

All about identity[®]

MAGAZINE



smart house:ACM's got it covered

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From royalty to
the fast lane with Spyker



Hi and welcome to the last AAI magazine for 2005.

Another year has flown by. Where do they go? I can remember the days when a year actually took a year to pass, though that was back in the days before I had an annual business plan to manage. Maybe that's the difference. In any event, 2005 has produced many firsts and set some new records. In the manufacturing world we have rarely experienced such movement in material costs. Oil prices have sky rocketed costs of plastics and many paints, demand for steel has surged prices, electronics have been effected and in some of our plants, basics such as water, electricity and land taxes have leapt ahead. At the same time, customers are demanding price relief. Ah, the joys of being a manufacturer! We must however be responding well, as all plants are enjoying extremely buoyant sales. In Australia, November was the highest ever

recorded sales month in our 132 year history. We are obviously excited at the prospect of maintaining the same momentum through 2006.

Albert Smith have enjoyed many highlights through 2005, including the opening of the new China facility, launch of two new ASG divisions, record sales across the Group, launch of several new products, five year warranted and maintained products in Australia, to mention only a few. 2006 will no doubt come with new highs and challenges, however, due to the "hard yards" all at ASG have continued to put in, the Group has never been better prepared for the future.

The Albert Smith team is of course a multi cultural group. With plants across Australia, New Zealand and throughout Asia, we enjoy the benefits of the various cultures. For instance, two 'New Years' parties, different customs and foods, the fun of rivalries between countries [including Kiwi v Aussie] and we especially enjoy the uniqueness and exclusivity of our situation. By that I mean there is no other identity company in the Asia Pacific region [maybe the world] that is even close to our 'offer'. For instance, who can offer ... uniform quality of manufacturing through seven plants, strategically placed in the power areas of the global economy, innovative research and development, shared and spread across these countries, benefits of competitive manufacture via integration of each ASG plant, operational and individual strengths, multi lingual communication, guaranteed quality manufacture backed by 132 years of experience and integrity, ongoing investment in technology insuring Albert Smith stay ahead of innovation. All capped off via committed and trained teams who know exactly what identity is, no matter which ASG country you may call upon.

To say the least, I am extremely proud [some even say biased] of the Albert Smith family, in fact, almost as much as I am, of our clients. Albert Smith customers include many of the worlds leading global brands, covering projects both large and small. We also enjoy a huge spread of individual and smaller brand customers relying on Albert Smith to meet their every need. We nurture and encourage all opportunities, consistently building on our experiences in our efforts to offer even better services and products.

Maintaining and expanding our customer base is Albert Smith's most important goal. Without customers we have nothing, and as such, from all of us at Albert Smith we want to thank you, our truly valued customers, for your continued loyal support and confidence. Hopefully it has not happened too often; however, as manufacturing is not always an exact science, we may have tested your patience at some point. If so, I doubly thank you for your understanding and look forward to when next we are able to serve you.

Well that's it from me for 2005, except to say have a Merry Xmas, a safe and happy new year, may 2006 deliver on all your expectations.

See you next year! Regards,

Rodney Smith
Managing Director
Albert Smith Group

AS
ALBERT SMITH
GROUP

All about identity

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American Express

American Express lights up Sydney.

American Express is a brand well positioned in the Australian market. Amex, as it is fondly known, opened its first travel office in Australia in Sydney back in 1954. Today, it has dozens of both Travel and Foreign Exchange outlets Australia wide, which Albert Smith are proud to have branded.

Prior to the 2000 Sydney Olympics, Albert Smith Signs was contracted to design, manufacture and install a high level building sign for American Express Australian Headquarters at 175 Liverpool Street Sydney. You may recall this project featured in the Feb 2002 edition of our AAI magazine. The signs on three elevations dominated the Sydney sky line for four years. Recently American Express decided an update was in order and invited Albert Smith Signs, to design new high level signs.

Our scope included:

- Obtaining local Council Development Approval & Construction Certificates
- Design and manufacture of the new sign and background
- Removal of the existing sign and its mesh sheeted background.
- Installation of a new steel frame onto the façade, cladding in ACM during install of the new sign

The removal of the existing sign and background, and installation of the new sign has been a long, arduous and sometimes dangerous process due to several factors, including the height of the building, weather conditions and the building's location in the heart of the city of Sydney.

The removal and installation was carried out via a combination of abseiling and use of the BMU. (Building Maintenance Unit, which is generally used for exterior cleaning of the windows)

A crane was taken to the roof of the building in pieces, assembled, and then used to lower the old sign components to ground level followed by lifting the new sign components up onto the roof.

The Northern sign facing Hyde Park was installed and illuminated by early October 2005 with the southern signs completed mid November 2005.

The new signs construction is fabricated aluminium letters with opal polycarbonate faces for durability and longevity. The neon illumination is designed to provide white face illumination and a blue "halo" effect at night, reflecting off the ACM background.

The new signs light up the city skyline, reinforcing the respected American Express brand.

Colin Fisher – Albert Smith Australia.





Regional Re-imaging Projects

A Specialty of the Albert Smith Group

As Albert Smith Group have grown and expanded into Asia we have been fortunate to be involved in many global re-imaging projects for some of the worlds biggest brands including: Nissan, Caltex, Hewlett Packard, TNT, BP, General Motors and Toyota just to name a few.

Like these other high profile multinational organisations, Caterpillar understands the importance and value of projecting a consistent and quality Brand to the worldwide marketplace. Caterpillar Inc., headquartered in Peoria, Illinois, launched the Caterpillar Next Generation Dealer Identity Initiative for this purpose. The Albert Smith Group has been a nominated supplier to this Programme since 2003. To date, we have supplied signage elements in 7 countries for 17 Dealer Networks, over many Cat Dealer sites.

