

Setting the Standards
SERVING THE INDUSTRY
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NEWS

Training at Risk in Scotland

Future training for the sign making industry in Scotland is in serious jeopardy.

"Future funding for signmaking qualifications and apprenticeship schemes in Scotland is hanging in the balance," said BSGA Director David Catanach. "Unless there is clear evidence from the industry in Scotland that there a requirement for these qualifications, it is likely that the funding will be diverted elsewhere and, once gone, it will be very hard to get it back.

"Basically, the sign industry in Scotland has until the end of year to make a case for continuing the funding," he said.

Currently Level 2 and Level 3 Signmaking SVQs (Scottish Vocational Qualifications) are

available for registration up to December 31, this year. But Cogent, the awarding body, has indicated that unless they are satisfied there is a strong demand for the qualifications, they are unlikely to support them further.

"The importance of the situation cannot be over-emphasised," said David. "Both the SVQ qualifications are part of the Modern Apprentice framework in Scotland and this will also expire at the end of the year. Unless there is robust case put forward by the signmaking industry for continuing the SVQs, Scotland will lose the chance of providing formal training and qualifications for young signmakers for the foreseeable future.

"What is needed is for sign companies in Scotland to express a definite interest in



SVQs, even if they are not planning apprentice recruitment in the short term.

"Only a concerted and spirited statement of interest and intent from the industry can salvage the situation."

BSGA at Spandex Open House

Visitors to the Spandex Open House event which will be held in Bristol in November will have the chance to chat to representatives of the BSGA about the advantages of belonging to the Association.

"We are delighted to attend the Open House and look forward to meeting all the visitors," said BSGA Director, David Catanach.

Spandex will host its annual Open House at its Bristol premises on November 7 and 8. Every visitor will receive a gift worth over £100 and the chance to win an Epson SureColor SCT-7000 printer worth £3,000.

Spaces are limited and delegates are

encouraged to pre-register well in advance via www.spandex.co.uk or by calling 0800 77 26 33.

"Feedback from previous events tells us that visitors value the extensive learning opportunities and the friendly atmosphere of our Open Houses," said Leon Watson, UK General Manager. "The 2012 event is geared towards offering ideas, advice and practical support that will help visitors to widen their service capability and improve sales and profitability."

More information about the event is available by visiting: www.spandex.co.uk



Busy year for exhibitors

2013 looks like being an extremely busy year for sign industry exhibitors. In addition to the traditional Sign & Digital UK event, which will take place at the NEC in April, the UK will also play host to FESPA 2013, which will take place at ExCel in London in June.

Sign & Digital UK reports that a flurry of big name exhibitors including Epsom, Roland DG, Agfa Graphics, Signmaster Systems and The Sign Group, have already committed to the event.

An innovation at the show will be a 'business

development learning zone.' "The idea is for business professionals to come and learn about new business opportunities and see them in action," explained Alan Caddick, Marketing Manager for the event.

FESPA is an international global hub event and FESPA says that visitors will see the whole gamut of specialist print including signage, interior and architectural decor, outdoor and indoor advertising, industrial print plus a lot more. "The facilities at ExCel lend themselves to staging a multi-faceted event comprising a major exhibition, rich educational content,

inspirational features and a programme of satellite and partner events."

Sign & Digital UK takes place at the NEC, Birmingham, April 30 - May 2. Visit www.signuk.com

FESPA 2013 takes place at ExCel, London, June 25 - 29. Visit www.fespa.com/london

30 April - 2 May 2013, Halls 3&3A, NEC, Birmingham
sign digital UK
 The UK's Premier Visual Communications Event

FESPA 2013
 London
 25-29 June 2013

New Members

Eurobond Adhesives

We are delighted to announce that Eurobond Adhesives Ltd is now a member of the BSGA.



Established in 1984 Eurobond has been at the forefront of high performance adhesives, adhesive tapes and dispensing equipment and machinery for the past 28 years.

Managing Director Simon Dearing explained: "Our philosophy has always been to supply high performance quality products at competitive prices backed by expert technical support and first class customer service."

The Eurobond product range is extensive and includes:

Penloc - a 2-part, fast curing, high strength, structural adhesive.

Eurobond - a range of high performance adhesive tapes, surface cleaning wipes and accessories.

Vitalit - UV curing adhesives for bonding clear acrylics, polycarbonate, glass and some metals.

Eurobond - a range of threadlocking adhesives.

