


[www.bsga.co.uk](http://www.bsga.co.uk)

# BSGA NEWS

## Beefing up the code of practice

The BSGA emblem is a symbol of a quality sign maker.

Being a member of the BSGA sets sign makers apart from the rest. Membership and the use of the emblem is a statement that the business is serious, dedicated and adheres to the principles of quality and service written into the Association's Obligations of Membership and Code of Practice.

Ask any member what the most important aspect of belonging to the association is and virtually all will say that it's the use of BSGA badge on their stationery, websites, literature, vehicles etc., because it delivers an important message to prospective customers.

To underscore the importance of the BSGA symbol, the Association has recently updated its Code of Practice and Obligations of Membership (you can find all the details in one easy-to-access document on our website at [www.bsga.co.uk](http://www.bsga.co.uk)) and will be actively promoting this fact to the industry of whole and to sign buyers and specifiers in particular.

Our message to sign buyers is simple: To be sure of a sign maker who believes in delivering the highest quality products and materials, choose a BSGA member.

### Dispute Resolution

At the same time the BSGA is introducing a more effective Dispute Resolution Service. Anyone who buys a sign or associated service

from a BSGA member and is dissatisfied with either the product or the service, can report the matter to the BSGA.

(By the same token, any member in dispute with a customer, can ask the BSGA to act as an adjudicator/mediator in the matter)

The Association will investigate every complaint received from an independent stand point and will endeavour to act as the mediator to bring a satisfactory resolution to the dispute.

Where it is considered that a BSGA member is in breach of the Code of Practice, the member will be reported to the BSGA Council. In the case of repeated or extremely serious breaches, the Council may well decide to expel the member from the Association.

"Whilst the Dispute Resolution Scheme is primarily designed to help warring parties to come to an amicable agreement, it does also involve an element of policing of the activities of members," said BSGA Director David Catanach. "The Association stands, above all else, for quality and some policing is needed if we are to guard the reputation of the BSGA and its members.

"If anything, a stricter approach to the enforcement of our Code of Practice and standards is even more reason for sign



makers to join the BSGA and for sign buyers to use BSGA members for their projects."

### Trade Mark

To further protect the BSGA symbol, steps are being taken to trademark the distinctive badge.

"It's a sad fact that some people, without signing up to the Code and without paying their dues, have just gone ahead and used the logo," said David Catanach. "We have now taken steps to formally register the logo as a trademark.

"The formal process is nearly complete, and once it is fully registered, use of the logo by non-members will be illegal and we will take action against any misuse."

## AGM

The BSGA's 2012 Annual General Meeting will take place at the NEC on Tuesday, March 27th, (the middle day of Sign and Digital UK). All are welcome.

If you are interested in knowing more, contact David Catanach, the director, ([d.catanach@bsga.co.uk](mailto:d.catanach@bsga.co.uk)) or visit us the BSGA stand at the show.

If you are a member don't miss the opportunity to have your say on the future direction of the BSGA.

## Putting the record straight

Having been 'quoted' recently about the state of the sign industry, I think I should put the record straight.

It is tough out there for most businesses but, despite the economic climate, many sign makers and, in particular, many members of the BSGA are still doing well. It was never my intention to give the impression that it was all doom and gloom. In fact the impression I get at the moment is that business is buzzing.

The fact is that many sign businesses have used the current economic climate to re-focus their businesses and are being really creative in harnessing the potential of new technology,

new markets and new customers. They have developed coherent plans for dealing with the current situation.

While we all have to deal with the backlash of the international financial situation, the evidence is that the UK sign industry is handling it well and I am confident that when the upturn comes, as it inevitably will, the industry will be stronger than ever.

Now, that's what I wanted to say!

**David Catanach**

**Director.**

# Hike in costs hits sign maintenance

According to the latest Sign Maintenance Price Index from the BSGA, the 2011 rise in costs faced by the industry has been unprecedented and, unless these costs can be passed on to customers, many sign businesses could suffer.