Typically a re-imaging programme such as this needs a co-ordinated manufacturing standard. The Caterpillar initiative was no different and required the use of specially blended coloured materials, purpose designed polycarbonate extrusions and regionally integrated manufacturing specifications and standards.

Through the strong working relationships we have nurtured and maintained with the companies we serve in the region such as Citibank and McDonalds, we have learnt to appreciate and understand the enormous value that these multinational organisations hold in their Brands, and the responsibility we have to ensure these Brands stand proudly and consistently, for many years to come. It's what we do.

Mitchell Smith – Albert Smith Australia





What's the



How many times have you been asked that question whilst standing at your local sportsground on a Saturday morning watching the kids do their stuff?

Following an extensive market survey exercise, it was identified that the sporting fraternity as a whole lacked a readable, easy to use, low cost, reliable scoreboard.

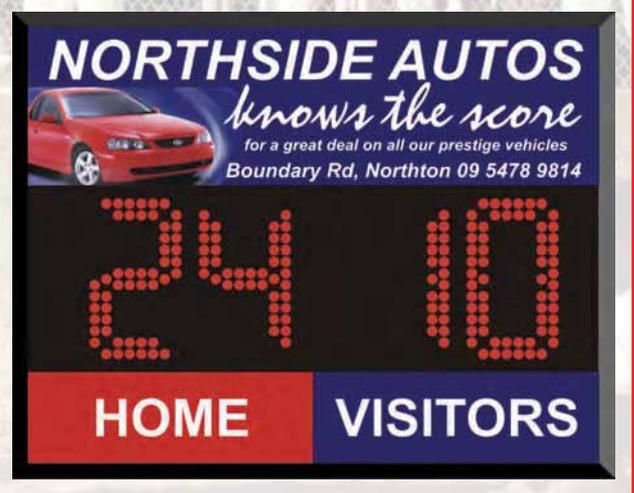
A series of Ezyscore mid range and long range boards have especially developed to meet that demand. As a result, Albert Smith Technologies is proud to announce the release of it's range of Ezyscore scoreboards to the marketplace and they are now readily available.



Features include:

- Wide angle viewing, high brightness red LED digits.
- Full wireless remote control from long distance
- Impact resistant face to protect LED's
- Ability to incorporate attractive sponsorship identification
- Installation available anywhere in Australia
- Easy to understand DIY installation instructions
- Easy finance packages available
- High Quality and Low Cost!

If you would like to know more about this great range of scoreboards, please email ezyscore@asgroup.com.au or call us on 07 3395 9888





TOYOTA IN 3D

Toyota has been adopting their current brand signage image since 1989 to more than 7000 dealer outlets worldwide. Toyota has now developed new signage guidelines for the Toyota brand, after intense analysis of their market worldwide. The shift has been to a higher emphasis of the Toyota Mark and Logo from the current 2d implementation, to 3d with self-illumination. The current 2 pole sign is being converted to a pylon or square sign and the application of red horizontal and vertical lines add to the visual statement.

Albert Smith Group Philippines was invited with several other suppliers by Toyota Motors Philippines (TMP) during the later part of 2004 to assist with their changeover of dealerships to the new image. This involved an intensive accreditation process via the development of prototyping for the new 3d image as well as participation in bidding for the supply and installation of this image to their entire dealer network in the Philippines. We were fortunate enough to win the bid, which then allowed us to finalise our prototypes to be evaluated and approved. The evaluation and approval process involved the members



of Toyota's official design team for the project, "Design Corporation / Japan" and "Toyota Motor Asia Pacific PTE LTD", who visited our facility for the reviews. The evaluation included, among other things, our production methodologies, moulds, red acrylic sheet, forming of acrylics and lighting.

The Toyota image requirements do vary slightly among the various regions. With countries such as Taiwan and the Philippines adopting the new 3d image onto a metallic background and not the standard white fascia boxes being used in the US, Japan and other regions. This actually worked in our favour locally as we could also offer a more encompassing scope of work to the client as we could now provide the silver metallic ACM cladding for the fascia band background along with the signage.





The first Philippines sites were actually new build sites, which included the cladding of the entire buildings, plus all external and internal signage requirements. We are currently implementing the refurbishment and upgrade of ten (10) existing dealerships throughout Metro-Manila with another eight (8) in the provincial regions to follow. The entire project should be completed by mid to late 2006.

Throughout the program we have been supported by Albert Smith Taiwan via tooling development and acrylic supply; providing the correct acrylic pigmentation color match and the extra wide sheet size required for thermoforming of the large Toyota logo.

Subsequently, after completion of our first sites we were recommended via the Toyota network as an accredited Toyota supplier. Toyota dealerships in both Saipan

and Guam then contacted us for possible advice and assistance. We have been working in conjunction with these dealers and their nominated architects in both these US territories to develop and implement the new brand image. Toyota in Saipan is now completed, while Guam is currently under production. These two dealerships use the Japan / US specification of 3d signage on white background. All products; fascia cladding materials, 12 metre pylon, etc., were preassembled and tested in the Philippines, before shipment, with detailed assembly and installation guidelines provided for successful implementation.

We are proud to support Toyota as they continue to strengthen their brand identity in our region.

