

# SIGN TRADE

## OCT 2013



## Introducing the SignLink Directory Product Range

### Overview

The SignLink directory range is comprised of seven models. Four of the models all have a slimline outer frame @ 1mm thick – they all have the same appearance from a front elevation appearance. Three models have thicker frames with a variety of rounded edges which gives the customer considerable options to choose from. The range of seven models has been developed in order to offer signs, which can cope with the full scope of sizes ranging from small information directories through to the extremely large signs, which go from floor to ceiling and may take up a whole foyer wall, incorporating tenant panels, maps, logo panels and decorative panels such as coloured glass.

It also includes two models which can be fitted with protective doors, making them cabinet models. All models utilize the same componentry, which is front loading magnetic panels, cut from premium, colour guaranteed aluminium, in satin natural anodized silver. Custom painting is available on request. All models are suitable to be mounted in recesses.

### Australian Made

These signs have all been developed by us over a 20 year period and are made at our factory at Peakhurst, Sydney. They are Australian made and owned. We carry all the stock and offer a five day (or less) turnaround. We are not reliant on bringing in sign systems from overseas. The directories are fully customizable in terms of panel sizes, configuration and overall size. We are not limited to a range of standard extrusions sizes. The only proviso is that the minimum panel height is 21mm. This offers designers complete freedom to develop designs which meet clients' specific requirements, rather than have to work with a limited range of sizes. It also ensures that we never run out of replacement parts.

### Mechanical Fixing

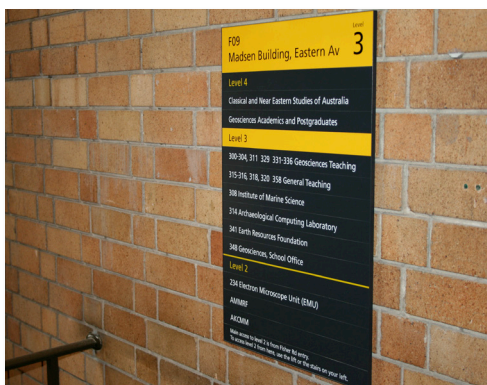
All models except the Avant Garde (which is only suitable for small signs) have a split batten or mounting rail fixing mechanism, so that they can be mechanically fixed into place. All corner joints on all models, except the Avant Garde, have the corners mechanically connected. This guarantees that the corners will not open up over time and increases the strength of the frame significantly. All directories are suitable to have digital prints laminated onto the front face of the panels and over laminated with a satin or matt clear overlamine.

### Panel Security

The product range has been used extensively throughout Australia and overseas and has been widely specified in Universities, Hospitals and Government Buildings. Directory panels are very secure and cannot be readily removed by unauthorised persons. This has been a major consideration for many Universities. SignLink Sign Systems guarantees the product, for five years including a supply of replacement panels which will match existing signs (provided the panels are from our colour guaranteed aluminium).