Cyanolit - instant adhesives.

Elecolit - electrically conductive adhesives.

Honle - a range of UV lamps used in the curing of UV adhesives.

The company's diverse range of customers means it can draw on the experience of literally thousands of different applications to ensure the best product is recommended for every job.

"In 2010 we took the very big decision to freeze our prices, when all around us competitors were increasing theirs considerably," said Simon Dearing. "This initiative has enabled all our customers to cost their jobs accurately, safe in the knowledge that they will not be hit by sudden and unplanned price increases."

"Our team of regional technical experts are highly trained and skilled in fabricating and bonding solutions and customers are welcome to ask for a 'no obligation' on-site visit to help evaluate a project or to demonstrate the best products for the job."

For further information call 01795 427888 or email to sales@eurobond-adhesives.co.uk

Coillte Panel Products

Coillte Panel Products, part of Coillte, the Irish Forestry Company that owns over 442,000 hectares of FSC certified forest, has joined the BSGA as an Associate. The company's brand leading products include Medite MDF and SmartPly OSB.



Coillte products are used extensively in the Royal Festival Hall.

With over 35 years' of experience in producing MDF, Coillte offers a range that is extensive, innovative and sustainable. Each product is designed and engineered to specific performance characteristics: Medite Premier and Medite Plus are always fit for purpose; Medite FR is a flame retardant panel; Medite MR is moisture resistant; Medite Exterior can withstand all types of weather conditions; and Medite Ecologique offers zero-added formaldehyde. There's also Medite Ultralite, for applications where weight is critical, and the groundbreaking Medite Tricoya® which offers exceptional durability and dimensional stability in wet environments.

SmartPly® OSB (oriented strand board) is engineered from wood strands blended with high quality synthetic exterior grade resin and wax. Formed into a three-layer mat, it is finally compressed under intense heat and pressure into a rigid structural panel. It's available in four variants – SmartPly OSB2, a general purpose board; SmartPlay OSB3, a load-bearing panel for use in structural applications; and SiteProtect and ToughPly, innovative, pre-coated products used for site hoardings and as general builder's panels that save both time and money.

All in all, Coillte offer a range of materials that can help sign companies to expand their capabilities.

Reade Signs

Aldershot-based Reade Signs, a business that has been established for over 30 years and has built an enviable reputation for delivering a consistently high level of service and quality, has joined the BSGA.

The company offers a comprehensive signage service, including design, manufacture and installation, to businesses throughout the UK. They say they hope that membership of the BSGA will help reaffirm their ongoing commitment to delivering high quality products and services to all their customers.

(more in next issue)

Vink Lighting Solutions

The BSGA is delighted to welcome Vink Lighting Solutions as an Associate member.



Vink Lighting Solutions is one of the UK's leading distributors of sign illumination products. Vink offers a completely impartial service to the sign manufacturing industry to assist in the selection and supply of branded lighting products for the full range of sign illumination applications.

Offering LED, Neon & Cold Cathode products, Vink is a one stop shop for quality branded lighting products.

A free in house design and quotation service is provided by our team of specialist technicians providing full layout drawings for your particular application.

Vink Lighting Solutions is based at Bilston in the West Midlands. You can contact them at info@uk.vink.com or call on 01902 409205. More details on their website at www.vinklightingsolutions.com

Clarity Software

Clarity Software, a division of Touch Systems Ltd, has joined the BSGA.

Clarity, which already has a considerable customer-base in the Sign Industry, combines Customer Relationship Management (CRM) and Management Information Software (MIS) with user-friendly Materials Requirement Planning, to provide a modular marketing, sales and production system that is ideal for businesses that produce quotes and estimates to carry out manufacturing, servicing and fitting works.

(More in next issue)

Service Graphics

One of the UK's leading suppliers of large format printing services, Service Graphics has become an Associate member of the BSGA.

Operating from a supersite at Chessington and satellite production facilities at Nottingham, Skelmersdale and Glasgow, Service Graphics offers the largest range of equipment and resources within the British display and exhibition industry.

(More in next issue)

Monitoring the 'Planning Monsters'

The BSGA, with expert help from Chris Thomas, formerly Head of Advertisement Control Policy for the Department of the Environment, is waging an ongoing battle against restrictive town hall planners.

According to Chris the very first Control of Advertisements Regulations (which also covered signs and signage) were effective, efficient and simple in concept and operation.

