming works that are consistent with BP's global corporate identity standards.**

Harkess-Ord appointed Albert Smith Group as the primary contractor for the manufacture and installation of the internal signage and theming works based on Albert Smith Group's RFP response, experience with projects of a similar nature, international capabilities and existing relationship with BP.

David Tunstall (Australia) and William Lee (Singapore) of Albert Smith Group coordinated the manufacture and installation of the signage, in close liaison with Harkess-Ord. The project incorporated many unique features designed to compliment the layout and architecture of the offices, such as signage, 3 dimensional "mirror" walls, large mural and theming walls. Albert Smith Groups' scope included the artwork setup, printing and installation of approximately 248.56m<sup>2</sup> of murals over 4 floors. These murals ranged in size from half a metre to 16 metres in length.

The result is an effective, and complementary work environment, featuring high quality, signage and theming solutions that met the expectations of our client and their designers. Harkess-Ord looks forward to future opportunities to work with Albert Smith Group in the Asia Pacific region.

Emily Langford, Project Manager – Harkess-Ord







# Success achieved through 130 year business ethos

The founding ethos of the Albert Smith brand was to supply service, and manufacture quality competitive products, whilst offering all members of the team a safe, efficient and healthy working environment.

Obviously in the 1800's our founding fathers had no where near today's technological marvels; non-the-less they invested in, and took full advantage of, equipment, processes and materials available at the time, enabling them to deliver on their ideals.

Today one hundred and thirty two years later, the doctrine continues. Albert Smith plants across Australia and Asia stand as testaments to our founders proven ideals and recipe for success.

Examples are numerous, but Albert Smiths ongoing commitment to 'Identity' manufacturing excellence, is clearly evident in China's investment in the new plant as featured on page 16.

At Head office Brisbane the focus has always been on continuing investment in quality and efficiency, with the protection of our teams' health and safety always a priority. Recent investments are pictured.

Production software is regularly upgraded to all areas of design and production, and on the horizon we have two more exciting pieces of equipment which will continue to propel Albert Smith ahead of the industry maintaining Albert Smith Groups No. 1 status.

Rodney Smith MD – Albert Smith Group



The big lift: Improving efficiency, improv



Sanding Station: The very latest in sanding equipment; improving quality, efficiency, reducing air pollution, eliminating risk of dust explosion and maintaining a clean working environment.



Pressing ahead: Press capacity limitations are history! Extra to this modern press.



*In-house steel fabrication capability, raising [excuse the] living quality and protecting the safety of our team.*



*Punch Up: This high capacity machine now enables in-house manufacture of many components. Safety first.*

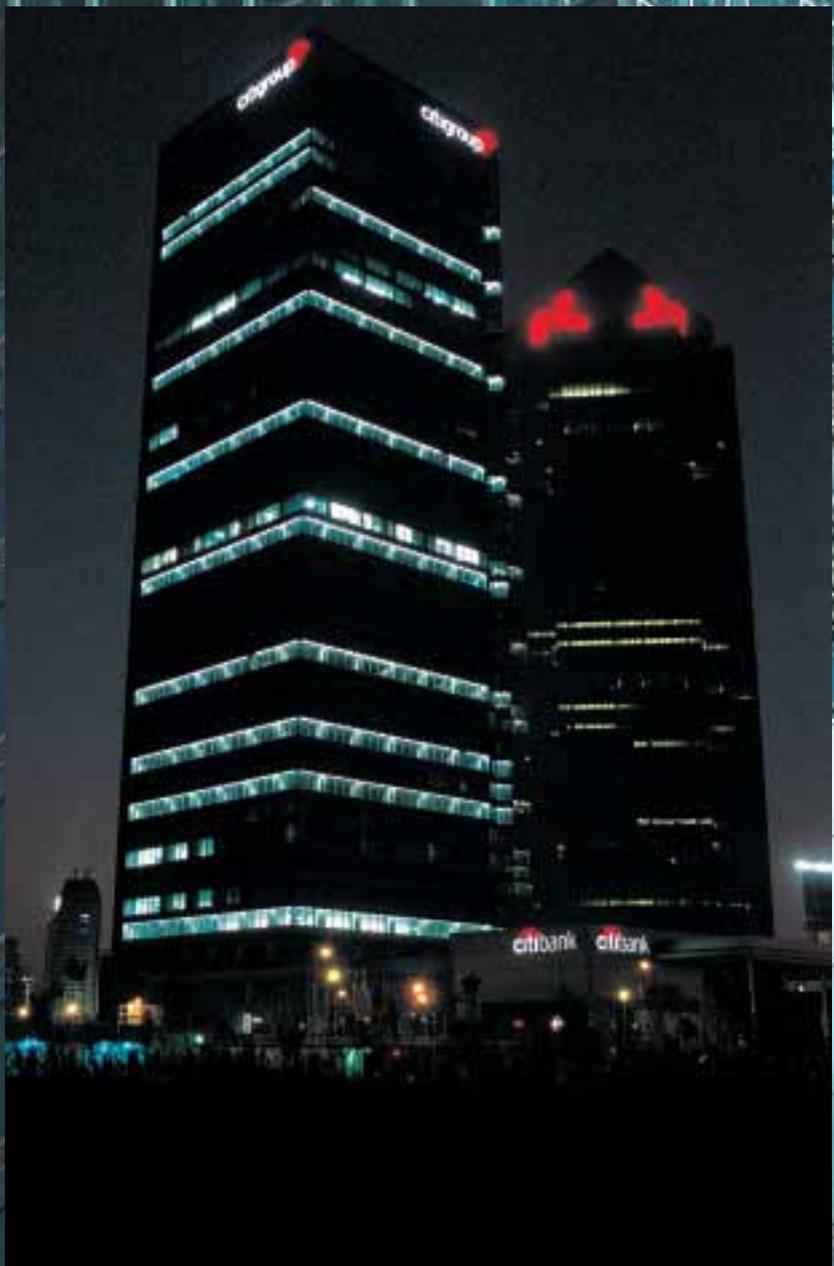


*...nnage, accuracy, efficiency and safety - all delivered via*



*Two heads are better than one: A double mitre saw improving accuracy, quality, efficiency and safety.*

