

Signs & Display Systems

Ready-made and primed for duty

With easy access to a wide range of ready-made sign and display systems, supplied either as fully assembled products or in component form for on-site installation, even the most complex design concepts can be fulfilled without recourse to expensive alternative bespoke solutions. When correctly specified, these will add value to many sign and display projects by providing significantly improved margins for trade suppliers and a fairer return on investment for end users. Mike Connolly looks at some of the latest projects using ready-made systems and reports on some of the many options now available.

Illuminating the South Bank

Leading brand implementer Octink, working in partnership with London agency Identify, approached Applelec Sign Components for assistance in the supply of an illuminated advertising hoarding for NEO Bankside, a landmark residential building project in a prestigious area of the capital.

The company was contracted to supply 26 illuminated light boxes to be used throughout the hoarding. The project objective was to deliver a stand out visual advertising display that would send a powerful message to prospective buyers in this vibrant location near to the Tate Modern Gallery. Applelec's Managing Director, Ian Drinkwater explained: 'The challenge was to supply multiple LED-illuminated frames at an

unusually large specification with outdoor capabilities to not only maximise the potential advertising impact, but also to ensure that the LED panels could be run from the construction site's reduced voltage power system.'

Each of the 26 snap frames created for the display system were powder coated black and internally fitted with LED Light Sheet. All of the frames measure 2,200mm (width) x 935mm (height) to achieve the required dramatic visual effect when positioned along the building's hoarding.

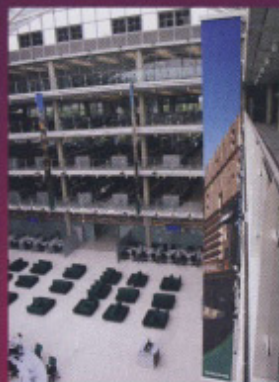
The LED Light Sheet snap frame was chosen for this project due to its unique characteristics as a discrete lighting unit, offering a slim (23mm deep) profile and providing an even

distribution of light across a large surface. In the NEO Bankside street display system, the slim design of LED Light Sheet benefited an application where space was very limited. The hoarding installation required the specially engineered LED Light Sheet inside each frame to be manufactured with outdoor capabilities and supplied with an IP66-rated step down power supply suitable for the external conditions of this particular project.

The final hoarding delivers a stunning visual display that ensures the NEO Bankside development capitalises on the advertising potential in this prestigious city street location.

For further information visit: www.applelecsign.co.uk

Maintaining the peace in Hackney



Eight acoustic banners were printed and installed by Praxis in the atrium area of Hackney Council's new Service Centre.

Acoustis 50, an engineered fabric that reputedly offers outstanding noise absorption properties, plus an ability to create a more pleasant working environment, was used for the acoustic banners. The banners, incorporating solvent inkjet-printed graphics with a high resolution and offering a long life, were secured using the precision-made Mono banner system from Praxis.

For further information, visit www.praxislimited.co.uk