However, latterly, advertisement control has been swept up into the Local Development (LDP) system. "Over the years, the LDP system has become an all-encompassing monster and advertisement control has not escaped the monster's grasp.

"Virtually every LDP contains policies on advertisements which are supposed to serve as guidelines but which increasingly have become restrictive tools that enable local planners to refuse any advertisement (sign) that doesn't conform to their ideals.

"It is not uncommon to see policies that state 'no internally illuminated signs', 'no signs above fascia level' or 'no plastic signs' and so on.

"So, acting on behalf of the BSGA, I wage a constant war, scrutinising and objecting to any LDP policies that impose any undue restrictions. Happily, in many cases, we succeed because right is on our side, but battling against planners who still believe

that the ideal shopping street should resemble something out of a Dickens novel, can be an incredibly tedious task."

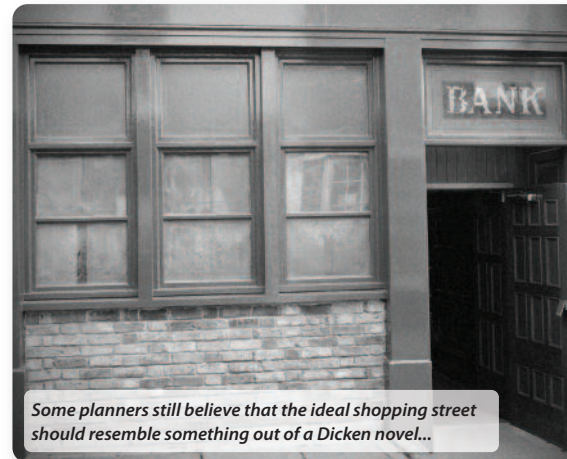
The recent publication of the Government's National Planning Policy Framework, which covers advertisement control, is intended to remove planning hurdles to economic growth, but according to Chris, his experience is that, in terms of advertising control, LPA's are paying no more than lip service to the new advice.

"It is my view that there is a growing trend for such policies to be drawn up by people who seem to have no regard for their impact on businesses or practical needs. Thus, our work must continue."

BSGA Director David Catanach said that the majority of sign companies wouldn't give planning a second thought and would only react if they were suddenly forced to take down a brand new sign because a planner deemed it fell foul of the local plan.

"However, if we aren't very careful, we could end up with inappropriate and unopposed restrictions that could fundamentally change the face of the industry and force signmakers down less suitable and profitable avenues."

If anyone has recently come up against any particularly ludicrous planning rulings, please let us know by emailing to d.catanach@bsga.co.uk



Some planners still believe that the ideal shopping street should resemble something out of a Dicken novel...

Objections to Local Plans

Objections have been made to ten Local Plans in recent months including:

Enfield LBC

Hartlepool BC

Hackney LBC

East Staffs DC

Stockton on Tees DC

Doncaster MBC

Oldham MBC

Barnet LBC

Ashfield DC

Plymouth City Council

Other New Members

Recruitment to the BSGA ranks has been brisk over recent months and the following companies have also now joined the Association. We will provide more information about these new members in future issues, as space permits.

KeyMT Installations, of Leyland, Lancs

M&M Signs and Graphics, of Longton, Stoke-on-Trent, Staffs

Morgan Signs and Designs, of Walsall, West Midlands

Signability (Creative) Ltd, of Handford, Stoke-on-Trent, Staffs

Sycamore Signs, of Mitcham, Surrey

More details in future editions

Online advertising opportunities

The re-vamped BSGA website is becoming increasingly popular and since it's re-launch in May we have seen visitor traffic increase by over 25% and growing.

While the site offers every member the chance to have an online presence through the signmaker and supplier search facilities and profiles, we have a number of key positions available on site at genuinely competitive rates:

Main site sponsor: Key solus position in the main banner alongside the BSGA logo. The main sponsor's advertisement will appear on every page of the site.

Cost: On application.

Skyscraper ads: (500 pixels high x 127 pixels wide). Ads appear in the left hand column of the site on every page. Only 2 available.

Cost: £1500.00 pa

Button ads: (162 pixels wide x 125 pixels high). Ads appear in right hand column with intermit 'rolling' to change position. Appear on every page. Maximum of 10 available.

Cost: £500.00 pa.