I am sure our forefathers Samuel, Albert and Keith Smith would be proud of our continuing the tradition of commitment to manufacturing excellence, and know Albert Smith Group's many customers have and will continue to benefit from Albert Smith ethos of delivering service and quality competitive products.



# citigroup towers over the Huangpu

Early 2004 Citigroup announced plans to invest two billion yuan to build the Citigroup Tower along the Huangpu River, the principle river of China's economic and financial powerhouse, Shanghai. A perfect location to house Citigroup's China headquarters.

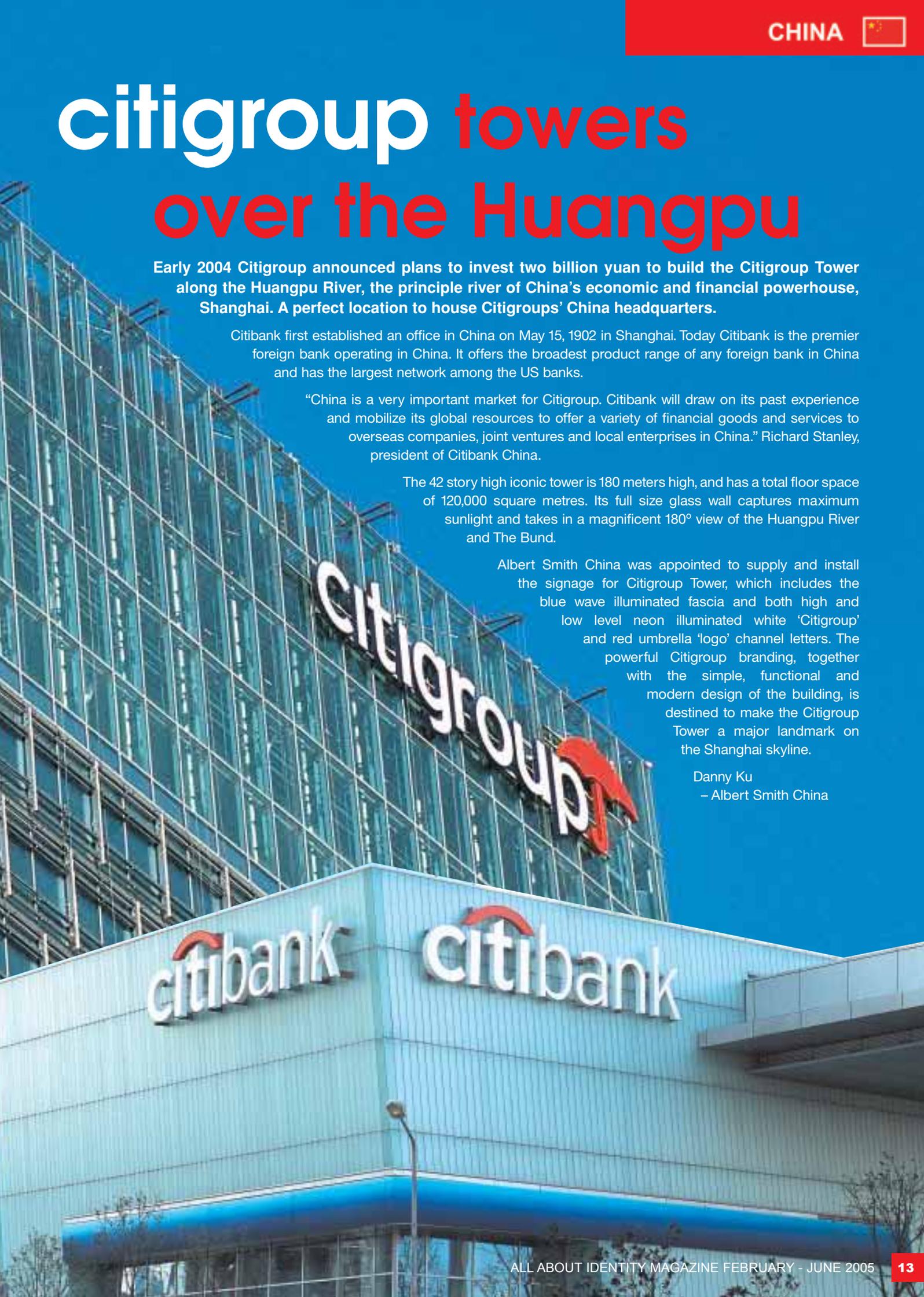
Citibank first established an office in China on May 15, 1902 in Shanghai. Today Citibank is the premier foreign bank operating in China. It offers the broadest product range of any foreign bank in China and has the largest network among the US banks.

"China is a very important market for Citigroup. Citibank will draw on its past experience and mobilize its global resources to offer a variety of financial goods and services to overseas companies, joint ventures and local enterprises in China." Richard Stanley, president of Citibank China.

