

# IN.TOUCH

ISSUE 56 | THE NEWSLETTER FROM WILLIAM SMITH

  
William Smith  
established 1832



**ARCHITEXTURAL™**

*Surface. Designed.*

## Architextural Unveiled

The last 12 months has already been an exciting period of expansion and growth for William Smith, so we're delighted to announce another huge development which has recently taken place.

In April, our latest brand Architextural was launched.

Formed from scratch, Architextural will sit alongside the already existing William Smith and Smith brands and will represent the architectural products we supply, such as 3M DI-NOC, Avery Dennison Facade, 3M window films and Cover Styl'.

Having supplied architectural films for the last 25 years, we identified shopfitters, architects, and anyone working within these industries to be the key audience utilising the products on a daily basis, applying it to both commercial and personal properties.

Upon reflection, we felt the necessity to have a separate brand to cater to this target market, a brand it would be able to relate to,

with a name befitting of its purpose. With Architextural, we believe we have achieved this.

So why Architextural? The pronunciation of the name itself provides an insight into the type of audience it is appealing to. Suitable for architectural surfaces, the products by their very nature lend themselves to architects and shopfitters, as well as those within the sign and graphics industry.

Architextural is still very much in the prime of its inception, however the brand has already made an appearance at the Surface Design Show and Retail Design Expo this year. With a new website and customer centre almost complete, not to mention training events in the pipeline, it's the beginning of yet another exciting era for the company.

About the brand, Marketing Manager, Lindsay Appleton, said: "Architextural is a sleek and innovative brand, just like the products within it."

Want to find out more about Architextural? Visit [www.architextural.co.uk](http://www.architextural.co.uk) in the coming weeks. In the meantime, contact Marketing Manager, Lindsay Appleton via email at [lappleton@williamsmith.co.uk](mailto:lappleton@williamsmith.co.uk).

# A Guiding Hand for Vinyl FX

Hull based Vinyl FX specialises in vehicle wraps and graphics from cut vinyl graphics to full printed wraps, for one-off vans through to large fleets.

The family run business prides itself on its high level of customer service and ability to respond to customer needs. Building relationships with the right business partners is key to its success, such as the strong working relationship that Vinyl FX has developed with William Smith.

Vinyl FX director, Simon Havercroft says: "We have a great relationship with William Smith and they are our primary CAD and print vinyl supplier. We have dealt with them since we set up in January this year, but, before that, I had used William Smith as a supplier in my position with a previous company for around four years."

"As we grow, William Smith helps us with advice and direction on material usage and fitting techniques," explains Simon. "Our move to using the Arlon SLX Cast Wrap product is a great example. William Smith introduced us to this new product, we sampled it on a small

job and, with their help and guidance, have completely moved over to Arlon SLX for all our printed wrap requirements."

Vinyl FX has already completed a number of projects using Arlon SLX and is currently undertaking several more. The key reasons for their choice of this material are price and fitting time.

*"Arlon SLX is slightly cheaper than our previous material, but the real cost saving comes in fitting time, which has proved to be its main benefit," Simon comments. "This was made apparent on the first job we used it for. I estimate we saved three hours' fitting on just one van."*

*"The product is fantastic! It prints beautifully, laminates easily and fitting is so much easier and quicker than other products we have used," he continues. "We will certainly be using the SLX product for the foreseeable future. If I were to sum up the product in a few words it would be – saves time, money and looks fantastic, so why wouldn't we use it?"*

*"With regard to William Smith, the service is always impeccable and cannot be faulted. Keep up the great work guys!" concludes Simon.*

Like the sound of Arlon SLX Cast Wrap Film and want to find out more? Call 01833 690305 or email [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk).







# William Smith Set to Launch State-of-the-Art Customer Training Centre



As a Company, we pride ourselves on continuously offering our customers the best experience of working with us.

With this in mind, over the last few months, we've been transforming one of the buildings at our Barnard Castle site into a customer training centre, with the aim of inspiring our customers with many of the products we supply.

The building area, which over the years has been a fabrication shop, a welding shop, a foundry and a packaging and storage shop, has been renovated and split into various sections to house a customer training centre and a new wrap room.

It was certainly a case of out with the old and in with the new as the building required a new roof, re-wiring, new air-conditioning units, new walls, new insulation, new windows, new doors, new lighting and a new kitchen area installed, has been renovated and split into various sections.