# Signlink has a wide variety of Directory Signs



DB520 Displaymax



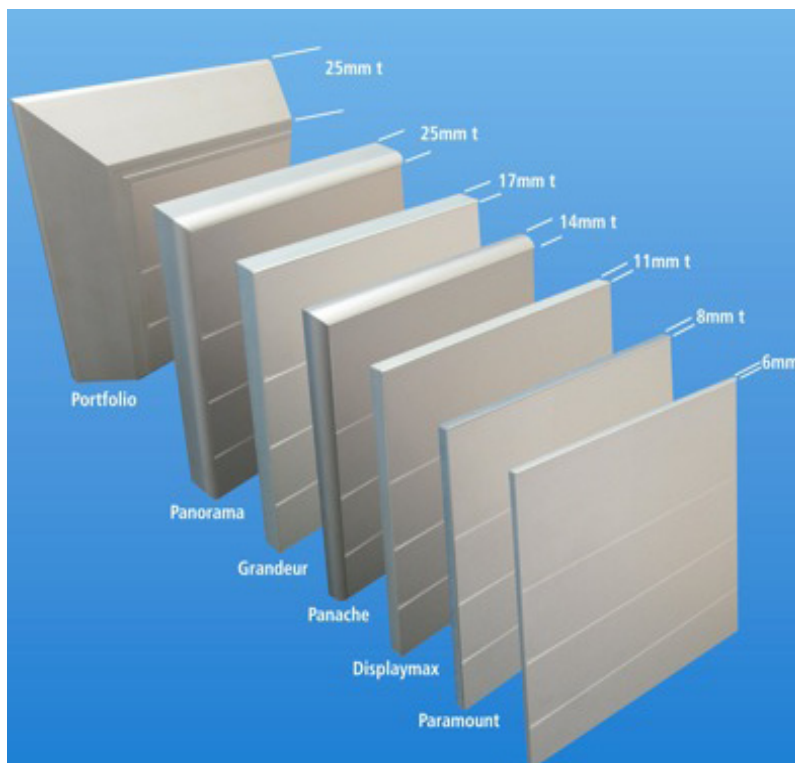
DB510 Avant Garde



DB530 Grandeur



DB515 Paramount



DB570 Portfolio



DB550 Panache



DB560 Panorama



Portfolio Directory with Exhibition Door



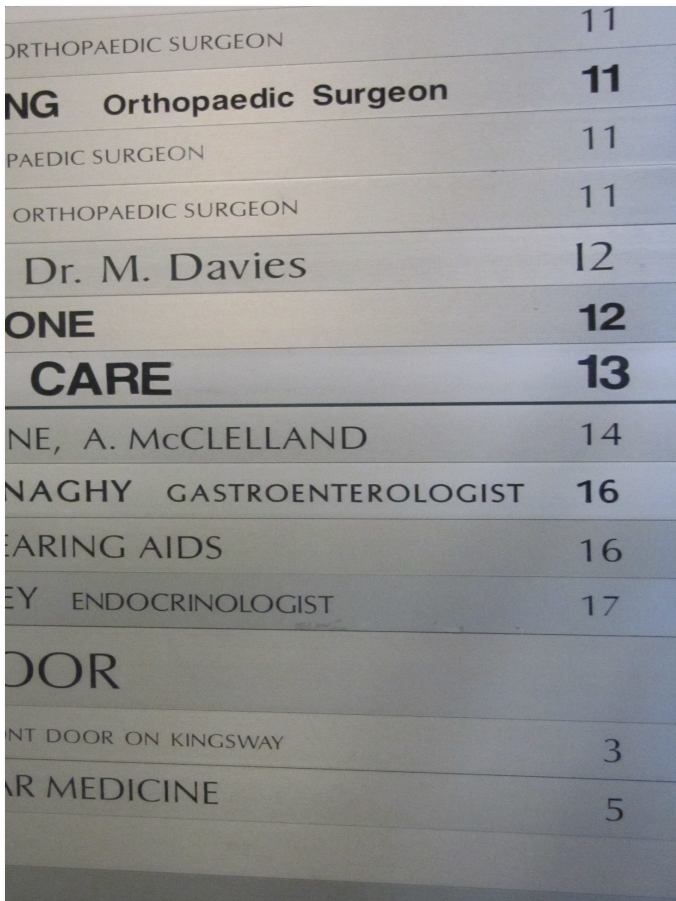
# PRIMARY FEATURES OF SIGNLINK DIRECTORIES:

## Colour Consistency of the Satin Natural Anodised Aluminium

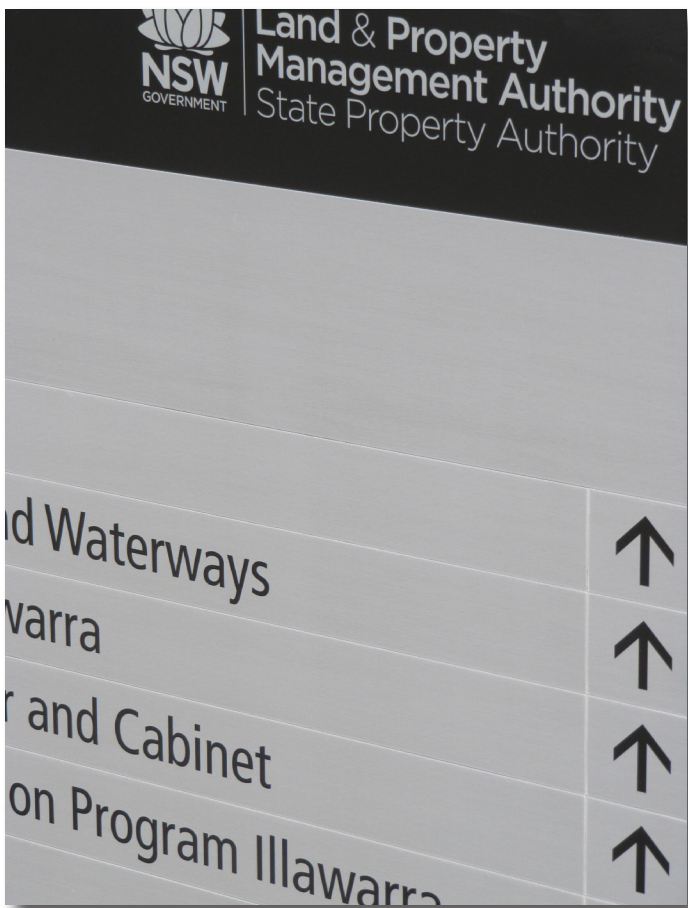
Colour consistency of panels is a major consideration for all directory manufacturers. SignLink use colour guaranteed sheet – ALERIS HX55. We bring this sheet in from Europe in order to ensure we deliver the highest quality possible. The aluminium is anodised in a massive tank several kilometres long. The tank has the capacity to anodise the whole billet of aluminium at the same time, in the one tank, resulting in absolute colour consistency. All anodisers in Australia are batch anodisers, that is individual sheets are anodised one after the other at different times which results in minor variations of colour from sheet to sheet. These colour differences are very noticeable once panels are mounted up against each other. ( see the photos below ) The colour guaranteed aluminium delivers uniform surface finish from sheet to sheet on a level that is impossible to achieve with batch anodising plants locally. This enables us to offer replacement panels that will match existing signs. We believe there is no substitute for quality.