Peter Treloar - Albert Smith Philippines





Talbot Hotel Group: Building The Brand



My first knowledge of Talbot Hotel Group (THG) came from a meeting with Peter Kanas Architects. Peter Kanas invited me to discuss an opportunity with him and THG's Managing Director, Shane Edwards, regarding manufacturer and installation of signage at a number of locations; originally the Cleveland Sands Hotel but also the Mi Hi Tavern at Brassall and the Coomera Lodge Hotel at Upper Coomera. All sites needed to be re-branded with one of two brands – 'Drinks plus' and 'byo bottle shop'. Both brands also incorporate the Talbot Hotel Group logo. The Talbot Hotel Group is a private company owned by Ken Talbot – Managing Director and major shareholder of Macarthur Coal.

At our first meeting we discussed options for the signage at the Cleveland Sands Hotel; including a pylon sign that was to feature the Talbot brand and an LED Message Board for advertising specials of the week, functions and coming events to name a few. The LED board features prominently on the pylon sign and any changes to the text can be made from the hotel managers office in an instant!

I was also presented with some concepts for the original artwork to be used for the new branding and it was at this point that I asked if Signspec (a division of Albert Smith Group) could have an opportunity to develop some alternate design concepts that may better suit their new brands. As these brands were still at conceptual stage Shane and Peter were open to our proposal and agreed. The Signspec designers worked on the designs as a team, each person adding their own take on the brands and developing some 10 pages of options! Needless to say, each option was unique in its own special way.

From the ten pages of options we were confident that a few would capture our clients' attention and sure enough there were two designs that they wanted to discuss and develop further. We then worked together with Shane and his team, and with some minor changes to colours and keylines, etc., we completed the new branding for 'Drinks plus' and 'byo bottle shop' that are soon to be seen at a number of THG sites in Queensland, something in which Albert Smith Group is very excited to be involved with.

We look forward to working with Talbot Hotel Group again and wish them every bit of success in the future, cheers!

Mandy Smith – Albert Smith Australia





Who says the sign industry isn't trendy!

Trends occur in all areas of our lives and the identity industry in no exception. A notable trend for Albert Smith in recent times has been clients seeking relief from the responsibilities of owning a sign. Sound strange? At first glance, one would have to say "what responsibilities". Well, just as any major investment, a sign does come with very important and in some cases onerous responsibility.

Unfortunately all too often once a sign and other image elements have been installed & signed off it is often forgotten. Unlike a car, truck aeroplane etc, where it is a known fact performance is best assured by ongoing maintenance. A sign is often left to perform in the harshest of environments with, in most cases, absolutely no care or maintenance. No maintenance results in deterioration of the image, reflecting badly on the business it was intended to promote, creating possible safety issues re the sign under-performing in storm conditions & of course rapid deterioration of the original investment. All round disaster...

To meet the need, Albert Smith has created **SIGNVEST**. We believe Signvest meets the challenge of insuring our clients are responsibility free when it comes to maintaining, at all times, 'as new' image, guarding and maintaining safety aspects of the image & also allows cash flow relief via a pay as you use payment plan. In summary, Signvest warrants your investment for the term of the agreement, in most cases five years, maintains investment at peak performance, allows for payment as the product is used, is fully tax deductible, and you own the investment. At the end of the agreement you have the option of re-entering into a continuing care agreement. Insurance of the product/s is usually at the owners cost as are council sign license fees, all other costs are included in Signvest.

Other Albert Smith services enhancing Signvest benefits include; image and product design, engineering specifications, preparation and management of the council licensing process, safety first site requirements to meet Australian OH&S standards, access equipment and traffic management as required. As one client recently commented to me "I can totally re-image all sites now, rather than staged to suit cash flow requirements, I don't have any of the logistical hassles, and now the product is warranted and maintained for five years and as far as my business plan is concerned, no hidden and unwelcome costs to surprise me!"

Once again, ASG is a step ahead with the introduction of **SIGNVEST**, which is new, exciting and absolutely in step with modern business practice. For further details contact our Customer Service Centre on 07 3395 9888.

Rodney Smith - Albert Smith Group



Local Artist supports Red Cross

On the 1st October Albert Smith Group was proud to again sponsor the Australian Red Cross, Red, White & Black Gala Charity Ball in Brisbane. Many local businesses dug deep to contribute to the night, providing goods and services for fundraising. Local Brisbane Artist, Daniel Templeman, was no exception and kindly donated the work *Untitled*, from his *Taking Form* series. The work attracted an overwhelming response and was successful in raising a significant amount of well needed funds for the Red Cross.



Readers of earlier All about identity magazine will know Daniel's works, from his large scale public work "Confluence" featured in July-December 2004 edition and his outdoor sculpture "Witness Box" featured in February-June 2005 edition.

The work itself results from the artist ongoing investigation into the manipulation of space and the interplay between formal and representational art. In the 'Taking Form' series Daniel Templeman starts with basic shapes, maps them out and then scores hundreds of lines to create works that operates as both two and three dimensional experiences. Through this developed process of 'scoring' lines the works have incredible depth, as the viewer moves across the work it shifts in both colour and tone. Daniel sees these works more so, as low relief sculptures than paintings and enjoys the multiple ways of viewing the art. He is in the process of developing a system of scaling this effect for outdoor applications.

Congratulations to Daniel for his generosity in donating his valuable work to help those less fortunate.



JAX and QUICKFIT *are now the one!*



Two of the best-known names in Australian tyre retailing and associated services have recently joined forces. JAX Tyres was established in 1949 and Quick Fit Tyre Service in 1995, both proudly Australian owned, they currently have a combined annual turnover of around \$100m.

With the merger, the new company, now known as JAX QuickFit Tyres, aims to build on its combined reputation to be the most respected and professionally managed automotive services provider in Australia.