On top of these refurbishments, the addition of a bar, an entertainment space, a meeting area, a demonstration area and a product showcase space, to the customer training centre, will also allow us to provide better hospitality and training facilities.

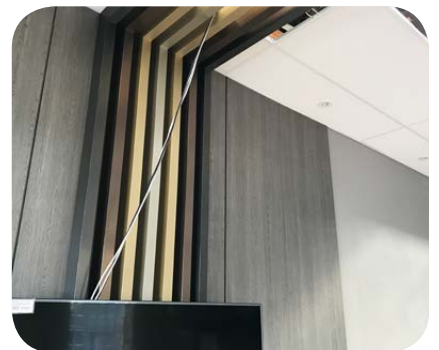
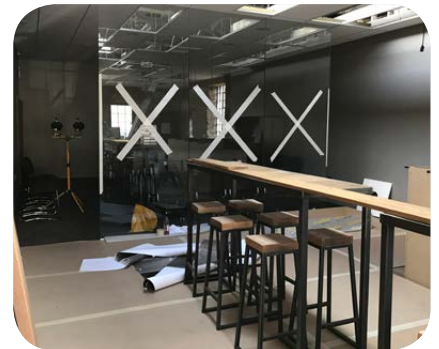
Speaking about the centre, Chris Bradley, Head of Marketing, said: "We started talking about the possibility of constructing a bespoke, state-of-the-art customer training centre about 12 months ago, following significant investment in architectural product ranges.

"We recognised as part of our commitment to investing in new products that we would need a showroom, as well as training space, to help develop our network of customers.

The customer training centre will also help us add value to our existing customer offering; different groups of customers need different training focuses, we're now able to tailor training requirements more effectively."

Having a customer training centre means we're able to invest in a full-time trainer, as well as providing opportunities for customers to better themselves through a more expansive programme of application courses, such as window film training, advanced wrap training and architectural training.

The training centre will launch officially in June. From then, we anticipate it being used as much as possible and will have a full training, meeting and events calendar throughout the rest of this year.



# Knowledge is Power!

## Get to Know our Company Expert



A member of William Smith for 31 years, Gill Harrison is our newly assigned Training and Application Manager, providing knowledge to all within the industry.

Because of this we decided to tap into her fountain of knowledge and ask her a series of questions which are related to her and the new role.

**How has your role within the company evolved over the years?** How long have you got? I've worked in multiple departments including Artwork, Shop Floor Production, Sales and finally, before my current role, External Sales. The bottom line is I love helping people.

**What does your new role entail?** Currently I'm learning about the new products that we have recently added to our portfolio. I'm also spending lots of time with our Marketing Department to ensure our training courses are spec'd just right for customers.

**What are the benefits to hosting training courses?** Mike Szwacki for one. I've watched him evolve over the years and it's no surprise that he has reached the top. Speaking of our courses in general, it is a great opportunity to provide people with that face-to-face interaction and also one-to-one assistance should it be needed.

**Vehicle wrapping has seen exponential growth in recent years, but will it continue?** Oh yes. When you see the amazing colours that manufacturers keep launching and their ability to keep improving adhesive technologies, why wouldn't it?

**How do you anticipate the path of architectural films in the coming years?**

It will be a prosperous path for all involved. The benefits to these products are endless; I just think it is about raising awareness. Why fit out a building with expensive raw materials when there is a film which can offer the same appearance at a fraction of the price?

**What does the future hold for you?** More sticky back plastic!

# Catering for Everyone

We may be renowned for our vehicle wrap training courses, but we now offer a range of courses to cater for all needs, including architectural and window film products.

Check out the full schedule:

- 3M DI-NOC  
**25-26 July**
- Avery Dennison Facade  
**27-28 July**
- 3M Window Film  
**8-9 August**
- 3M DI-NOC  
**27-28 September**
- 3M Window Film  
**17-18 October**
- Avery Dennison Facade  
**26-27 October**
- 3M DI-NOC  
**21-22 November**

For more information or to book onto one of our Barnard Castle courses please call **01833 690305**

# Presenting our NEW Website for all Things Smith!

The NEW Smith website has finally launched, providing customers with a 'go-to hub' for information when it comes to all things manufactured.

Appreciating that in today's day and age it is vital that all businesses have an online presence, we found it necessary that customers should be able to access information regarding our products and services at the touch of a button.

Our NEW website will sit alongside the already existing brochure site, [vehiclewrapfilms.co.uk](http://vehiclewrapfilms.co.uk), and hosts everything from product information and visuals, company history, FAQs and finally, downloadable resources.