The 42 story high iconic tower is 180 meters high, and has a total floor space of 120,000 square metres. Its full size glass wall captures maximum sunlight and takes in a magnificent 180° view of the Huangpu River and The Bund.

Albert Smith China was appointed to supply and install the signage for Citigroup Tower, which includes the blue wave illuminated fascia and both high and low level neon illuminated white 'Citigroup' and red umbrella 'logo' channel letters. The powerful Citigroup branding, together with the simple, functional and modern design of the building, is destined to make the Citigroup Tower a major landmark on the Shanghai skyline.

Danny Ku  
- Albert Smith China



The image shows the Citigroup Tower under construction. The building's facade is a grid of steel and glass. Large, illuminated 'Citigroup' signs are mounted on the upper part of the building. Below, on a lower level, two 'Citibank' signs are visible, each featuring the red umbrella logo. The sky is a clear, bright blue.



# CHILL OUT

## @ FITZY'S BAR & LOUNGE



Intero Projects was contracted to undertake the extension to Fitzzy's Loganholme, creating a 'chill out' lounge adjacent to the nightclub. The central element in the concept was to be an internally illuminated full height wall and bulkhead designed to glow and change colour, the challenge being without any shadowing or hot spots.

The original concept presented to Intero Projects by the architect was for the paneling to be constructed from a rigid translucent material. After intensive research and consultation with Albert Smith Group, Intero Projects radically altered the method of construction and detailing to achieve the design intent whilst also building a structure that would withstand the harsh treatment of a busy nightclub environment.

Subsequently the material was changed to a 4.5mm opal polycarbonate, to provide a high resistance to impact and be able to be fabricated and installed in a modular form. This greatly reduced the overall weight of the structure and subsequent framing requirements, and also allowed for quick and easy replacement of individual sections if required, and ease of access for maintenance of the lighting. The concealed fixings used make the wall appear to be floating whilst the intensity of the light from the wall and bulkhead is so great that any object in the room takes on the glow of whichever colour is being displayed, thus achieving the original design intent.

Thanks to Intero Projects for choosing Albert Smith Group for the manufacture of the polycarbonate wall and bulkhead. For more information on Intero, Queensland's leading hospitality project specialist, visit [www.interoprojects.com.au](http://www.interoprojects.com.au) or phone + 61 7 3216 4636.

Elizabeth Easton – Albert Smith Australia





# "WITNESS BOX"

Early 2004 Curator Frank McBride invited me to exhibit in a survey show of Queensland sculptures entitled "Temperature", at the Museum of Brisbane. "Temperature" showcased some of Queensland's rising stars in the field of object-based art. I included a work "Witness Box"; a 2.4 metre high form built of MDF and painted a matt white. The realisation of the work was informed by the concept of an object under scrutiny. One form rests on the corner of the next, building this tall sculpture that articulates a kind of suspended animation.

Among the attendants to "Temperature" were the Queensland College of Art / Griffith University's Gallery Director, Simon



Wright, and the Griffith University Collections Manager, Kath Kerswell, who were both on the lookout for a sculptural work to feature on their new campus at Brisbane's South Bank. In late July I was thrilled to find out that the college wanted to commission me to build an outdoor version of "Witness Box" to be placed along South Banks' harbour at the entrance to the campus. Being an ex-QCA student, having the first permanent artwork on the new campus was an honour and privilege.

After the success of the Brisbane Magistrates Court project 'Confluence' I had no hesitation in contracting the Albert Smith Group to transform my indoor work into a sturdy outdoor sculpture. After discussing the possible ways of recreating the work for the tough conditions of the public realm we decided to go with plate aluminium coated in a two-pak polyurethane finish.

Both, the University and I, were incredibly pleased with the finished work and I have received many positive comments on its design and construction. Since the installation of "Witness Box" another University has contacted me with a request for an outdoor sculpture and again I will be contacting Albert Smith Group to help realise this project.

Daniel Templeman - dan@ponyloaf.com.au





# New China Plant opens with a bang!



It was an honour and a privilege to participate in the opening celebrations of Albert Smith China's new plant in Huangdu, Shanghai. The day's celebrations were a mixture of Chinese tradition and formality, concluding in (of course!) the thunder of a magnificent fireworks display.

The opening was attended by dignitaries, customers, Government officials, as well as representatives of other Albert Smith Group country offices globally.



This new, modern plant is a significant milestone for Albert Smith China. It follows years of steady expansion in the previous plant, which created some inefficiency that is now well behind them. The new facilities provide just on 10,000m<sup>2</sup> of safe and efficient under-roof manufacturing and office space, as well as another 7000m<sup>2</sup> externally.

It is closer to the centre of Shanghai than the old plant and in very easy reach of two of Shanghai's main highways.

This new plant is a testament to the nine years of hard work by all involved, building a 'green-grass' site from conception, and resulting in what is today a modern and practical facility designed to support our continuing growth in China well into the future.

To our CEO Danny Ku and his team at Albert Smith China, well done and sincere congratulations!

