

Setting the Standards
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NEWS

New President says industry must prepare for legally binding Euro legislation

David Dyke, acknowledged as one of the UK sign industry's leading technical gurus, has been elected President of the BSGA.

Originally an aeronautical engineer, he spent his formative years with British Aerospace and an American supplier to Rolls Royce before moving over to the newly emerging CAD/CAM industry. It was during this period he met Mike Chapman of Oldham Signs and received his introduction to the sign industry.

David worked with Mike Chapman over a number of years, including 10 years as Managing Director of MCM, a venture which provided signs and point-of-sale materials to many blue-chip clients including Budweiser, Courage and Bass.

Expert Witness

He now runs Subcon Design Ltd, which specialises in providing engineering design services to sign companies throughout the UK and, such is his expertise in this area, he gets called on to act as an Expert Witness when things have gone wrong.

The biggest challenge during his tenure as President of the BSGA is, he says, to inform members about, and guide them through, the

changes to legislation and standards that are fast approaching and could have far reaching consequences for the industry.

CE Compliant

"The difference is that, while the current BS559 standard has for the most part no legal status, the new standards which are being driven by Europe, will be legally binding.

"This is particularly true of the Construction Products Regulations which cover many products, including some signs, sold and supplied to the building industry. In these cases the products must be CE compliant and the manufacturer must supply a Declaration of Conformity.

"Failure to comply could have serious consequences and could make insurances invalid," he explained. "In many ways, the new legislation is good for the industry - it means that businesses have to get it right first time."

However, with the first round of legislative changes due to come into effect on July 1st, this year, David isn't convinced that the industry is ready.



Retiring President Craig Brown passes the mantle to David Dyke

"Through the BSGA's website, e mailers, newsletters and our technical guides, we aim to inform our members about the changes, how they will affect them and, most importantly, how they can comply with the new requirements."

David Dyke's election took place during the Association's AGM, held at the NEC in Birmingham during the Sign & Digital UK exhibition.

Countdown to FESPA and Sign Expo in London



The ExCel exhibition centre in London's docklands will be the focal point for the world's wide and narrow format printing industries from the 25th to 29th June when it plays host to FESPA 2013.

With over 650 exhibitors, encompassing the latest equipment, technology and consumables for wide and narrow format printing, screen and industrial printing and garment decoration, the show is set to be the most successful FESPA yet. The organisers say it will also be the most international with visitors from over 123 countries already pre-registered to attend the show.



ExCel exhibition centre in the foreground.

Continued page 2...

Welcome to our new members

The Robert Horne Group



The BSGA is delighted to welcome the Robert Horne Group as an associate member.

"Robert Horne is recognised as one of the leading suppliers of materials to the sign industry and its membership of the Association is a beacon to all other businesses that supply materials and services to the industry," said David Catanach, BSGA Director.

Founded by Mr Robert Horne in London in 1925, the Robert Horne Group has grown to be one of the UK's leading suppliers of paper, board and plastics. Its products for the sign industry include a comprehensive selection of rigid sheet and flexible materials, sign making hardware and software, plus a wide range of ancillary equipment and components.

In 2003, the Robert Horne Group became part of PaperlinX, one of the world's leading merchant organisations with operations in Europe, North America and Australasia.

Robert Horne's UK head office is located in Northamptonshire and it services customers through 29 branches located throughout the UK and Northern Ireland.

www.roberthorne.co.uk

Lusterlux

Preston-based Lusterlux specialises in the supply of decorative window films and manifestations.

The company points out that the clear identification of transparent glass is a legal requirement wherever there is risk of human impact. "However, this identification need not be boring or spoil the appearance of glazed areas – with the help of Lusterlux you can transform the legal necessity into a highly impactful visual display.

"With our wide range of decorative window films we can, quite literally, create a work of art."

In addition to decorative films, Lusterlux supplies reflective film, safety film, glass film, and solar control window film

In addition to its Preston office, Lusterlux has offices in London and Edinburgh.

www.lusterlux.co.uk

Riverbank Signage Specialists

With offices in Grantham, Lincolnshire and Newark in Nottinghamshire, Riverbank Signs is ideally placed to meet the needs of clients throughout the UK.

The company deals in all kinds of retail, commercial and architectural signage ranging from digitally printed banners, posters and billboards, to large scale illuminated fascia and totem signs.

Riverbank also has a division specialising in rebranding and roll-outs, with the capability to manufacture consistent signage in short lead times. A nationwide sign installation network ensures that even the most remote areas can be serviced quickly and effectively.

www.riverbanksigns.co.uk

Beacon Signs

Dublin-based Beacon Signs has joined the Association as an overseas member.

The company provides a broad range of signage solutions for the retail, corporate, construction, facilities management and health and education sectors.

Its comprehensive services include design, manufacture and installation and its product portfolio includes internal and external signage, vehicle graphics, wayfinding, window graphics plus a range of exhibition and display products, banners and pavement signs.

www.beaconsigns.ie

In addition to the above Enigma Signs Ltd based in Paignton, Devon has joined the Association (more details next issue). We will also be making an important announcement about a new associate member in the next issue.

Continued from page 1...

Countdown to FESPA and Sign Expo in London

Over 100 exhibitors have also announced that they will be launching a new product or showing a product for the first time at the show, indicating that FESPA 2013 is the platform of choice for bringing new product innovations to market.