"It's taken 12 months from go to whoa but we're very confident we are on the right track to a bigger, stronger business and the independent research we have done confirmed this," says new CEO, Jeff Board. In a bid to get the merger right, Mr. Board (former General Manager, JAX Tyres) personally contacted every one of the 72 stores in the new group to get feedback from the franchisees and answer their concerns.

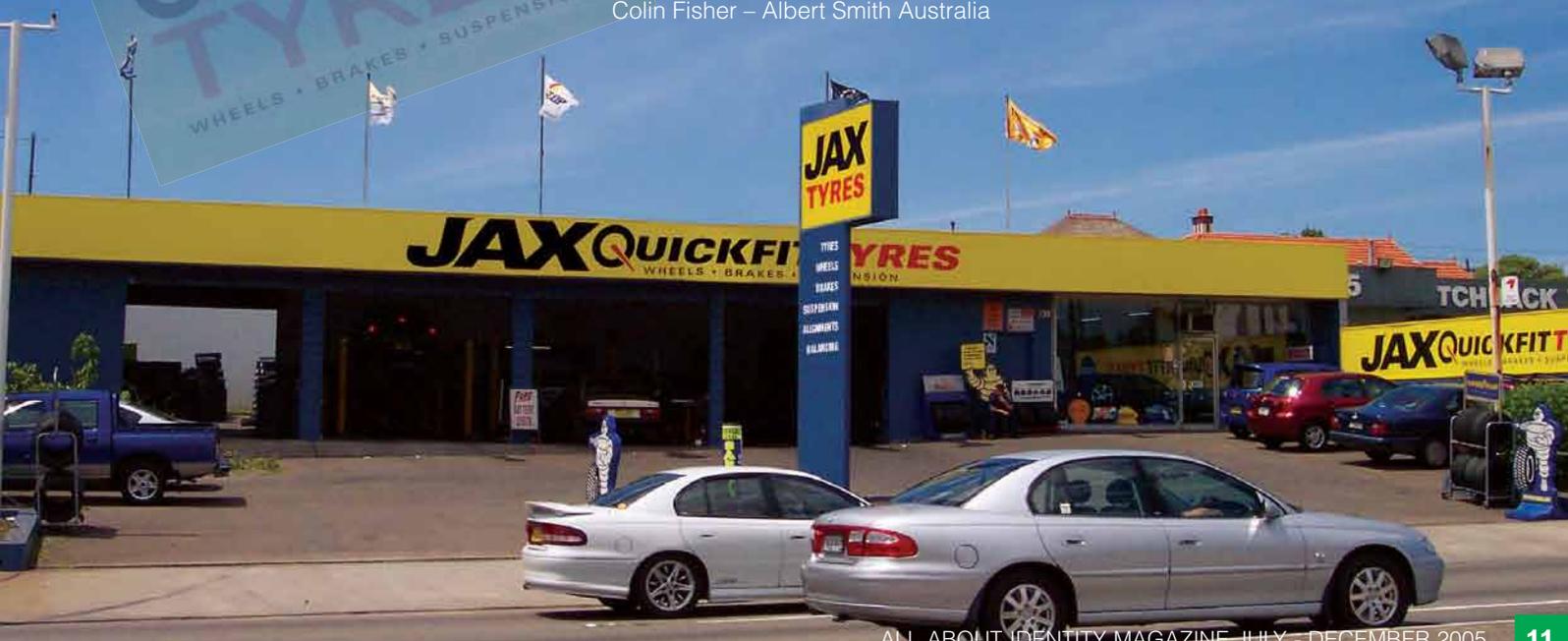
"At the time the process started, we discovered we had at least a dozen different variations to the franchise agreement. The directors took the decision that we should make a fresh start and began the consultative process to streamline the paperwork," Mr Board says. "Now as a result of this consultation, we have a uniform agreement and our people rightly feel they have more say in their own future".

Aside from ensuring all the franchisees were in agreement, the new company had to create a new image combining the best elements of both names to maintain customer confidence and loyalty. The end result is now being rolled out store by store, with first going to an all-new franchise in Haberfield, in inner-western Sydney. In an unusual twist of fate, it is only a short distance from where the original JAX store was opened by Jack 'JAX' Adolfsen in 1949.

Albert Smith Signs is proud of its long association with JAX and was honoured to be invited to supply and install the first JAX Quickfit Tyres pylon sign for the new site at Haberfield on busy Parramatta Road.

Congratulations to JAX Quickfit Tyres, we hope this will be one of many new pylon signs as they reinforce and expand their new brand.

Colin Fisher – Albert Smith Australia







From Royalty to the Fast Lane in China

The Spyker Company was founded in the Netherlands in 1880 by two brothers, Hendrik Jan and Jacobus Spijker, originally blacksmiths by profession. Spyker is proud of their long history and many achievements; from supplying gold covered royal carriages to having produced planes and cars for their country during World War Two. Today as well as their famous royal carriages, they produce one of the most elite and sought after sports cars in the world.

Spyker first came to China in 2004, and soon after opened their first showroom in Beijing in 2005. It was through a cold call made by one of our sales team that Albert Smith were given the opportunity to supply all the external and internal branding requirements, including the external canopy, the internal logos and many logo pylons.

As Spyker continue to expand into other key cities throughout China, Albert Smith China look forward to continuing as their long term partner in China.

Maggie Shi - Albert Smith China







THE BRT BLENDS RETAIL & TAVERN

When paying a visit to our major suburban shopping centres in Brisbane, it would be no surprise to find an integrated hotel to create a complete shopping and social experience. You can settle the weekly grocery list whilst relaxing over a beer or soft drink at shopping centres at Carindale, Indooroopilly, Garden City and Chermside. Even the Myer Centre has a pub.

