



WELCOME

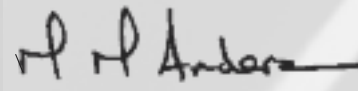
Welcome to the second edition of FGL News, our new quarterly newsletter which updates you on the latest developments at Fascia Graphics, the market leader for the production of membrane keypads.

In this second issue, we will update you on the recent investment we have made in pad printing technology. This new technology will provide us with a far greater choice of options with regard to the materials and the shapes/surfaces we can now print onto.

Also in this issue, and after significant demand for products manufactured with UL status, we provide you with an update on this part of our business.

Finally this month, we have included a snap shot of just some of the feedback we have received from customers in the past three months.

I hope you find this second edition of FGL News an enjoyable read.



Mark Anderson - UK Sales Manager

Investment in New Technology Allows Fascia to Print on Any Material or Surface

In order to offer our customers the option to print onto a far greater choice of materials (metal or plastics) and shapes/surfaces, we have just invested in new pad printing technology, with two new pad printers – a KENT PP-250 and a TECA PRINT TPX 500 (pictured right). This new technology will allow Fascia to print onto parts that are angled, concave or radiused such as car switches, or recessed areas.

We are expecting this new service to be very popular with our customers as it is a highly reliable process that increases the visual aesthetics of the substrate that is printed onto. Having just added an additional 3,000sq.ft of production space to our Chippenham based factory, we will be allocating a dedicated operational space to this activity.

Pad printing will also offer customers the following benefits:

- Printing onto all shapes and sizes - we can now print onto buttons/switches that protrude through holes, or print into troughs or channels or onto concave or convex areas
- Added component value – by using pad printing to add graphics to a part, a significant value can be added as visually stimulating

components are more attractive than plain coloured ones.

- Variety of printable surfaces – assuming that the correct ink is chosen, pad printing can be carried out on almost any material.
- Wet-on wet multi-colour printing – pad printing has the ability to print many colours without the need for intermediate drying time between each colour. This helps to decrease the time to print multi-coloured parts as there isn't the need to allow each colour to dry separately.



John Law, a Manager at Fascia Graphics who is highly experienced in pad printing, commented: *"This new service will provide our customers with a greater level of flexibility when designing component products that require a strong visual identity. With this technology, we can also print onto a vast number of substrates and into troughs, channels or onto concave or convex areas."*

Increase in Customers Requiring UL Status



Since receiving Underwriters Laboratories Inc. (UL) PGDQ2 accreditation almost eighteen months ago, we have continued to rapidly increase our customer base requiring products manufactured with this UL accreditation. As you are probably aware, the UL Mark is the most widely recognised safety certification mark in the world, and UL has been a product safety leader for over 100 years - widely acknowledged for its safety standards, integrity and independence.

The UL Recognition Mark has meant that all UL approved Fascia Graphics products have been tested and evaluated

to nationally recognised safety standards with regard to the applicable safety standards.

Our expertise and ability to provide product quickly with UL status was demonstrated recently when we were contacted by Andrew Butchard, Manufacturing Manager of Hertfordshire based, De-Soutter MEDICAL Ltd - a leading European manufacturer of powered medical devices.

Andrew Butchard comments: *"We contacted Fascia Graphics at very late notice because we were let down by our incumbent UL supplier. We were very quickly able to create new artwork and tooling – not just for our urgent requirement but also the rest of our labels and keypads. Fascia Graphics response has been excellent. Samples have been received and approved at a very rapid rate. Their quality and attention to detail has been refreshing. I always find it a good indication when suppliers check everything in our drawings and specifications. The end result is that we will have continuity of supply and I will be able to keep my promises to customers."*

To receive a copy of our UL brochure (pictured), please email sales@fasciagraphics.co.uk or call our sales team on 01249 460606.

Customer Comment of the Month

As we continue to receive some very positive feedback from our customers, we thought that we would share with you some of their comments over the past three months.



March 08

Gerrard Smallwood, Engineering Manager, Horizon Global Electronics Ltd said:

"Just a quick note to thank you all for all your efforts in producing our front panels, which we received yesterday. We're delighted with the finished result, and have built them into a couple of prototype units, where they fit well, look great, and work perfectly. Thank you also for meeting our timescale deadline, they're currently on the way to the factory, and they will be built into full units as soon as possible."

April 08

Dr Smith, Managing Director of Integrated Display Systems said:

"There is no comparison in terms of quality compared with our previous supplier. We were impressed and reassured by the individual test results for each membrane and we were impressed with your approval process at every key stage of artwork design and ink colour verification. When it was found that a change had to be made, even though production had commenced, you dealt with the problem without any hesitation."

May 08

Peter Bailey, Production Engineer of Newtons4th Ltd said:

"Just to let you know we received all nine sets of equipment labels in good time; they look fine and we're very pleased with the quality of the printing and the neatness of the cut-outs. Your attention to detail right from the beginning is much appreciated and has paid off in getting the labels exactly right first time, unlike the experiences we had with the other suppliers we approached."

We post our customer comments monthly on our website. To view more of our customer views, please visit http://www.fasciagraphics.co.uk/customer_comments.htm