Mitchell Smith – Albert Smith Group



**Lawrence Chia – Chairman, Pico Far East Holdings Ltd**  
**Danny Ku – CEO Albert Smith China**  
**S L Chia – Founder of the Pico Group**







# Fibrelume makes a splash!

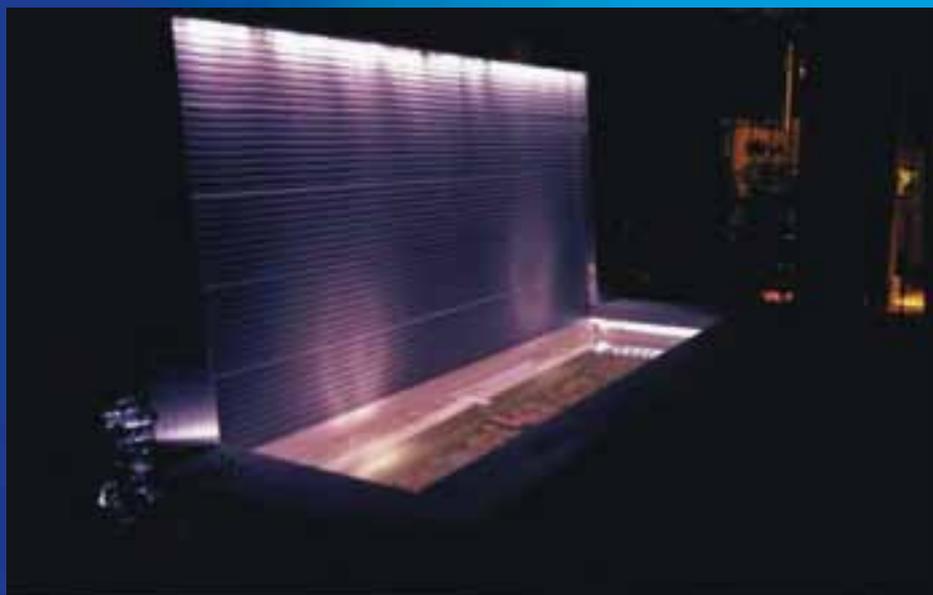
Our thanks go to Steven Bates from Garden Objectives and Phillip Kay the owner, for giving us the opportunity to apply our Fibrelume lighting technology into the design of this unique water feature.

The waterwall itself consists of grooved and hammer treated stone panels, stacked and mounted on a support structure. The stylish stainless steel trimwork to the perimeter, works not only to compliment the stone texture but also to hide the plumbing and fiberoptics.

The fiberoptic lighting package includes a Fibrelume 'light array' across the top of the waterflow, 'starflex' lighting to the perimeter of the pond, and 2 underwater 'amphibian lights' to complete the effect. The fibre runs back to a remote light driver, with a switchable colour wheel that creates the animated colour change.

The result is quite impressive and is a great addition to the Fibrelume library of unique, application-based fiberoptic lighting solutions.

Mitchell Smith - Fibrelume





# Fibrelume lights up Frankston Festival

**Phaseshift Productions was looking for the ideal solution to illuminate the centrepiece of Frankston City Council's Christmas Festival of Lights, a community event bringing together residents to celebrate this special season.**

Last November, more than 15,000 patrons packed Davey and Young streets in Frankston, Melbourne's premier bayside city, to celebrate the eighth annual event held at the Civic Centre's century-old 30-metre Norfolk pine, which is lit for the first time at the festival and which remains alight for the duration of Christmas.

Fibrelume's distributor in Victoria, Lamp Replacements, worked closely with Phaseshift's Managing Director, Lawrie Videky and Frankston City Council project manager Gary Marshall, to design a fibre optic lighting system to illuminate the tree in an array of changing colours and with a twinkling animation effect.

The agreed solution was a system utilising 480 festoon lights, (a polycarbonate UV-protected sphere) combined over 16 x 25-metre runs. The festoons are illuminated via a series of light drivers that project light along each fibre. One of the benefits of fibre optics in this application is there is no heat or power to

the fibre, or to the festoons, which, of course, means no safety issues in a public area.

Light drivers are controlled by a wireless DMX controller using 'HOG PC' ® computer software enabling the system to create many different scenes, providing flexibility in the animation at the touch of a computer keyboard. To finish the effect, Lawrie also designed a large star for the top of the tree using Fibrelume's 'Starflex' ® product which can be controlled and kept in synchronisation with the same colour effects as the festoon lights.

Fibrelume congratulates Phaseshift Productions on an eye catching, effective, and safe lighting solution, installed on time despite a very tight schedule in readiness for this major public event.

Mitchell Smith – Fibrelume





# HOLCIM CEMENTS THEIR FUTURE *in the Philippines*

Holcim is one of the worlds leading cement companies. It was founded in Switzerland in 1912 and is now active in more than 70 countries employing some 57,000 people worldwide. Its core business revolves around cement, aggregates (gravel and sand), concrete and construction related services.