Its one thing when a hotel is incorporated into a shopping centre but it is quite another when the reverse occurs. That was the case in June this year when Michael and Jenny White opened their new 2400sq m commercial development at Brackenridge, on Brisbane's north side.

The Brackenridge Tavern, and its owners Michael and Jenny White, have been well known to the community in the Northern Suburbs for many years.

The BRT, as it is called today, has been providing the services of quenching extreme thirsts and filling empty stomachs for countless patrons over the years. The Whites first entered the hotel in 1980 as tenants for the then owners Carlton and United Brewery. They bought the hotel outright in 1989.

Michael and Jenny have also been long term financial supporters of community and supporting groups for all that time. The Whites resisted selling their highly prized block to a number of interested developers in favour of developing the land themselves and providing increased convenience and value to the surrounding community.

"We looked at it from the point of view of what the community needed – what would make it even better place to live? Having worked here for 25 years, we belong to this area and are committed to helping it grow and improving its facilities," Mr White said.

The redevelopment of the site included the addition of a Woolworth's supermarket, Newsagent, Pharmacy and reportedly the first Gloria Jeans Coffee Shop in the world to be integrated with a Hotel. That, plus a substantial facelift for the BRT was a sizeable undertaking and has been 10 years in the planning.

Albert Smith Signs provided the new branding elements for the site. This included pylon signs, wall signs, Woolworth's signs, directional signs, 'lifestyle' signs and neon highlighting to the building perimeter.

The design of the BRT signs, the site layout with reference to the way-finding signs etc was all undertaken by Signmanager for the BRT.

The main pylon sign for the site was a little out of the norm. The pylon structure was clad in powder coated aluminium sheeting, with inlaid graphic panels. The LED message boards at the top are controlled from the PC in the bottle shop which communicates with the sign via a RF modem link. The decorative cowlings on the side of the sign have been integrated with 1000 points of changing colour fibre optic lights, of varying intensities. The Light Driver is contained within the sign.

The new development is going great guns and the beers are being pulled like there's no tomorrow.

The local Woolworths Supermarket and the upgraded facility for quenching all those thirsts have been exceptionally well received by the community.

As Michael said, "You can't get ahead in the game by following a trend and doing what's been done in the past. You need to be constantly looking for new ideas then have the resolve to follow them through."

Mitchell Smith – Albert Smith Australia





From
concept...



Added service, Added value,

Competition is everywhere, and nowhere more so than Taiwan. Our small island has a population of 23 million, and on some days, it seems to us that at least half of these people are in the signage business. Our clients are being tempted on a daily basis with offers of cheaper this, and better that and so on. It is a struggle to keep up with what's going on. One of the ways that we in Taiwan have insulated our business from the vagaries of this kind of competition is to offer to our clients more integrated and packaged solutions.

In addition to the group's core activity, namely sign-manufacturing, Albert Smith Taiwan provides parallel services upstream such as environmental design, graphic design and interior design. Project management is also a key component of our business, whether in client asset management or on-site construction and fit-out supervisory services. Being involved

in these other areas of our client's brand or identity care has many benefits. Not only does it help to strengthen our position as the signage manufacturer, but it enables us to fulfil this role with far greater knowledge and valuable input, generally recognised as a no-cost benefit by the client.

A current example of this multi-layered relationship is our several roles in Nissan RVI program. Under the umbrella of the Albert Smith Group, and with the support of Albert Smith Philippines, we are the accredited signage provider to NISSAN Taiwan. As a 'local' company, we are the appointed local architect for the Nissan RVI program, working with the NSC and the dealers' own designers in ensuring that the dealers' designs are complying with the RVI requirements. Both of these roles mean that Albert Smith Taiwan has gained an intimate working knowledge of the RVI program from both a supplier and user's perspective.





To reality...

Added opportunity

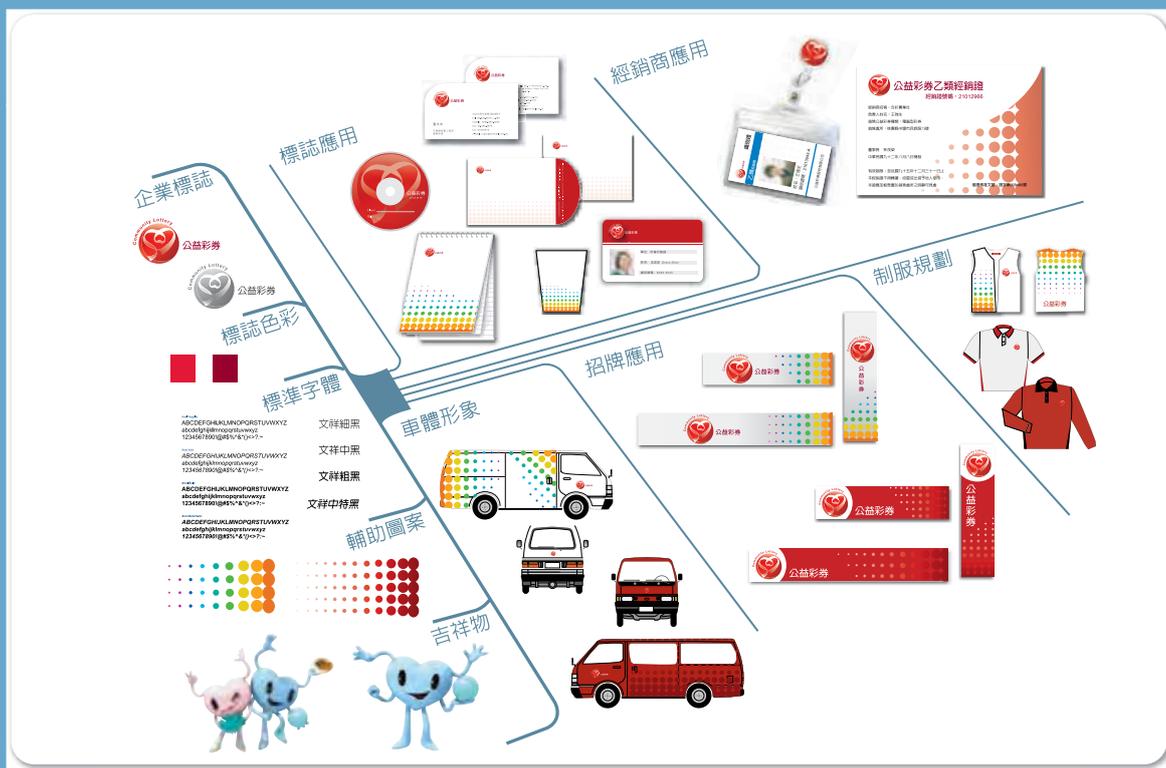
competitive environment we operate in, but it has been instrumental in securing our relationships with our customers, and widening the range of opportunities we have to contribute to the successful management of our customers brands and identities. And identity is what we're all about, isn't it ?