How do I find the NEW website?

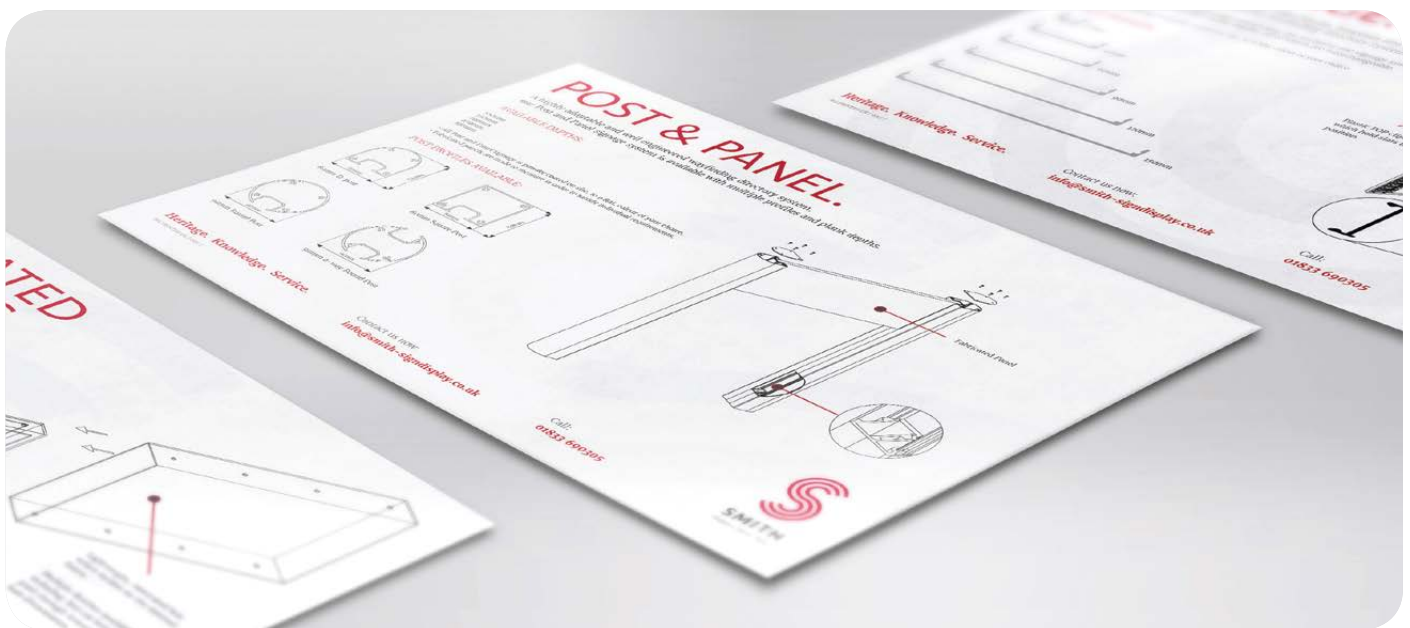
Simple, visit [www.smith-signdisplay.co.uk](http://www.smith-signdisplay.co.uk)



## Know Your Product Inside and Out!

Have you ever wondered how your signs are manufactured? With our new eye-catching technical datasheets you can now see for yourself.

Designed to provide you with a better understanding of how our products are created, the datasheets provide technical details, visuals and information related to methods used.



Available for Illuminated Projecting Signage, Post & Panel, Slat Signage and STYLOS Fingerpost. Why not request your PDFs now, email [info@smith-signdisplay.co.uk](mailto:info@smith-signdisplay.co.uk) or visit [www.smith-signdisplay.co.uk/resources](http://www.smith-signdisplay.co.uk/resources)



# Fabricating the Future!

The future rests on the youth of today, and with that said we would like to introduce Sam Kipling, the company's first apprentice in over 40 years.



Joining us at 18 years old, Sam is a local lad and currently plying his trade as a Fabricator / Welder.

Knowing he was very much a hands-on type of guy he discovered a passion for welding. Why you may ask? Perhaps it is because of the high-risk which comes with the job, but also the excitement which accompanies it. Whatever the reason he's got a knack for it.

A likeable character, as well as a quick learner, Sam has settled in swiftly and has already been earmarked as one for the future! So next time you are discussing the impressive craftsmanship of a product, remember, it might just have been Sam who produced it.

