



Welcome to the third and final edition of FGL News 2010.

Firstly, we have recently completed a piece of work for luxury motoryacht manufacturers, Sunseeker. This project (below) illustrates our innovative solutions such as chrome ink technology.

Also, to kick off a series of interviews, we talk to Tony Kelty, one of Regional Sales Managers. Tony has been with the company for over 12 years – so he is perfectly placed to provide you with an insight into his role and our operations.

Finally, as we continue to expand our customer

base, it's vitally important that we also continue to innovate our products and services. At the same time, we continue to ensure that our customer service reaches the high levels that you have all become accustomed to. Therefore, in this issue, we will also provide you with an update on new developments at Fascia.

Enjoy the read.



Paul Bennett - Managing Director

A luxury overlay for a luxury motoryacht

Sunseeker is one of the world's pre-eminent luxury motoryacht manufacturers. The company has designed and manufactured luxury motoryachts for over 40 years - exporting globally from its base in Poole in Dorset, where it now employs over 2,300 people. Fascia Graphics contacted Sunseeker in 2008 to see if there were any areas the company could benefit from Fascia's expertise in manufacturing membrane keypads and graphic overlays. This led to a first order placed in 2009 when a Sunseeker customer requested an addition to the existing electrical system, which required an HMI touch screen.

Tim Bradley from Sunseeker said: *"We wanted to provide the HMI with an overlay that didn't hinder its operation, yet looked at home on a luxury yacht. Although we use other suppliers in the market, they were unable to provide a specialised overlay of this type, so Fascia's track record in working on bespoke products led us to place an order for 10 units."*

Sunseeker required a flat black overlay for a 7" touch display. Fascia supplied the overlay using Autoflex polyester with 3M's 467 adhesive applied to all areas apart from the display window.



Tim Bradley concluded: *"Fascia's recently developed chrome ink technology was also ideal for providing a bright metallic finish to the Sunseeker logo on the overlay."*

To find out more about chrome ink technology and Autotex Steel, a new hard coated polyester film which produce stainless steel effects, please contact your account manager.



10 things about Tony...

This issue we kick off a new slot, where we meet one of our Regional Sales Managers to give you the ten things you probably didn't know about them. This issue we meet Tony Kelty.



1. How long have you worked for Fascia Graphics?

I started working with the company over 12 years ago...when I joined as an Internal Sales Assistant.

2. What other jobs have you carried out for Fascia?

After 2-3 years, I moved into the role of Internal Sales Office Manager, where I was responsible for every sales enquiry that came in to the office via telephone, post or e-mail. In 2007, I moved across to Regional Sales Manager.

3. What areas do you look after?

The South East, East Anglia and the East Midlands.

4. How many miles do you put on the clock each week?

It's not unusual to travel 300-400 miles a week, but I have done up to 1000 miles - partly because it can be a large sales area, and because I think it is really important to meet our customers face to face to discuss their requirements.

5. What is the one thing that you are really proud of?

Aside from converting my first customer, it was a really interesting project I worked on a few years ago. Essentially, a client based in Ireland required some keypads for its bomb disposal robots. The membrane keypad was quite specialised so it was a real buzz when the final keypad was delivered and they were really pleased.

6. What skills and knowledge have you learnt when conducting these roles?

I couldn't really put my finger on one thing as over the last

12 years there really has been so much that I have picked up internally and now taken out into the external marketplace.

7. What sectors are your main customers from?

Medical, Fire and Security, and I also look after a lot of customers which manufacture data loggers and scanners.

8. What do you enjoy most about the job?

It would have to be the variety - you literally have something new to deal with each and every day. I also really enjoy it when we're doing well and we're hitting targets. If all the sales team do a good job, it will mean keeping jobs on the shop floor - and these are colleagues and friends that I have worked with for 12 years.

9. What do you view as the most important thing for customers when coming to Fascia?

Our record speaks for itself. Those companies that aren't customers, when introduced to Fascia don't walk away. Our combination of being proactive and reactive and making sure customers receive their products at the right price, at the highest quality, and on time is a winning one.

10. And, finally, family and home?

I've lived in the area since 1970. I have two boys, aged 22 and 26. Football is my sport and I am a Liverpool supporter. With my late father brought up in the Anfield Road, it was only natural that I followed them.

Fascia - continuing to innovate and expand

Everyone in manufacturing is hoping that we are now waving goodbye to the most dramatic recession in our lifetime, and at Fascia our recent performance suggests that things are starting to improve.

In particular, the last quarter has seen continued rises in exports and a consistent flow of new customers, which have been both large and small. We have also found

an increasing number of customers coming to us for UL approval for a range of products from different sectors. This has all combined to see the company post its most successful month.

We are also implementing a number of changes to ensure that our customer service and product quality continues to lead the market. These changes include,

investing in additional premises to bring in-house services which were previously subcontracted, and increasing our night shift to provide customers with additional flexibility.

In the next issue, we will introduce you to some further changes which will undoubtedly improve our services to you.