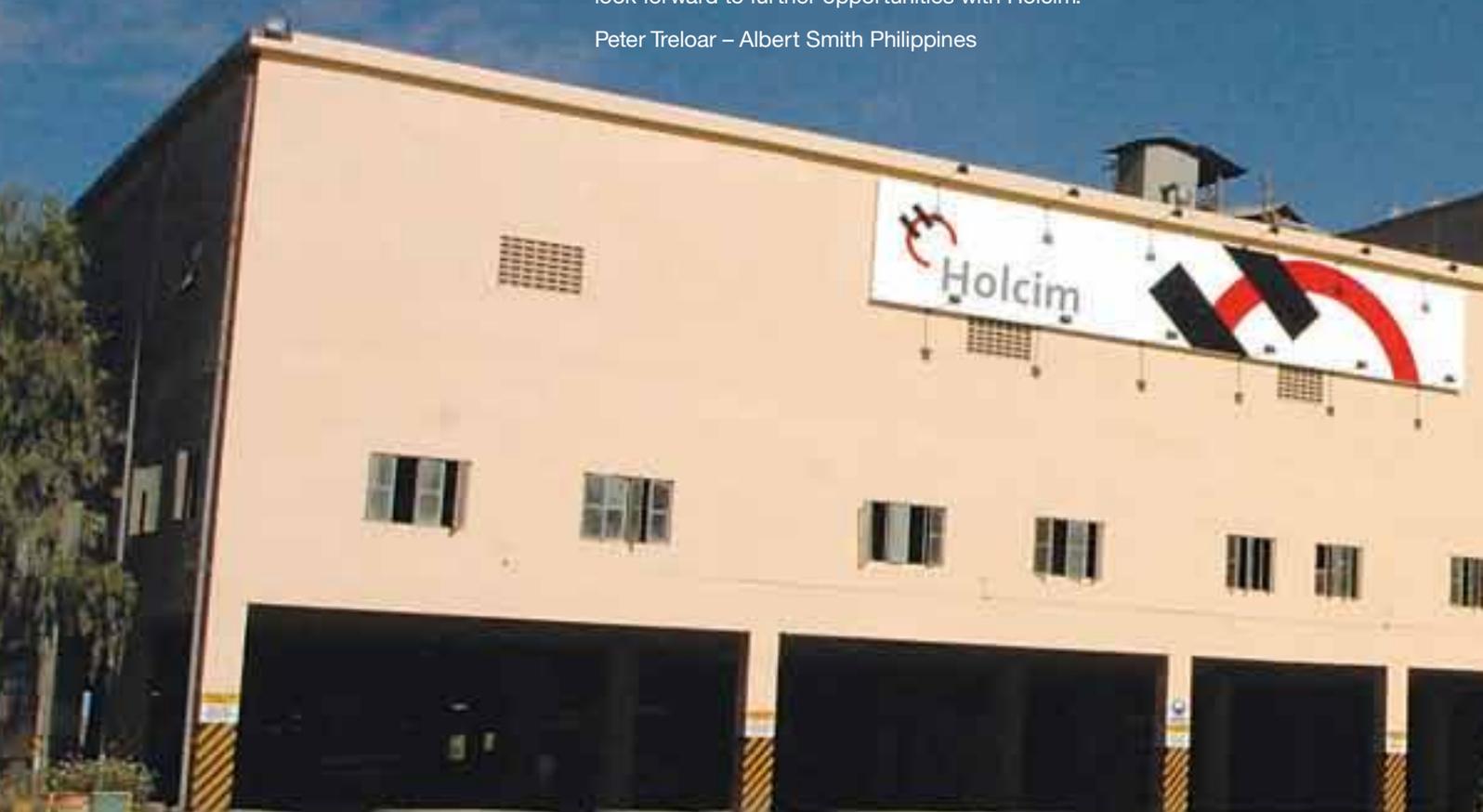
Holcim Philippines was formed when Alsons Cement Corporation and Union Cement Corporation came together with Holcim. These existing cement corporations had a history in the Philippines for over 40 years. This experience now offers Holcim Philippines a unique homegrown identity and heritage of strength, resilience and consistency.

Albert Smith Group Philippines was actively involved with the full brand change over. It involved design, site survey, manufacture, supply and install of various products. For 4 cement plants (La Union, Bulacan, Lugait , Davao) and various sales offices around the Philippines. The major challenge faced by our team was mainly logistics (and the broad range of product involved).

We also built a range of knock down re-useable display booths that are being used at the various trade shows that Holcim participate in.

Our team thoroughly enjoyed the challenge of this re branding exercise and look forward to further opportunities with Holcim.

Peter Treloar – Albert Smith Philippines







# STORM BRINGS GROWTH

Storm is one of Australia's largest and fastest growing financial services firms. Storm's strength comes from providing premium quality services and advice, based on sound research, which integrates smoothly with its clients' goals and ambitions. Storm provide free investor education so that clients can make informed investment decisions to create the quality of life they desire. Storms' approach is to take the confusion and complexity out of investing by viewing your current financial position as the 'seed' for growing your wealth, no matter what your financial position is now.

Albert Smith Group felt fortunate in being able to provide their experience and expertise to Storm Financial when they recently opened their newest office at the prestigious 210 Miller Street, North Sydney address. Storm approached ASG requesting a proposal for the supply and installation of new high level building signage which is highly visible from all directions in North Sydney.

Albert Smiths' Signs spec Division created photographic montages of the proposed signage layout and we worked closely with Storm to agree on the best possible solution, and complete the scope and specifications.

The scope included:

- 2 metre "STORM" fabricated aluminium channel letters, neon illuminated;
- 1.6metre high "FINANCIAL" fabricated aluminium channel letters, neon illuminated; and
- internally illuminated, digitally printed full colour, and tensioned vinyl faced logos.

ASG were also contracted to process the Development Application through North Sydney City Council which was complicated somewhat by the Heritage listing of the 201 Miller Street building. Council approval was finally received on the 23rd of December 2004. The signs had to be manufactured and installed by the 17th of February 2005, in time for the official opening. Our factory was closed for maintenance over the Christmas break so the lead time was slim. However, the production crew gave every effort to ensure we would meet the delivery schedule.