Paul Maloney – Albert Smith Taiwan.



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CORPORATE IDENTITY SYSTEM
CORPORATE IDENTITY SYSTEM





COLES 1ST CHOICE FOR LIQUOR

Coles have recently launched an exciting new brand into the Australian retail liquor market, which comes under the banner of '1st Choice'.

Given a very tight time line Albert Smith Group managed to supply and install signage at their first launch store located next to the head office in Tooronga.





CHOICE

LIQUOR SUPERSTORE

At the press launch in May the large double-sided roof sign was unveiled to reveal the new brand that is changing the face of the Australian Liquor market. There were a cast of thousands at the launch including Red Retail Design, Gray Puksand Architects, Rydell Constructions and the Coles marketing team.

Many thanks to Kevin Weatherall at Coles Liquor who championed the cause to ensure signs were installed to the local council requirements.

Another fine example of good teamwork, with Coles and Albert Smith Signs working together to produce a high quality and cost effective product.

We trust that Coles will remain First Choice for drinkers and Albert Smith Signs will remain first choice for signs.

Tony West – Albert Smith Australia





PRICEWATERHOUSECOOPERS

High Level Building Signs

Freshwater Place, Melbourne and Darling Park, Sydney

Formed in 1998 through the worldwide merger of Price Waterhouse and Coopers and Lybrand, PricewaterhouseCoopers (PwC) is recognised as leaders in their field. Named Accounting Services Firm of the Year in the CFO Magazine 2005 Awards, PwC has firmly established its presence in the Australian market. This is no more noticeable than through the external identification signs that have been recently commissioned at the new PwC Melbourne office at Freshwater Place.

Working with Project Management firm Colin Ging and Partners (CGP) and sign consultants Diadem, Albert Smith Signs, a division of the Albert Smith Group (ASG), manufactured and installed high level and podium level neon identification signs for the new development. With a manufacturing and installation program spanning 6 months, the signs are the largest open face neon signs in the Melbourne skyline measuring over 41 metres in length and 4.6 metres high. In total, five signs have been installed of which the PwC monograms that adorn the north and south faces of the building are 6 metres high.

The project team relationship formed between ASG, CGP, Diadem and PwC proved very successful in controlling the time, cost and quality parameters of this most complex project. Working with detailed design documentation provided by Diadem, ASG were able to provide a final built

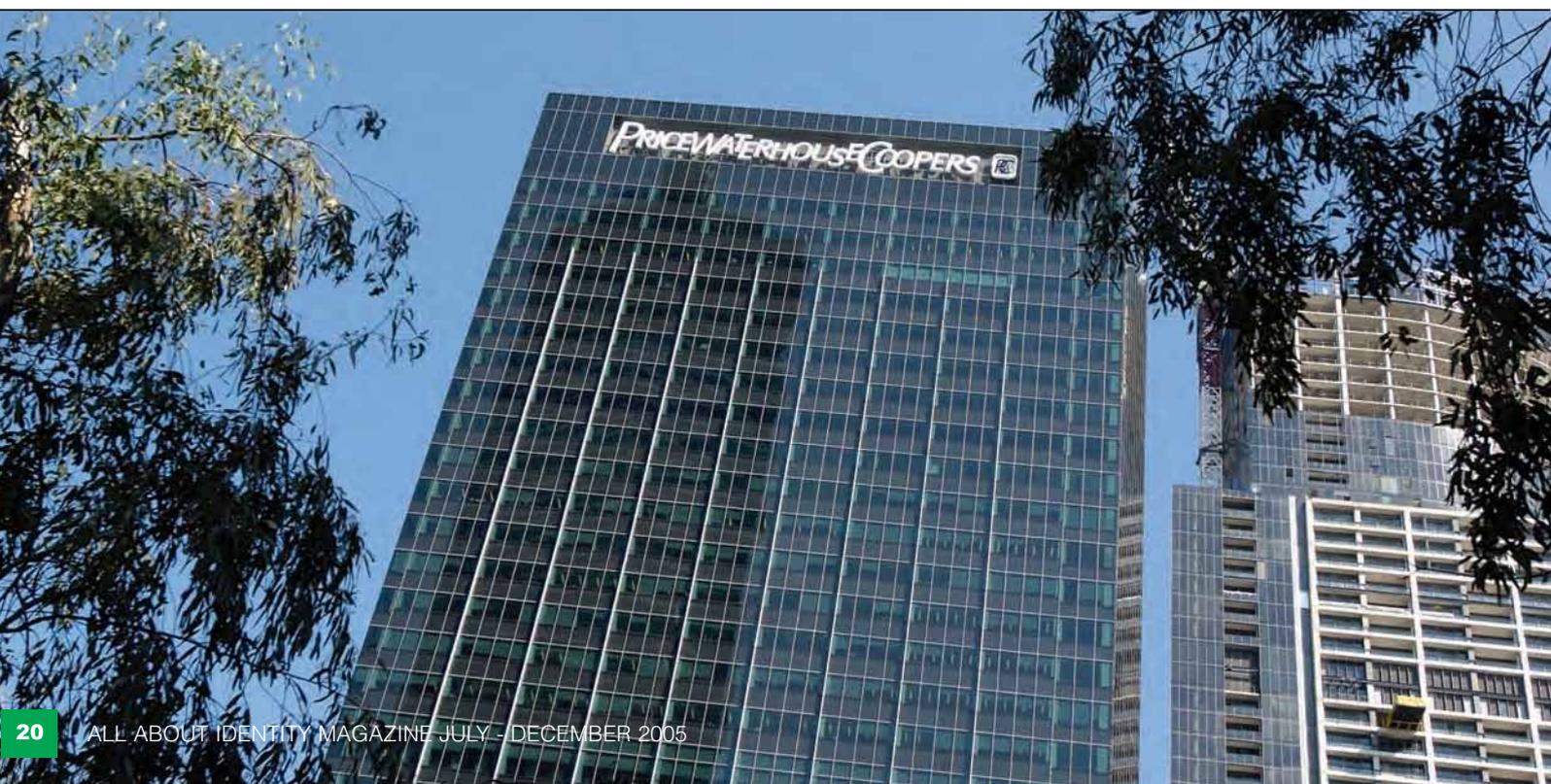
solution of the highest quality in which all materials, electrical components and general sign construction were controlled meeting BCA and Australian Standards.