The event in London also sees the launch of a brand new venture – The European Sign Expo – which will run in a 5000m² hall adjacent to the main FESPA halls. FESPA is partnering with the European Sign Federation (ESF) to run the new event, which is designed to complement FESPA's traditional focus on printed signage and graphics, and will offer visitors a focused sign show in which to explore innovations in architectural and informational signage, including channel lettering, signage systems, illuminated displays and digital signage.

FESPA says that it is a natural progression for it to develop a sign exhibition for the European market. "Sign makers are already part of the FESPA global community and, as the convergence between the sign and print sectors continues, we want to guide graphics producers and their customers on the best ways to maximise the impact and effectiveness of signage."

Roger Persson, President of the ESF (of which the BSGA is a member) said that developing an exhibition for the sign industry was an important mission for the ESF. "Our objectives include providing a central point where the sign making community can obtain industry information and exchange ideas and information. An exhibition provides the perfect platform for this whilst also allowing individuals to source equipment



solutions to improve the performance of their business."

The BSGA will be at European Sign Expo, on Stand S39N and all visitors are welcome to come and talk to us about the benefits the BSGA can bring to their business.

BSGA members will shortly be receiving information on how to register as a VIP visitor to the show to enjoy fast-track registration and entry to the show, access to the FESPA VIP Club Lounge, dedicated VIP seating in show content theatres, plus a range of special discounts.

For more information visit www.fespa.com/london and www.europeansignexpo.com

Quality visitor traffic at Sign & Digital UK

Held at the NEC from April 30 to May 2, this year's Sign & Digital UK exhibition proved to be better than a great many people expected.

As our gallery shows BSGA members were well represented amongst exhibitors and while many had the impression that footfall was down, they were pleased with the quality of visitors and with the fact that,

despite the economic climate, many attended with a firm intention of selecting and buying new kit.



Popin for eco-friendly vehicle graphics

A new venture launched in 2013 by Cardiff-based BSGA member Morgan Signs Group is fast becoming an established brand and is already winning repeat business.

Popin Vehicle Graphics is based in the same, substantial premises as the rest of the Morgan Signs operation but has an impressive, climate-controlled double vehicle bay that is ideal for the preparation of vehicles and application of vinyl graphics.

Group Managing Director Craig Lovegrove, who heads up the new subsidiary, said that they are offering professional design, have a team of four highly trained fitters and use only the best quality materials.

Popin Vehicle Graphics are also using a new Mimaki JV400 latex printer. "The smooth gradients, drop shadows and colour matching we're getting from the Mimaki RasterLink RIP software is so good our production speeds have increased considerably," said Craig Lovegrove. "Applied vinyl jobs that may once have been constrained to a limited number of off-the-shelf cut vinyl colours are now printed, laminated, cut out and applied in a seamless process."

Morgan Signs Operations Director Rod Hill added that the new latex printer also ticks a multitude of eco positive boxes. The construction industry, a big market for Morgan Signs, is driving recycling as part of a moral and commercial obligation. "With our approach, our production



set-up and our ISO certification, we become an attractive proposition for construction industry clients," he said.

A message for all marketing and practitioners:

The story shown above is an excerpt of a longer story which appears on our website at www.bsga.co.uk. If your company is a member of the BSGA your news could be up on the website too. Put us on your distribution list – send press releases, pictures and articles to d.catanach@bsga.co.uk. Make the most of this member-only facility.

Planning Matters

Defending the interests of members and the sign industry as a whole is part of the remit of the BSGA and one area in particular – Local Plans – is a cause for ongoing concern. These plans are created by local authorities to set out regulations which cover planning applications within their territories, and often carry conditions that could adversely affect the production and installation of signs.

The BSGA monitors Local Plans constantly and wherever it is considered that there are unwarranted clauses or conditions that could affect the sign industry, the BSGA lodges a protest.

This work is continuous and the association has recently lodged protests against Local Plans published by the following local authorities:

- East Renfrewshire
- Lewisham
- Waltham Forest
- Harringey
- Elmbridge
- Lambeth
- Falkirk

To keep members up to speed on these planning matters, the Association is in the process of uploading all the protests lodged to the BSGA website (www.bsga.co.uk/planning-matters-archive/). All documents will be available in downloadable PDF form for use by members.

Find the training you need

The BSGA has recognised that an increasingly important element in equipping signmakers to meet the demands of the modern industry is the training provided by suppliers of machinery, materials and services.

For this reason, the Association is in the process of providing a new facility on its website which will allow its supplier (associate) members to publicise any such courses they offer. The aim is to provide the industry with a 'one-stop-shop' where all such courses can be found and reviewed. So, whether you're looking for training on anything from wide-format printing to vehicle wrapping or working at heights, the BSGA site will provide you with the options available from BSGA members.

If your company is a member of the BSGA and offers any kind of third party training please let the BSGA office (enquiries@bsga.co.uk) know and we will provide a free listing in the new training section consisting of company name, company logo, course title, brief description and contact details with a live link to your own website.

New blood for External Affairs

Haylee Benton of Hertfordshire-based Trade Signs UK Ltd and Simon Berry of Leicestershire-based SignFab (UK) Ltd, have joined the BSGA's PR and Marketing Committee.

As Operations Manager at Trade Signs, Haylee lists multimedia project management, marketing communications



and marketing management as her specialist skills, while Simon, the Marketing and Sales Manager at SignFab, has over 25 years



experience in the sign industry and looks after all the company's advertising, branding, website and social media activities.

"We are delighted that Haylee and Simon have joined the PR Committee and I'm sure that their skills and experience in marketing will make a valuable contribution to helping the Association move forward," said BSGA Director David Catanach.