"There have been many years when the BSGA Sign Maintenance Price Index has risen markedly, but nothing compares to the increases which took place in 2011 and which, in some cases, look set to continue in 2012," said BSGA Director David Catanach. "These increases are completely out of the control of our members and, while in the past they may well have absorbed the rises and not passed them on to customers, this latest round of cost increases could make

life very difficult for many businesses if they are not passed on.

"The problem is, obviously, more acute for businesses involved in pre-planned maintenance contracts where prices have been in place for some time rather than those involved in ad-hoc maintenance and repair projects."

Over the past year the increases in some lamp costs have been up to 40% and have taken place in addition to the phasing out of halophosphate lamps and their replacement with more expensive triphosphor lamps. There is a further price increase threatened in this area for February, 2012.

There have also been sizeable rises in the cost of hiring access equipment, with some equipment increasing by up to 40% in hire costs. Fuel costs have been rising over the last two years and since January 2010 have risen by a total of 18%.

Insurance Underwriters have also dramatically increased premiums, with the result that some contractors in the building trade find it virtually impossible to get adequate cover.

The cost of nearly every aspect of running a business has increased with perhaps the one single exception being that of people's earnings.

"As a trade association, the BSGA does not get involved in the decisions taken by members in the running of their businesses," said David Catanach. "However, the BSGA is concerned about welfare of members who could, perhaps, be facing the most difficult year that they have had."

"The BSGA Sign Maintenance Index is published in the members' only area of our website – [www.bsga.co.uk](http://www.bsga.co.uk) – and we hope that members will be able to use this as a tool in negotiating and explaining cost increases to their customers."

## 25 year gallery at Sign & Digital UK

This year marks the 25th Anniversary of Sign and Digital UK, and Alan Caddick, Marketing Manager of the exhibition said the organisers intend to celebrate a quarter of a century of innovation and creativity within the industry.

"We want to involve our visitors and exhibitors in the celebrations and need help to put together a 25 year gallery that will feature iconic machinery and images from the industry over the past 25 years."

There will be a dedicated area at the show which will host the 25 year gallery where everyone will be able to walk around and see machinery and tools in the flesh as well as photographs and images of the things that have really stood out since 1987.

The organisers would welcome any contributions that are relevant and interesting, including:

- Examples of machinery, products or tools that will help bring the gallery to life.
- Images of people in their workshops or on-site over the past 25 years.



The 25 year gallery is intended to be fun as well as interesting and informative. If anyone has anything that they think is suitable for the gallery (including pics of dodgy 80s fashion and

haircuts!!). then send it to the organisers. Pictures can be sent to [signanddigitaluk@fav-house.com](mailto:signanddigitaluk@fav-house.com)

There will be more information coming soon so please keep your eyes on the website, exhibitor

newsletters and press for further details and follow @signanddigital on Twitter. If you wish to get involved please email the team at [signanddigitaluk@fav-house.com](mailto:signanddigitaluk@fav-house.com).

Registration is now live and so visitors are encouraged to register online at [www.signanddigitaluk.com](http://www.signanddigitaluk.com) for FREE entry.

**sign&digital UK**

## What's on in 2012?

- **Green Trail** – an easy to find trail around the halls highlighting environmentally friendly products.
- **Signmakers Workshop** – daily "How-to?" classes and demonstrations.
- **Live hands-on demos** and workshops
- **Free seminar programmes**, including Adobe
- **The latest technologies** and product launches

# Real jobs for Real Apprentices

The Department for Business, Innovation and Skills (BIS) has given its financial support to the development of a new Technical Apprenticeship Company (TAS) dedicated to sourcing and employing apprentices for employers within the Cogent Sector, which includes sign making.

Through the TAS, it will be much easier for companies to take on apprentices by removing the barriers that get in the way. The TAS offers a robust recruitment service to employers looking to employ an apprentice but without the in-house time and resource, for a one-off fee. It will be of particular benefit to SMEs, and will include local support networks.

