



## WELCOME

Welcome to this year's first edition of FGL News.

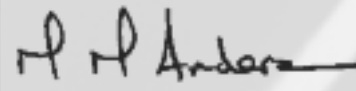
After a very busy start to 2009, this issue is packed with our latest news and developments. This includes our 15th Anniversary, which we celebrated in March with an offer to all of our existing customers – providing 15 per cent off tooling and artwork during March. This offer was so popular that we extended it through into April as well!

Also in this issue, we introduce you to Mark Guppy, our recently appointed Production Manager. Mark has been at the company for

over 14 years, so he is ideally positioned to move into this crucial role.

Finally this month, we are providing a more detailed insight into our value engineering approach, which has received very positive feedback from all of our customers, as we can on average save 5-10 per cent of a single applications manufacturing cost.

Enjoy the read.



Mark Anderson - UK Sales Manager

## 15th Anniversary Celebrations

During March, we celebrated our 15th Anniversary as the UK's market leader for the production of membrane keypads. Fascia has come a long way in this time. Particularly when you consider that we started with 40 customers in 1994, with a healthy first year turnover of £130,000, and now today we supply well over 600 customers.

We feel that this continued growth is testament to our ability to satisfy customers. From day one, our company ethos has held true, with customers choosing our services because we are faster, more cost effective, and provide exceptional levels of product quality in comparison to our competition.

After moving to our 12,000 square foot factory on the Bath Road Industrial Estate in 2005, we have expanded our office and production space to 15,000 square feet to cater for our rapidly increasing customer base.

But it hasn't just been about investing in additional space. We have also made some marked changes, which as a result, has benefited all of our customers. Here are just two of those changes:

### Staff are pivotal...

We have always taken staff development very seriously. For instance, over the past twelve months, capacity has increased by

up to a quarter after training our shop floor workers in lean manufacturing techniques through the Learning and Skills Council's Train to Gain service. And, it's not just about improving performance, our staff commitment remains very high, with on average each employee working for Fascia for over seven years.

### Dedication to quality

Our dedication to quality over the past 15 years has been second to none. Since 1996, Fascia has held ISO 9001 approval, and through our continuous improvement culture, we have achieved ISO 9001:2000. We also hold UL approval to PGAA and PGDQ2 standards.

Our long term approach to customer relationships has also seen Fascia continue to work with customers today; that we started working with back in 1994. We look forward to continuing to work with all of you...perhaps for even another 15 years or more!



Pictured (L-R): Paul Bennett, Managing Director and Ernie Griffin, Financial Director. Paul and Ernie founded Fascia Graphics in 1994.

# New Production Manager

This month we appointed Mark Guppy as our new Production Manager. Mark has almost worked for Fascia since the start, and he now has over 14 years experience of Fascia's production processes and techniques. He has also worked in the industry for almost 25 years, so he is ideally placed to operate in this position.

Since he joined us in 1995, he has risen up the ranks, working in a number of positions from Print Shop Supervisor to QA Manager. Experience in these varied roles means that he has had some level of involvement in everything that we do as a company.

Mark's main focus will be ensuring that Fascia continues to meet customer deadlines, controls productivity and new colour matches, and monitors and purchases stock accurately and effectively.

Commenting on his appointment, Mark said: "I am very much looking forward to being actively involved in striving towards manufacturing excellence, by improving processes, increasing production, whilst minimising internal waste.



Mark Guppy, our new Production Manager (pictured right) taking a close look at drawings prior to production.

Over the past 14 years, I have greatly enjoyed the 'team approach' to continuous improvement. Carrying on this approach will be a vitally important part of my role."

Mark is often recognised by our customers for the valuable insight he provides during the manufacturing process.

Please feel free to read a recent comment on Mark's important input in January's 'comment of the month'. You can find this online at [http://www.fasciagraphics.co.uk/customer\\_comments.htm](http://www.fasciagraphics.co.uk/customer_comments.htm).

## FGL AND VALUE ENGINEERING

Since Fascia was established in 1994, we have always prided ourselves on working very closely with our customers to provide manufacturing solutions which fall under the umbrella term of 'value engineering'. On average, we have found that this approach can save our customers between 5-10 per cent of a single applications manufacturing cost. In some cases we have even saved as much as 25 per cent.

We have value engineered many products by identifying cost saving solutions, either by utilising different materials, adhesives or looking at batch sizes. We have even taken layers out of membranes to meet price aspirations without affecting product quality and performance.

One of the ways in which we value engineer customer products is by involving our suppliers. By sourcing the best materials from leading industry players such as 3M United Kingdom, SunChemical, MacDermid Autotype and Sabic, we also tap into their industry leading market expertise and knowledge. This collaborative approach also ensures that our engineers always quote the most

suitable materials, adhesives and batch sizes for each customer application.

We believe our approach to value engineering products goes one step further than our competitors.

Through our technical experience, we often see the wrong materials or adhesives being used. We also often see overlays and membranes with cost built in due to previous lack of technical expertise. In these instances, we offer a free Fascia Value Engineered Review (FVER). This approach identifies cost savings which will help our customers remain competitive in the marketplace by avoiding margin erosion.

**To find out more about our FVER service, please call 01249 460606 or email [sales@fasciagraphics.co.uk](mailto:sales@fasciagraphics.co.uk)**