If you would like to discuss any of these online advertising opportunities, please contact David Catanach at enquiries@bsga.co.uk or call on 0845 3383016

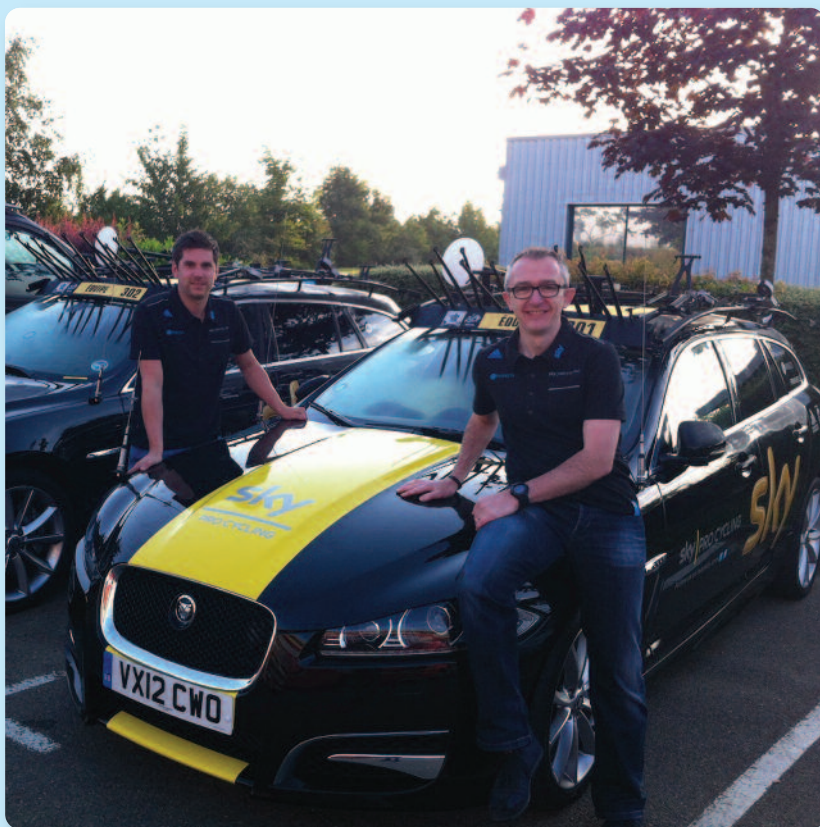
Express wrap celebrates 'Tour' victory

When the first British winner of the Tour de France crossed the finishing line in Paris, he wasn't the only one decked out in yellow. All the support vehicles operated by the winning Team Sky had been partially re-wrapped with a wide yellow band.

The wrapping was carried out in secret by BSGA member Signs Express Manchester during the night before the final stage and the 'reveal' on the Sunday morning was a surprise to almost everyone and generated an electric atmosphere.

The Signs Express Manchester team, who have travelled across Europe over the past three years to be on call for Team Sky, actually re-branded a total of 10 vehicles before the final stage of the 'Tour', including two Jaguar XF SportBrakes and two Jaguar XJ cars which provide support to the riders along the entire route. In addition three Mercedes Vitos and a Sprinter van plus a bus and truck, all received new graphics.

"We feel very privileged to have been involved in such a prestigious event," said Lee Eaton, co-owner of Signs Express Manchester. "It was a fantastic achievement for our team."



WEB NEWS

Recruitment online

The BSGA website now offers an inexpensive method of getting job vacancies out into the market place – and the facility is available to both members and non-members of the Association.

For members it's a free service. Simply send your job description, under the heading Job vacancies on website, together with contact telephone and/or email, as a Word document

to enquiries@bsga.co.uk. Within 48 hours of acknowledgement your ad will be on the site. The vacancy will stay up on the site for 31 days, unless you ask that we take it down.

For non-members, we are working in collaboration with Sign Directions magazine. Your ad can appear in Job Vacancies section of the magazine and on the BSGA website for a single, low charge. **Contact Val Hirst at signdirections@btconnect.com or on 01623 882398 for details and rates.**

All responses are sent directly from respondents to advertisers. The BSGA has no access to any replies to advertisements.



Improved Product Search

The Product Finder facility on the BSGA website has been made even easier to use and provides another reason why the BSGA website should be a first port of call.

All you need do is type the product you are looking for into the search bar and you'll be given an instant list of suppliers who

are BSGA Members.

By the same token, the opportunity is also now available for all Associate Members to include their 'product tags' in the database. These can be product descriptions or brands names and access to add them is via the member's profile.