## SignLink LIVE 2017

### A Sign of Events to Come!

Seeing is believing, and at SignLink Live 2017 you will be able to see the quality of our products in person.

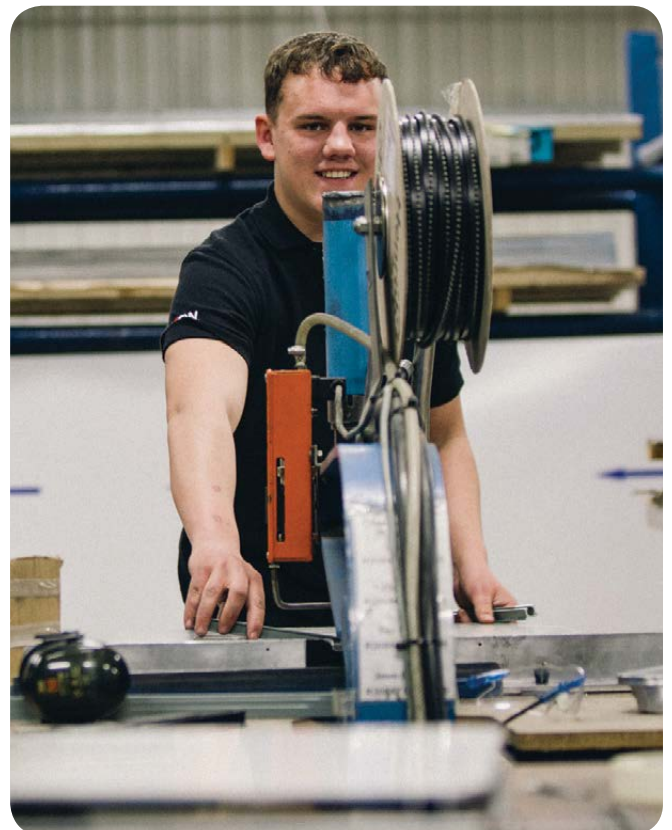
That's right; we will be exhibiting at the inaugural event as Smith, the manufacturing division of William Smith. On display will be a wide range of products from our portfolio including illuminated and non-illuminated commercial signage, wayfinding systems and much, much more.

#### Where is the event?

Telford International Centre

#### When is the event?

11th, 12th & 13th October



# Everything You Love and More



The advanced just became more advanced. 3M Envision 480 Series now features 3M’s innovative Comply™ Adhesive with micro technology. Installation will now be easier than ever with this versatile and highly conformable product.

In addition to Envision 480 Series mC, 3M has also added the Comply Adhesive to IJ180 Series. This means application just got a whole lot easier when applying graphics to indoor / outdoor signs and fleet vehicles!

## 10 New Colours for 3M Series 1080

The ever popular 3M Wrap Film Series 1080 just got better.












Ten exciting NEW colours have been added to the range. These include:

	Gloss Plum Explosion		Satin Flip Volcanic Flare
	Satin Caramel Luster		Satin Vampire Red
	Gloss Lipstick Red		Satin Thundercloud
	Gloss Wicked		Gloss Black Cherry
	Gloss Flip Psychedelic		
	Gloss Flip Deep Space		

## Further Additions to 3M Series 1380

Complementing the new additions to 3M Wrap Film Series 1080 is 11 new entities in the Series 1380 range.

Adding more variation to the range the choices include:

	Gloss Lucid Yellow		Matt Black Metallic
	Gloss Flame Red		Matt Charcoal Metallic
	Gloss Deep Orange		Matt Brown Metallic
	Gloss Navy Blue Metallic		Satin Silver Metallic
	Gloss Sapphire Green Metallic		Gloss Storm Grey
			Satin Ice Blue Metallic



# Avery Dennison Supreme just got even more supreme!

If the range wasn't already extensive enough, it certainly is now.

17 NEW additions are now available adding even more colour to the series.

	SWF Lightning Ridge (satin)		SWF Satin Metallic Dark Blue
	SWF Lightning Ridge (gloss)		SWF Satin Metallic Light Brown
	SWF Fresh Spring		SWF Satin Metallic Hans Brown
	SWF Urban Jungle		SWF Gloss Metallic Acid Green
	SWF Roaring Thunder		SWF Satin Metallic Grey Blue
	SWF Rushing Riptide		SWF Satin Metallic Dark Grey
	SWF Rising Sun		SWF Satin Metallic Light Grey
	SWF Diamond Silver		SWF Satin Metallic Graphite
	SWF Satin Metallic Dove Grey		



## You've Got to Feel it to Believe it!

Innovative and unique, Arlon have released a new premium cast digital print film with FLITE technology titled 'SLX Cast Wrap Film'.