Subsequent to the work undertaken at Freshwater Place, ASG were invited, and were the successful tenderer, on the replacement of the Nestle sky signs at Darling Park in Sydney. Again working to detailed design documents prepared by Diadem, ASG embarked on a most complex construction and installation program which included the replacement and waterproofing of the building façade and the installation of two new intracut PwC signs each measuring over 26 metres in length.

ASG has worked with Diadem on numerous re-branding projects over the past 5 years including ANZ, Kennards Hire, Homemaker and PwC. Both the Melbourne and Sydney PwC sign projects have demonstrated the benefits received by large corporations such as PwC where the combined services and expertise of a specialist sign consultant such as Diadem and the manufacturing and installation skills of ASG offers built in client protection over the full period of the contract.



Kelvin Taylor
Diadem
02 9356 8611
www.diadem3d.com.au





PRICEWATERHOUSE COOPERS



HILTON in the h

The Hilton Brisbane is pleased to have unveiled three new roof top signs, supplied and installed by Albert Smith Signs. The new signs bring the 'Hilton' brand to life once again on Brisbane's Skyline, as they did when Smiths installed the first Hilton signs at this site over 20 years ago.

The Hilton Cartouche which graces more than 500 hotels worldwide now sits proudly on the hotel and coincides with the relaunch of the property following an \$11,000,000.00 refurbishment.

The hotel, now truly refreshed, revived and rejuvenated, features 321 beautifully appointed contemporary guest rooms, state of the art meeting, events and exhibition space, and fantastic restaurants and bars.



Heart of Brisbane



Tapping the heart of the Queensland capital's vibrant CBD, the stylish Hilton Brisbane is truly a gateway to all the pleasures of the famous Sunshine State. Located in the Queen Street Mall, with three floors of international shopping in the adjoining Wintergarden centre and just a short walk to the Southbank Parklands, means you don't have to go far to experience the beauty and excitement of Brisbane.

Jamie Mead – Hilton Brisbane.







New RCH Busway brings relief to commuters

With Queensland receiving a reported additional 200 residents per day it's essential that our State Government initiates re-routing traffic development projects, such as the new busways, to relieve traffic pressure and peak hour congestion. In November 2003 Cabinet endorsed \$12.3m for the construction of the Normandy and RCH busway systems.

Generally speaking, a busway is a two-lane, two-way road for buses only, which allows buses to bypass peak-hour congestion. Today, more than 100,000 trips are made on the South East Busway everyday. The busiest section of the busway carries up to 15,000 people per hour in the peak direction. To carry this amount of people by car on a freeway would require 7.5 traffic lanes.

The success of the Brisbane's South East Busway has led to the planning and development of other busways in Brisbane, including the Inner Northern Busway in 2004. In its first financial year, the Inner Northern Busway carried 6.5 million passenger trips.

One of Queensland's leading Building and Construction Companies – A.W Edwards, recently awarded Albert Smith Signs with the supply and installation of a vast range of outdoor signage as specified by Queensland

Transport for the RCH Bus Station at Herston located at the northern end of the Inner Northern Busway, outside the Royal Children's Hospital.

The RCH Herston Busway Station provides two platforms within the station and access between the platforms is by two towers with a connecting bridge. The station is covered by a busway protection screen, to protect buses and passengers from stray golf balls from the adjacent Victoria Park golf course.

The new busway cuts bus travel times almost in half between Kedron and Royal Brisbane Hospital, trips taking just six minutes, even in peak hour, and saving commuters almost an hour a week or 44 hours a year. The busway makes public transport more frequent, reliable, comfortable and easy to use, encouraging motorists to opt for public transport and reduce carbon monoxide emissions, and traffic congestion.