We were also contracted by the building managers, Jones Lang LaSalle to remove the existing "NOVELL" sign letters, prior to the installation of the new "STORM" signs. Due to the large size of the existing NOVELL letters and limited access available through the building, the letters were removed in one piece via ropes and pulleys down the outside of the building. No mean feat when you are 24 floors above the ground!

We are happy to report that the new Storm Financial signage was installed just in time for the opening party, and I'm sure all would agree that the signs look sensational.

Colin Fisher – Albert Smith Australia







**We pursue perfection, so you can pursue living.**

### 1983

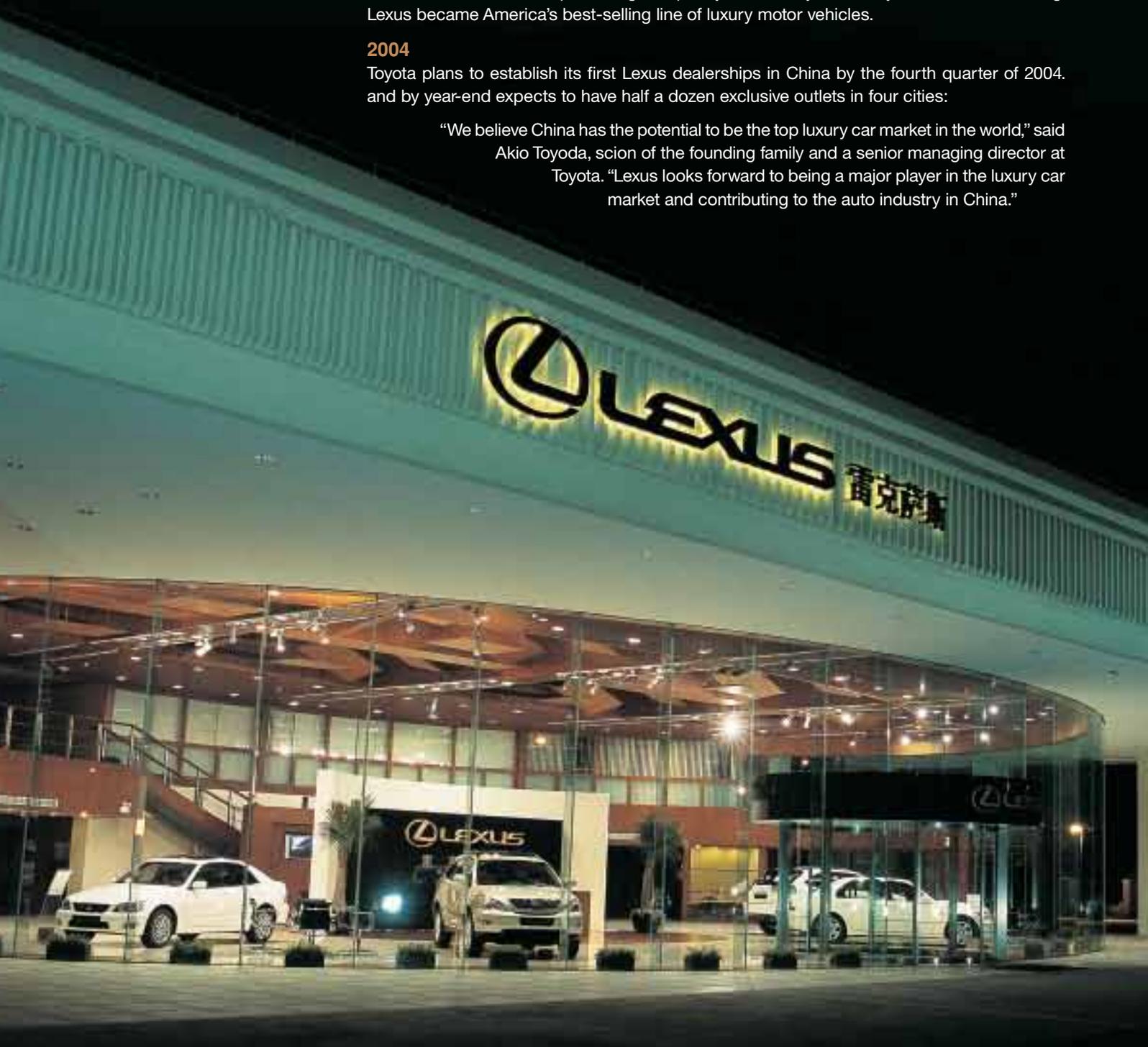
At a top-level and top-secret meeting, Toyota Chairman Eiji Toyoda determines that the time is right to create a luxury vehicle to challenge the worlds best. It is why Lexus came into being.