The 50 micron film features a lite contact system which allows graphics to float over a substrate until firm pressure is applied, making it unlike any other film available.



For more information on all the new products please email: [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk) or call: 01833 690305.

# Architextural Unveils Latest Styl'



Architextural, the new division of William Smith, devoted to architectural products and building related films has extended its product portfolio.

Architextural has extended its product portfolio by adding a new brand of architectural film to its shelves, Cover Styl'.

Stocking over 100 variations, ranging from fabric, marble, metallic, natural stone, wood and solid colours, Cover Styl' is not only aesthetically pleasing, it is a highly cost-effective, low-maintenance vinyl covering that is both quick and easy to apply. Cover Styl' is also perfect for renovations and refurbs thanks to being hard wearing,

coming with a 10-year guarantee. The quality of the product is second to none, with a thickness of between 200 and 350 microns (film dependant of course), and it offers additional benefits such as being UV resistant and fire tested certified.

Speaking about the latest addition to the architectural film range available from Architextural, Marketing Manager, Lindsay Appleton, said: "It's fantastic to be able to offer yet another architectural product. The portfolio just keeps on growing, meaning customers will be spoiled for choice."

To find out more about Cover Styl', please contact Marketing Manager, Lindsay Appleton on **01833 690305** or email [lappleton@williamsmith.co.uk](mailto:lappleton@williamsmith.co.uk) Alternatively, visit [www.architextural.co.uk](http://www.architextural.co.uk).

## Wrap up your refurb project with new 3M DI-NOC

We're excited to announce the launch of 3M's DI-NOC TrendLine range, the cost effective design solution for interior building refurbishment projects.

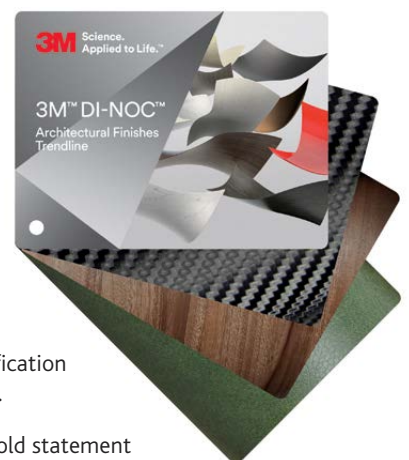
We now stock all 80 product patterns including wood grain, metallic, textile and block colour, all of which are available to order by the metre for next day delivery. New TrendLine swatches are also available for customers to view the array of patterns in a physical form.

3M DI-NOC Architectural Finishes realistically recreate the visual effect of natural materials at a fraction of the cost. Lightweight and self-adhesive, they can be applied on site to existing substrates quickly and easily, with less likelihood of error and waste.

Businesses can remain open during the application of 3M DI-NOC, minimising disruption during the refurbishment process. The films come with CE marking and EN 13501 fire certification to give customers peace of mind.

The TrendLine range is another bold statement for us, signalling our commitment to investing in new markets and product ranges. We will also be offering 3M DI-NOC application training, enabling customers to learn how to apply the film and become an installer themselves.

For more information call **01833 690305** or email [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk).



# We've been Building a Name for Architextural at the Retail Design Expo

Following the success of the Surface Design Show in February, we decided to book a stand at this year's Retail Design Expo on the 8th and 9th of May.

As Europe's leading annual event for shopfitting, merchandising and retail design, the exhibition plays host to over 270 businesses and countless guests from around the world.

Taking place in London Olympia, it was an excellent opportunity for us to introduce Architextural, our latest company brand, to a wealth of architects, shopfitters and designers.