Dave Tunstall
– Albert Smith Australia





Position Prestige Paradise

This striking home is built on one of the most sought after strips of land on the Gold Coast where record house prices for Queensland continue to be set. Those fortunate enough to have a home on this prestigious strip walk from their back door to step directly onto Mermaid Beach, and enjoy views from Tweed Heads in the south to Surfers Paradise in the north.

Graeme Cameron Constructions contracted Albert Smith Group to supply and install ACM sheeting to this magnificent residence. The entire project has been completed using the highest quality materials and finishes available.

Alucobond ACM cladding was chosen in collaboration with the owner, and architect Paul Uhlmann, because of its inherent quality and its ability to be fitted to the classic curve of the external soffit through to the internal ceiling with precise results. The Alucobond colour was also a very important ingredient, ensuring the cladding complimented the stone work and location of this modern seaside residence. Cream was chosen to blend harmoniously with the colours of the stone work and adjacent sandy beach.

Thanks to the Albert Smith team on a great result. We have been very satisfied with their attention to detail and found their finishing skills to be excellent. My client and I could not be happier with the results achieved.

Graeme Cameron - Graeme Cameron Constructions







One way to br

McConaghy Properties Pty Ltd., owned by the McConaghy family, holds several key regional shopping centers in its portfolio. As plans to redevelop Lismore Shopping Square came together, McConaghy's turned to Albert Smith Signs to deliver the signage requirements for this substantial extension. With architects

PDT laying out the framework, several meetings ensued, with the detail fleshed out for a major signage program, reflecting the fresh new look designed for Lismore Shopping Square.

The development required iconic statements defining key points, so two major pylons were designed, each 12 metres high by 4 metres square. Several technical issues were addressed early on, such as the lighting for the very large faces. Albert Smith designed an internal lighting system with metal halide lights mounted on a unique single spine, complete with winch system for ease of maintenance. The lighting design not only yielded significant capital savings, it also reduced the overall power consumption of the sign, and will continue to reduce maintenance costs over the life of the sign.

The logistics associated with handling and transporting pylons of this size (in one piece) with consideration to minimising on-site time and disruption, tested the creativity and networking skills of our dispatch department, who came up with the perfect solution. They located a trailer that is normally used for transporting huge fuel tanks, with a low 300mm deck height that provided the perfect ride 'at the legal height required' for transport of this massive sign.

However, as a former political leader once said 'Life wasn't meant to be easy', and we quickly learned that it's true! With the first of these two gigantic pylons complete and loaded for transport to Lismore, and the word from site that the footings were ready to go, this special load set off from Brisbane. Then the heavens opened up, and by the time they had reached Tweed Heads, the Northern Rivers region was well on the way to flooding. The weather became so bad that the truck (and the sign) became stranded for several hours on the highway. (Luckily, a local pie van had just stocked up, so our truck driver, and several other stranded motorists, enjoyed a freshly baked feast while they waited!!)

Unable to reach its destination, the truck eventually returned to our factory in Brisbane with the sign still on board, to wait while the floods abated, then two weeks later they were able to make the return trip. Uncannily, as the second pylon was being loaded, it started to rain again!!! Fortunately, the weather was not as severe, and the second of the "drought – breaking" pylons set off for Lismore without mishap.

Of course, with such a significant redevelopment, (double the size) there was a great deal more signage and identity required than just the pylons, McConaghy's and PDT also introduced a fresh new look throughout the centre. Albert Smith supplied and installed:

- a complete package of corporate identification signage for both BIG W and Woolworths.
- illuminated lifestyle murals to form a welcoming entry via a new travelator
- digitally printed wall paper to the large circular void setting the mood in the new food court
- a complete suite of directional and information signage

As is often the case when redeveloping a shopping center whilst it is still trading, particularly an extension of this magnitude, many challenges arose. The strength of the relationships saw the teams from McConaghys, PDT architects, and Albert Smith Signs address each issue as it arose. The successful re-launch of Lismore Shopping Square, stands as a testament to those good working relationships, and to McConaghy Properties commitment to the Lismore region.

Ian Wilks – Albert Smith Group Australia



Peak a drought!

AUSTRALIA





Total Sinochem





All about identity



Total-Sinochem Fuels Company Limited is a joint venture of Sinochem and Total France. Sinochem is one of the four national oil companies in China; they operate in the petroleum, fertilizer and chemicals sectors and enjoy high prestige around the world. Total is the world's fourth-largest international oil and gas company, with operations in over 130 countries.

The core business of Total-Sinochem Fuels Company Limited is to develop, construct, and manage a network of 300 service stations of high standard and quality, in Beijing, Tianjin, Hebei and Liaoning of East China.

Building upon the successful working experiences between Total and Albert Smith in Philippines; about six months ago Albert Smith China was invited to participate in the Retail Visual Identity (RVI) Program of Total in China. As the RVI of Total is being applied consistently worldwide, our job in China was made easier, through simply applying the same engineering design and production methods that we've been applying in Albert Smith Philippines into our local manufacturing. In addition to this, our production lead time and learning curve for the Total signage was significantly reduced

through the sharing of production resources and parts with our Philippine counter-part. Consequently, we have reduced the production hours by 40%, plus we have got each and every production detail correct first time, even at the first production trial.

Albert Smith China is honoured to be appointed as the sole signage supplier for Total-Sinochem stations in China. Up to now, we have successfully completed 6 stations. Our scope of works include the supply and installation of a wide range of signs such as for the service bay, the convenience store facade, the pylon sign and including cladding of the canopy.

Maggie Shi – Albert Smith China



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All about identity

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