One sign company that has already taken advantage of the Apprenticeship scheme is BSGA member Allen Signs. As part of the company's future development, Allen Signs

wanted to add to the existing skills of its workforce. They identified recruiting an apprentice as the best option and were able to take advantage of the Cogent apprenticeship expansion programme.

Allen Signs has a successful history of investing in skills training for all their employees and has a long relationship with Cogent and Walsall College, which is a leading provider of apprenticeships in the industry.

Damian Jacobs, 18, successfully applied for the position, securing his place on the understanding that while he would initially need to take a lower pay packet, longer term he would increase both his skills and his compensation.

Damian, who was previously employed as a cleaner at the University of Lincoln, showed real commitment during the interview to

achieving vocational qualifications and building a successful career at the company.

He will continue to acquire a range of skills in signmaking and installation and achieve his Level 2 and Key Skills qualifications. In the short term at Allen Signs, he is already contributing to a number of new projects.

David Allen, Managing Director said: "The effects of the economic downturn meant we had to give careful consideration to the recruitment of an apprentice. The support from Cogent's Apprenticeship Expansion project was critical to us going ahead. Our business is now expanding and Damian is making an excellent contribution."

Damian added: "I wanted to build a successful career in a hands-on role and the Allen Signs offer gave me that opportunity. I'm very pleased with how it's progressing."

## Signs Express Award Winners

Taking place every two years, the Signs Express Convention sees members of the group from all over the UK and Ireland gather at the Sprowston Manor Hotel on the outskirts of Norwich, and this year was no exception.

Signs Express was also delighted to welcome Mark Foster, one of the greatest British swimmers of all time, to the convention as key note speaker and guest presenter at the awards.

The weekend's events culminated with the prestigious Signs Express Awards and charity auction. Competition was tough with a number of worthy winners in the mix but the final decision rested with the Signs Express directors and independent judges, Val Hirst, editor of Sign Directions magazine, and David Catanach, director of the British Signs and Graphics Association (BSGA).

Award winners included:

- **Malcolm Lant, Signs Express (Gateshead)** - Franchisee of the Year.
- **Lee Eaton, Signs Express (Manchester)** - Special Achievement Award
- **Signs Express, Manchester** - Outstanding Project Award (for their

fantastic work for Sky Pro Cycling Rainforest Rescue project, which took them around Europe).

- **Ken Bevis, Signs Express (N&NE Lincs)** - Group Ambassador of the Year Award
- **Signs Express (Leeds)**, Best Individual Sign and Best Multiple Sign Project Awards (for their illuminated shop signs for Hush Puppies in Bristol and for their project work at Bridgewater Place, City Point and Leeds City Councils leisure centres).
- **Signs Express (Peterborough)** - Best Vehicle Graphics Project Award (for the work carried out for Top Hex - providing an instant and colourful connection to the world of dance and theatre in an eye-catching and amusing way).

Over £3,000 was raised from an auction at the event and will go to the group's chosen charity - Nelson's Journey - a Norfolk-based charity which supports bereaved children and young adults and has helped over 1,000 children since 1997.



Lee Eaton from Manchester receives his Special Achievement Award from Mark Foster.



# Octink celebrates 50 years (and joins the BSGA)

Award winning display specialist Octink, which is celebrating its 50th anniversary this year, has joined the BSGA. Over five decades Octink has grown from a small family business into one of the UK's leading display companies, providing innovative and sustainable display solutions for household name businesses across the UK and internationally.

Giant advertising hoardings, window displays for famous retailers, branding for high profile events, including The RHS Chelsea Flower Show, and innovative interiors and exteriors of marketing suites and pop up shops, are a few examples of Octink's wide ranging projects.

Chief Executive Will Tyler, son of the company's founder, comments: "Technology and client expectations have totally transformed the world of display. 50 years ago signage and

display was an industry in its infancy; today it's all about pushing the boundaries, finding imaginative ways to capture attention and stand out from the crowd."

The company was founded in 1962 and, as Allsignsgroup, started out by supplying signage to the petroleum industry before developing into the partner of choice in the construction industry. A re-brand to Octink in 2009, using the image of an octopus to signify intelligent thinking, boldness and adaptability, reinforced the company's new direction.

