

Welcome to our January newsletter, and Happy New Year! We hope you all had a fantastic break over the festive season. Here at Signs Express (Harlow) we had a very busy and productive 2013 and are very much looking forward to what 2014 will bring in our ever changing industry. We hope you enjoy reading about our exciting news and projects from the past few months.

## Double Recognition at Signs Express awards!

We were proud to be announced as finalists in two categories at the Signs Express Awards Ceremony held on Friday 8th November at the Radisson Blu Hotel in Derby. Our centre's achievements were recognised in the following two categories; Best Sign Project and Productivity.

The entry for the Best Sign Project demonstrated our ability to use creative signage solutions across various product ranges. Retail specialist Cowling & Wilcox wanted to refresh their look, making it more distinctive and reflective of its brand. As an arts and crafts specialist, it was important that the new look was dynamic and yet also showed the company's expertise and heritage. Initially, the new look was first displayed as a partial wrap on a VW Crafter Van.

We have since completed sign projects at a new flagship store in Highbury, North London and three further Cowling & Wilcox shops, which all needed external signs complying with local restrictions.

We were also chosen as a finalist for the Productivity Award due to the high volume of work we produce and the exceptional standards we always meet.



Our flexible and dedicated work force allows us to continuously meet and exceed our targets. We also make sure the members of our team receive on-going training and support to improve their skill-sets and strengthen our customer offering.

We had a great time at the awards and are looking forward to what lies ahead this year!



## DID YOU KNOW?

98% of businesses believe stunning signage creates a positive first impression. Are you using the power of signage to its full potential?

\*Based on a survey of over 1000 businesses

## MEET THE TEAM



Name:

Chris Cohen

Position:

Design & Production Manager

Where do you live:

Bishops Stortford, Herts

Married/Partner:

Married to Claire

Hobbies:

Not a lot! With a 2 year old daughter, hobbies would be a luxury!

Football team:

The only one.....West Ham United

Favourite movie:

Either Seven or Goodfellas

Favourite band/artist:

The Killers and Foo Fighters

Favourite alcoholic drink:

Coors Light

Favourite food:

Cottage pie

Last book you read:

The autobiography of Slash from Guns N Roses

Favourite restaurant:

Any decent Indian restaurant

Dream holiday:

Las Vegas.....again!

## In training for January!

Personal trainer Billy Stanley was looking for some eye catching graphics for his VW caddy van and called upon us to help.

Bill had recently started a new enterprise, a fitness boot camp, and wanted to ensure his vehicle would represent his brand and help promote him whilst on the road. Working with our design team, a bright modern livery was created, incorporating the colouring of Billy's website.



The installation took place in our environmentally controlled vehicle bay, ensuring an accurate, high quality and long lasting result.

The finished van is stunning and will make sure Billy won't be missed when out and about or parked.

## Secret signs!

Waltham Abbey's Royal Gunpowder Mills Secret Island was looking to be more appealing and visible to the public.

Visitor attraction marketing specialists Flamingo Marketing, needed to incorporate their colourful new branding into the attraction's signage to best effect, so working together we provided a range of signage including window graphics and roller blinds printed with bespoke graphics and messages.



The Royal Gunpowder Mills in Waltham Abbey is an important heritage site. Now run by a charitable foundation, this secret location is a popular visitor attraction all year round.

## An education in signs

City Gateway, a charity dedicated to the provision of facilities within the Tower Hamlets area of London, recently commissioned us to supply and install an array of new signage for its buildings housing its 14-19 Provision.

The organisation – the first alternative education provider in London to be awarded Free School Status by the Department of Education, with whom we worked very closely, decided upon modern clean-cut signage. We supplied and installed floor and site plans, directional signage, internal door signs, outdoor signs, window graphics and a 4 metre curved sign.

We were delighted to work with City Gateway. Their 14-19 Provision, established in 2012, is an alternative provision provider for 14-19 year olds generally commissioned by schools and local authorities to provide statutory education to disengaged or hard to reach learners who are at Key Stage Four.



## A bit of pampering for local salon

The opening of a new salon of the Sia Beauty chain within Harlow's Harvey Centre gave the opportunity for owners Nim and Tushar Mamtora to refresh the look of their brand.

After visiting the site and spending time with the owners to understand the impression they wanted to portray to their customers, a solution showcasing the curves and colours of the Sia logo was decided upon.



To create the privacy for Sia's clients, frosted window graphics were applied to the salon windows, which also serves as a menu of treatments available. The origins of Sia Beauty lie with the establishment of a number of Threading Bars within the M25 region and it was decided the new look would be rolled out to these – the Harlow kiosk being the first to adopt the new digitally printed vinyl wrap.