



Welcome to FGL News.

In-line with The Markit/CIPS Manufacturing Purchasing Managers' Index released earlier this month, at Fascia Graphics we have experienced another very busy six months – which is positive news against a challenging economic backdrop.

This issue focuses on product quality by firstly giving you an insight into our involvement in AGD's second Queen's Award success. Our work on the AGD94x series of pedestrian signals once again highlights how our deep knowledge of materials has produced a quality product in a more cost effective manner.

Also, continuing with the theme of product quality, we will also be carrying out a customer

survey and open day next year to seek your opinions on where we can improve our products and customer service. You can read more about this on page two.

Finally, in the last of a series profiling our regional sales managers, we talk to Clare McAtear who has swiftly increased her customer base since joining the company in 2007.

Enjoy the read.

Paul Bennett - Managing Director

Contributing to AGD's second Queen's Award success

Fascia recently assisted manufacturer, AGD Systems Limited win a second Queen's Award for Enterprise: Innovation 2011, by supplying screens for its flagship AGD946 combined puffin nearside pedestrian signal.

Formed in 1992, AGD is an independent UK company dedicated to the design and manufacture of traffic detection and associated products. Fascia Graphics has supplied AGD with labels for a number of years, but following a detailed market Request for Quotation (RFQ) in 2010, we were selected to provide the optical screens for the AGD94x series of pedestrian signals (pictured).

The signal, which is widely installed in city and local authorities throughout the UK, was recognised for the Queen's Award for its innovative styling and features. In order to meet the product requirements, we took the following approach:

- The materials used for the front panel and the gasket assemblies were reviewed. As a result, the production samples utilised more cost effective raw materials.
- Solutions were also found to minimise the number of prints required and reduce the assembly time of the rear gaskets.

Dafydd Hughes, Supply Assurance Manager, AGD Systems Limited, comments:

"In an increasingly competitive environment, we recognised that we wanted to work with a screen supplier that was willing to continuously improve its products and not stand still. Fascia fitted this mould by constantly challenging itself to improve its quality, cost and delivery.

It is not often that a business wins two awards in the innovation category back to back. This has been possible due to the continued support of suppliers such as Fascia Graphics."



Dedicated to continuous improvement – Plans for 2012

Many of you may remember that in 2009 we conducted a survey of our Top 500 customers to form a greater understanding of your views on the quality of our service, products and staff. This enabled us to not only benchmark our levels of customer service, but also respond to any concerns that you had.

We focused on three key areas; our staff; our account managers and our products. Largely your feedback was very positive with 91 per cent finding our staff quick to react, 95 per cent finding our account managers knowledgeable and professional, and 92 per cent rating our products as value for money.

As this survey was a very valuable exercise, we will be conducting another survey to kick off 2012. All results will be reported directly back to you so that you can get a detailed look at how we are rated by all of our customers.

In addition to this, we will be running an open day during the

middle part of next year. Since moving to the Bath Industrial Estate in 2005, we have made a number of significant investments in new technology and improved processes, and we feel that this is now a good time to showcase these developments. We will be in touch in the New Year with more details.



Clare McAtear

In our third and final regional sales manager profile, we talk to Clare McAtear, who is just about to celebrate her fourth anniversary working for Fascia.

1. What areas do you look after?

Ireland, Northern Ireland, Scotland and the North of England.

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

Anything from 500 – 1200.

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

Growing my area to sales of £1million last year.

4. What skills and knowledge have you learnt since joining Fascia?

Although I have been previously employed in the electronics industry, the products we manufacture at Fascia Graphics were totally new to me when I joined the company, so all aspects have been a huge learning curve but I have had excellent support from my colleagues.'

5. What sectors are your main customers from?

Oil and gas, offshore, energy, medical and security.

6. What do you enjoy most about the job?

*Every day is different!
And, building strong relationships with my customers.*

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

They feel confident in the quality of product and the customer support Fascia Graphics offers. We are flexible and strive to meet customer demands.

8. And, finally, family and home?

I live in Alloway, Ayrshire - birthplace of the poet Rabbie Burns. I'm married to David and I have three children - Marc 25, Steph 22 and Meg 18. I also have a nine year old white German shepherd called Dana.