Mike Freely, managing director of Octink, comments: "We are delighted to join the BSGA and look forward to supporting its aims. We are also keen to further our work in helping young people who are interested in a career in our industry."



David Catanach, Director of the British Sign and Graphics Association, says: "Octink is a formidable force in the sign industry and, as one of the industry leaders in eco-friendly signage, enjoys enormous respect from both inside the industry and from end-users."

"Octink has recognised that the BSGA has an important role to play in the future of the industry and their support for our efforts to improve services to members and increase opportunities for young people is very welcome."

"We hope that more major players in the sign industry will now follow their lead."

## Welcome to our new members

The BSGA Board has approved the following companies for membership of the BSGA:

### Octink

Crown House, 30 Commerce Road,  
Brentford, Middlesex TW8 8LE  
Tel: 020 8232 6800 / Fax: 020 8232 6801  
will.tyler@octink.com  
www.octink.com

### Peach Design

1a, Wickham Road, Beckenham,  
Kent BR3 5JS  
Tel: 020 8663 3686 / Fax: 020 8650 6764  
simon@peachdesign.co.uk  
www.peachdesign.co.uk

### Signscope Ltd.

24 Leigh Road, Haine Industrial Park,  
Ramsgate, Kent CT12 5EU  
Tel: 01843 850 800 / Fax: 01843 853 537  
sales@signscope.com  
www.signscope.com

### Spencer Signs (UK) Ltd.

Unit 21, Forge Training Estate, Mucklow Hill,  
Halesowen, West Midlands B62 8TP  
Tel: 0121 503 0007 / Fax: 0121 503 0008  
info@spencersigns.com  
www.spencersigns.com

### City and County Graphics Ltd.

Unit S15, Kingston Business Park, Abingdon,  
Oxfordshire OX13 5AS  
Tel: 01865 823 161 / Fax: 01865 823 350  
sales@cityandcountygraphics.co.uk  
www.cityandcountygraphics.co.uk

### Prospect Signs Ltd.

Unit 1, Prospect Business Centre,  
Prospect Road, Alresford, Hampshire SO24 9UH  
Tel: 01962 732 525  
joe@prospectsigns.co.uk  
www.prospectsigns.co.uk

### Astra Access Safety Training Ltd.

Unit 1, 8 Flanshaw Way, Wakefield WF2 9LP  
Tel: 01924 364 147 / Fax: 01924 363 568  
info@astratraining.co.uk  
www.astratraining.co.uk

### HANOLEX Ltd.

246 Whitworth Road, Rochdale,  
Lancashire OL12 0JL  
Tel: 01706 656 789 / Fax: 01706 659 911  
sales@eyelets.co.uk  
www.eyelets.co.uk

### Graphique Media Solutions

Trebyan Business Park, Lanhydrock, Bodmin,  
Cornwall, PL30 5DQ  
Tel: 01208 264600 / Fax: 01208 264601  
allan@graphique.co.uk  
www.largeformat-print.co.uk

## Sign Industry Training across Europe

BSGA Director David Catanach has been appointed Chairman of the ESF (European Sign Federation) Education Working Group.

The ESF is an organisation of sign trade associations from all over Europe and the aim of the Education Working Group is to promote better training and education for people working in the sign industry in all represented countries.

"We're looking to take a pro-active approach and establish recommendations for future industry training across the whole of Europe," said David.

The Working Group is also seeking to implement exchange working opportunities to give staff the chance to experience working practices in other countries. Any UK businesses that may be interested in the exchange scheme can contact David at [d.catanach@bsga.co.uk](mailto:d.catanach@bsga.co.uk)

## Joining the BSGA?

Considering joining the ranks of the BSGA (you really should!). Well, we've just made it easier. A new 'Application for Membership' form is now available on our website ([www.bsga.co.uk](http://www.bsga.co.uk)) which is designed to provide all the information you need about the categories of membership available and make it much easier to complete.

Have a look, and if you have any further queries, please give us a call on 01733 230033.