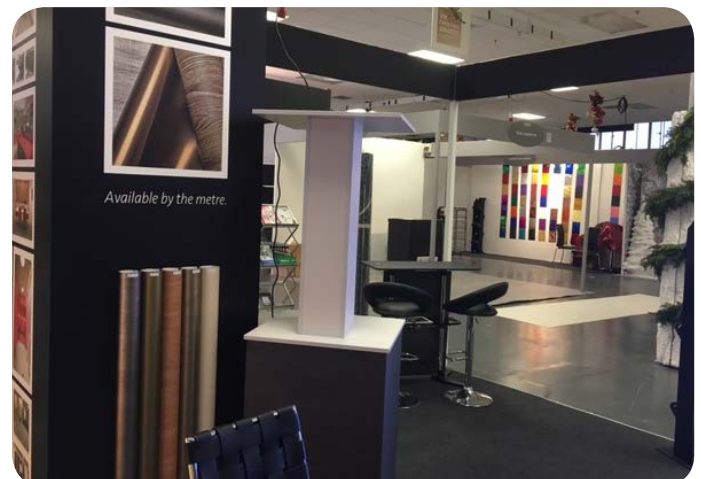
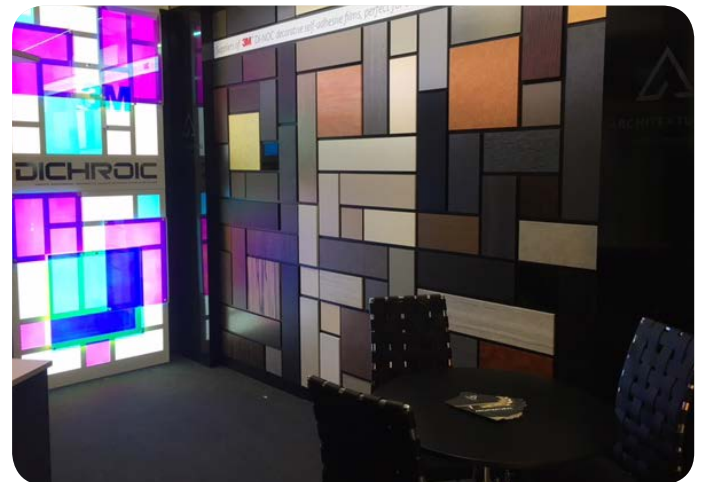
Exhibiting gave us the perfect stage to educate visitors on two of our flagship products: 3M DI-NOC Trendline, for which we now stock the full 80 pattern range, and 3M Dichroic Window Film. Both products are available by the metre for next day delivery.

*"It was great to see William Smith at stand N16 showcasing, educating and inspiring me with their 3M DI-NOC range. The representatives truly explained the vision and commitment of William Smith. I definitely think it was a good move by William Smith to show up at such a huge event".*

With our success at both the Surface Design Show and the Retail Design Expo, exhibitions are quickly becoming a feature in our yearly calendar and we're already looking forward to the next one!

## Top Tip!

Always use 3M surface restorer to reduce visibility of scratches.





# All Things Shiny and New

From events to staff members...

## Who's New?

As always the William Smith family continues to expand!



As the company continues to grow from strength-to-strength so does our passionate workforce. We are pleased to welcome three new additions to the company.

Kane Jones and John Williams join the distribution team as Warehouse Operatives and Katie Farnish joins the ever expanding Marketing Department as a Marketing Executive.

All three individuals have settled in well with the company and are determined to make a telling contribution in the coming weeks, months and hopefully years.

## Running for a Good Cause

One of our own, Lindsay Appleton recently took part in the 2017 Virgin Money London Marathon. A keen running enthusiast, Lindsay completed the event in a blistering 03:55:51, whilst also raising over £2500 for Breast Cancer Care! Donations are still welcome and can be made by visiting [www.uk.virginmoneygiving.com/lindsay-appletonVLM2017](http://www.uk.virginmoneygiving.com/lindsay-appletonVLM2017)

Why not congratulate her on this impressive feat? Email [lappleton@williamsmith.co.uk](mailto:lappleton@williamsmith.co.uk).



**FACT!**

We were the first company in the UK to introduce the plotter!

## Putting on a Show!

Our bi-annual William Smith Open Day is taking place on Wednesday, 20th September. The event will allow customers the opportunity to see all the exciting changes which have been made to our Barnard Castle site, including a new customer centre for architectural products, a new vehicle wrap training room and the recently redeveloped Smith fabrication unit. On top of this, it is a chance to see a range of exciting products, new and old!

## Smith Boys Complete C2C Bike Ride



Continuing with the theme of good causes, a spirited bunch of Smith boys recently completed the Coast 2 Coast cycle route with the aim of raising over £1000 for Cancer Research UK. The 140 mile bike ride was completed over a gruelling three day period, starting off at Whitehaven and finishing in Sunderland.

Why not congratulate them on their efforts? Email [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk)

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