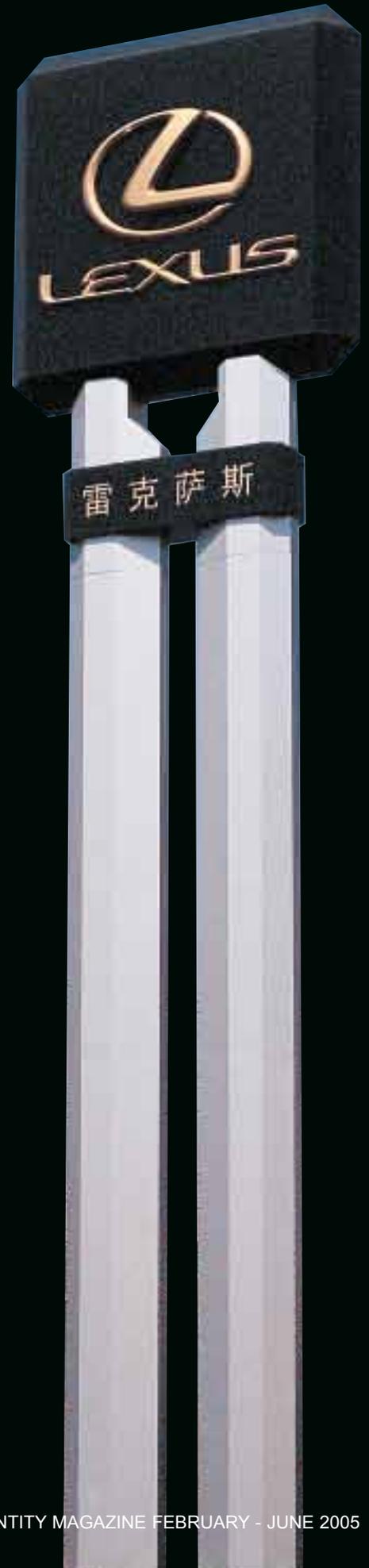
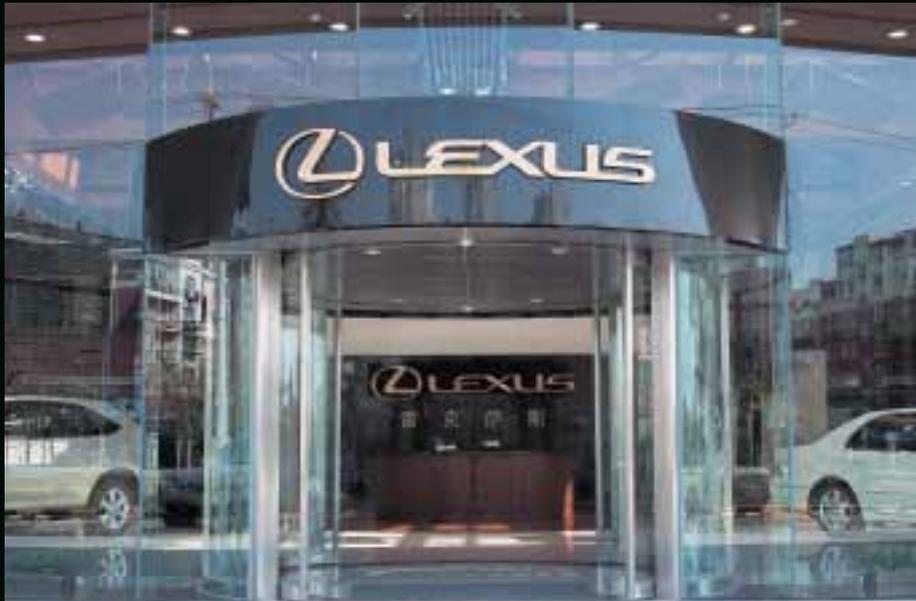
Soon the Lexus marque became associated with quality, luxury and superior customer satisfaction. The brand reputation grew quickly until, barely a dozen years after its founding, Lexus became America's best-selling line of luxury motor vehicles.

### 2004

Toyota plans to establish its first Lexus dealerships in China by the fourth quarter of 2004. and by year-end expects to have half a dozen exclusive outlets in four cities:

"We believe China has the potential to be the top luxury car market in the world," said Akio Toyoda, scion of the founding family and a senior managing director at Toyota. "Lexus looks forward to being a major player in the luxury car market and contributing to the auto industry in China."





### 2005

Soon after winning the TMCL (Toyota Motor China Limited) tender for Lexus in the spring of 2004, Albert Smith China simultaneously commenced four (the first of six) projects throughout China. Successful completion of the manufacturing process was only made possible, after Albert Smith China passed the very strict inspection protocol by the Japanese specialist team appointed by TMCL.

Today you can see the prestigious golden Lexus logo featured at either of the six luxury showrooms of Lexus in Beijing, Shanghai, Guangzhou and Shenzhen.

Danny Ku – Albert Smith China



# New Signs for SCA Hygiene Australasia

Albert Smith Group has recently completed the implementation of a signage program for SCA Hygiene Australasia.





In mid 2004, Sweden's Svenska Cellulosa Aktiebolaget (SCA), purchased three of Carter Holt Harvey's consumer products divisions which included makers of well known tissue brands such as - Sorbent and Purex, sanitary products - Libra, and disposable paper products - Handee and Deeko. The three divisions consisted of 15 sites including production mills, warehouse and distribution facilities, administration and sales offices spread across five Australian states and both New Zealand's north and south islands.

The initial site audits, signage design, graphics and tender documentation were completed by Neopurple, the Melbourne based design consultancy. ASG were successful in their bid on the tender, to complete the manufacture and installation of over 100 different signs. Albert Smith worked closely with Neopurple and SCA staff to coordinate the whole implementation process. Work commenced in mid August 2004 and ran over a 4 month period.

Sign components ranged in size and complexity from simple self-adhesive vinyl applications on glass, up to a massive 7m high logo sign mounted to one factory wall in

New Zealand. A large number of signs involved replacing existing Aluminium Composite Material (ACM - Alucobond) sign panels while repainting and recycling the existing support posts.

To simulate an existing extruded aluminium sign post system that was being used at a number of sites, Albert Smith Group developed a low-cost alternative for new signs that had the same functionality and aesthetic properties.

The final result is an excellent example of how an established international company identity can be successfully applied in a consistent manner to a variety of building styles, fitting in with existing sign structures and dealing with a wide range of communication requirements.

