



WELCOME

Welcome to the second edition of FGL News 2009.

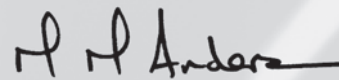
Considering the economic climate, we have had a positive first half of the year, and in the last two months alone we have won a further 40 new customers and are now looking to recruit Screen Printers, Production Engineers and a QA Manager.

One of our new customers is BioDigital Ltd., an electronics company based in the North of England. In this copy of FGL News you will read more about how we started working with this innovative company.

Also in this issue we provide you with an insight

into two national press articles which featured Fascia Graphics. Firstly, we appeared in The Sunday Times on 12th July discussing our approach to developing staff from the shop floor. Then, just two days later, we appeared in the Daily Telegraph as a full page profile. Both of these two pieces assisted in raising our profile as the market leader as they reached an estimated readership of six million.

Enjoy the read.



Mark Anderson - UK Sales Manager

Biodigital and Fascia Graphics

As part of BioDigital's stepped approach, it produces prototypes which are as close to the finished product as possible. The company required an overlay manufacturer for a new pressure monitor/logger and SMS alarm system. The monitor is used in clearing hazardous building material and ensuring clean room facilities.

BioDigital found Fascia Graphics through



an internet search. It discovered that through the investment in the latest digital technology, Fascia Graphics could provide a low volume rapid prototyping service which included the following benefits:

- Rapid turnaround of product
- Innovative printing system
- Cost free modifications
- Selection of materials
- On-site design facility

As Managing Director, Geoffrey Swales explains: "As part of our electronics design service we strive to provide prototypes which are as close to the finished product as possible. We found Fascia Graphics while trawling the internet and stayed with them after the initial prototyping stage

because they delivered on their promise and exceeded our expectations."

He continues: "Fascia Graphics' prototyping service enabled us to rapidly produce a professional looking prototype without committing to large tooling charges. They advised us on how to produce a cost-effective design, recommended materials and finishes to best address the target market. Best of all they took our simplified concepts and generated all the appropriate documentation and artwork which helped to free-up our engineers."

Specifically, Fascia Graphics recommended to BioDigital that the new overlay should be manufactured from a



► new material. As a result, the Autotype EBG180 material was used as it provided greater durability and an optically clear window. The durability of the product was also enhanced through the use of a flood lacquer.

Geoffrey Swales concluded: "As the product monitors and records the negative pressure used in containment tents when

hazardous material is being removed from building sites, it was hugely important that the overlay was able to cope with the level of abuse most equipment experiences in the building industry.

As a developer and manufacturer we work very hard to surround ourselves with good suppliers who are able to work with our engineers to provide the best product for

our customers. We are delighted to have found Fascia Graphics and have embarked on a long and productive relationship with them."



FGL Hits the headlines

On 12 July Fascia Graphics featured in The Sunday Times. Gary Knowles, our engineering and quality manager was interviewed for an article discussing the benefits of promoting from within an organisation and developing staff from the shop floor. Gary was quoted as saying: "When you bring people straight into senior positions they might not necessarily understand how the company works and its ethics."

The article goes on to explain that rather than simply promoting people and leaving them to it, at Fascia Graphics, we ensure staff get the training that they need to move up. One technique we use is 'multi-rolling' – allowing our staff to shadow someone to learn new skills before they step into the new job.

Gary is one of many Fascia staff who have been with the company and developed into more senior positions from the shop floor. You may be interested to know that across all staff, the average time that each employee has been with the company is eight years. This is very important as it provides continuity to our customers and suppliers.

Two days after The Sunday Times, Fascia Graphics was profiled in the Daily Telegraph. The full page feature highlighted that we're bucking the trend in our industry by experiencing strong growth. It also concentrated on a business challenge we are facing.

In short, we are considering alternative technologies such as RFID for tracking job bags within our factory. These job bags contain specifications, colour samples, customer approval documents, plans and drawings, a 'route card' containing manufacturing instructions, as well as the artwork for making the screens used in the actual printing

process. We have in the region of 17,000 job bags, and it takes 1,200 sq ft. to store them.

We presently use barcodes quite extensively for stock control and production traceability, and on the route cards that hold the job instructions.

The Daily Telegraph article included advice from three technology experts, two of which provided the following views:

Philip Gilks, business development executive, Sensor Solutions, IBM UK said:

"Fascia Graphics will enhance its visibility of work in process and the stock and raw materials consumed and stored. RFID will let Fascia Graphics monitor the business more effectively. It will also provide information that will allow their employees to work on tasks that need immediate attention, which means a better service to customers."

Philip Flaxton, chief executive, Work Wise UK said:

"With only 60 employees it may be cheaper and equally as effective to use a database with a system, which can be updated by individual users when they assume responsibility for a 'job bag'."

With the varied advice provided, we are presently looking at the options in the market, and we will make a decision shortly which will benefit both the company and our customers most. We will keep you updated.