Stephen Beale - Neopurple  
[www.neopurple.com.au](http://www.neopurple.com.au)





# Wayfinding through the rainforest



Albert Smith Group first became aware of Gerry Harvey's 'The Byron at Byron Resort, Spa and Conference Centre' when a representative of his architects, Haysom Architects in Fortitude Valley, contacted us for signage options. Ed Haysom had successfully worked with us some years before and understood the value that we can bring to a complex project such as this.

From those initial discussions it was made clear that any signage we proposed had to be as far away from 'URBAN' looking as possible. This was largely due to the location; The Byron is situated beneath a canopy of rainforest complete with a timber boardwalk meandering through the rainforest and leading along the everglades canal to the resort rooms. It was also due to the relaxed feel that the designers wanted to project throughout the resort.

At the initial meeting with the design team I was presented with a site plan of the resort, plus some concept drawings that displayed approximate sizes and various locations for the signs around the resort. It was clear the signs were to be non-urban, have minimal lighting, and they needed to 'blend in' with their surroundings, as some of the signs were to be positioned on the boardwalk within the rainforest. During this meeting we were advised the designers wanted to use the commissioned artwork from renowned Aboriginal artist Minnie Pwerl, from the Utopia settlement in Central Australia, as a theme throughout the resort. Elements of the major paintings were to be incorporated into the signage. This later became an integral part of our signage package.

Armed with this information I headed straight for Mitch's (our GM) office excited by the prospect of being involved in this unique project. With all the details laid out, Mitch suggested the use of timber or something similar that would weather well and blend harmoniously





with the natural surrounds of the resort. I then made a beeline for Dan Anderson's (Designer) office, explained the project to him, and that's when it all started to fall into place. Straight away Dan came up with the idea of using old railway sleepers as the basis of the designs that we were soon to present to Haysom Architects.

Dan, incorporating the Minnie Pwerl artwork and railway sleeper concept, designed five options in total, that we'd hoped would meet with Haysom's vision. The designs were 'earthy' as well as attractive and I felt confident in presenting them to the Haysom team for consideration. One of the designs was immediately chosen and with some positive feedback from both Ed Haysom and Penny Campbell of Haysom's, some minor alterations were made and the final product was soon ready for manufacture.

The finished product consists of stainless steel for 'The Byron at Byron' logo panels, with digitally printed images of Minnie Pwerl's artwork positioned vertically down the length of the wayfinding signage.

During this project we also utilised a product known as 'Photo Etching' and 'Photo Anodising'. This process was used on the Central Facilities signage and smaller Wayfinding signs, fixed to stanchions around the resort. The anodised panels also have Minnie Pwerl artwork 'Photo Etched' onto them and have been treated to protect against UV and vandalism. The architects and client were very pleased with the results.

It was exciting to be part of Stage One of the unique project and the resort looks fantastic. We are certainly looking forward to being involved in the manufacture of signage when Stage Two commences shortly.

Mandy Smith – Albert Smith Group



1st – 3rd June 2005



Delegates of Albert Smith Group offices from Australia, Philippines, Indonesia, Taiwan, and Singapore (Singapore via video) joined our AS China delegates in Shanghai in June for ASG's Regional Strategies Conference.

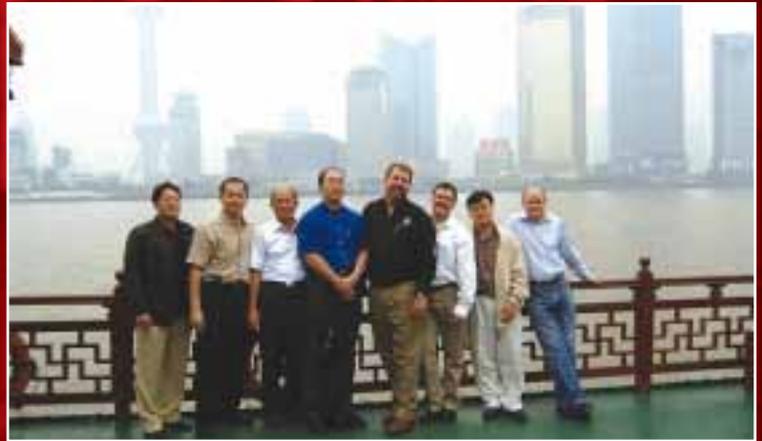
Our conference was held at the Pacific International Hotel in Shanghai, and timed to coincide with the official opening of AS China's new plant in Huangdu, Shanghai. Consequently, our conference hosts had their hands full in preparation for these two important events!

Getting all of our key people from each of the ASG offices together in the one place is incredibly productive and this conference was no exception. A lot of ground was covered in the discussions, including new regional marketing and procurement initiatives to promote and maximise the strength of the Albert Smith Group as one entity.

Many of the strategies implemented are intentionally in sync with our customer's strategies. More and more, our global customers are consolidating their administrative processes. As a result, they are speaking to us increasingly with one voice from one location, with the expectation of a regional response. This ties in exceptionally well with the Albert Smith Group structure; that structure being one that offers Global Resources with Local Solutions.

Our collective thanks go to the team at Albert Smith China for orchestrating such a great 2005 Group Conference. It was a huge success, with benefits that will continue to be realised well into the future.

Mitchell Smith – Albert Smith Group.



*Smog? No – It's just Shanghai haze!*





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More ice for the beer please!



A thorn between two roses!



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