Sign systems which utilize extruded aluminium panels also confront colour consistency issues as they are anodised in batch anodising plants resulting in a range of colours over time.

*Batch Anodised Aluminium*



*Signlink Colour Guarantee Aluminium*





## PRIMARY FEATURES OF SIGNLINK DIRECTORIES:

### Digital Printing Applied Directly to Panels

All SignLink directory panels are suitable to have digital prints applied directly to the panels. Sign companies provide us with the print on polymeric vinyl. We manipulate the file and mount the vinyl, overlamine with a matt or satin clear vinyl and cut the panels to size.

This process delivers higher quality outcomes than vinyl lettering at a significantly cheaper price. It also means that fine detail such as logos and the like, in multi colours can be produced. The fine detail may not be feasible to do in vinyl and would be considerably more expensive.





## PRIMARY FEATURES OF SIGNLINK DIRECTORIES:

### Magnetic Componentry

The directories utilise magnetic componentry , which makes them easy to operate and very secure. Many systems rely on plastic end pieces and the like which break or get lost over time. There are no such components with the SignLink System. The magnetic element is applied at the back of the panel for the full length of the panel, with the result that the magnetic performs so that it holds the panel firmly in place for the full length of the panel. There is no bowing or misalignment of panels. Systems which connect panels in place by means of end pieces etc create a “bridge “ effect for all the panels, which can result in panels dipping or bowing.

The magnetic mechanism means that all the panels are front loading which makes them user friendly and enables them to be located in positions where access to the sides is impeded. The signs are ideally suited to be mounted in recesses where existing dilapidated signs are being replaced.





# PRIMARY FEATURES OF SIGNLINK DIRECTORIES:

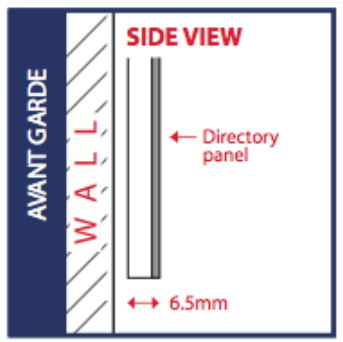
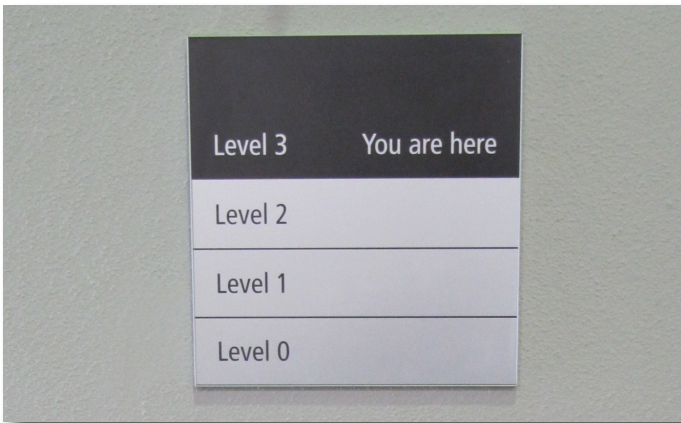
## Custom Built

The SignLink directory system is fully customisable in terms of the individual panel sizes, configurations and overall directory size. It offers the designer/client the complete freedom to develop a design which suits the customers requirements, rather than be forced to work within a set of standard size panels. The only proviso is that the minimum panel height is 21mm H. The system also allows flexibility regarding the panel material. The standard material is satin finish anodised aluminium panels, however, the panels could be stainless steel or indeed any sheet material up to 3mm thick.

SignLink has developed custom jigging ( over many years ), which enables us to maintain extremely tight tolerances well beyond the capabilities of most computer controlled guillotines. Accurate panel sizes are absolutely critical to the functionality of the sign. The panels all fit into the sign frames with a snug fit – there are no gaps between panels to camouflage inconsistencies. If the panels were slightly out of square, they wouldn't necessarily go back in place once removed. We work to a tolerance of +nought to minus 0.1mm. All panels abut with a discreet hairline joint with no edges exposed. The ability to maintain such tight tolerances is vital for ongoing maintenance and servicing of the signs we supply to the market.



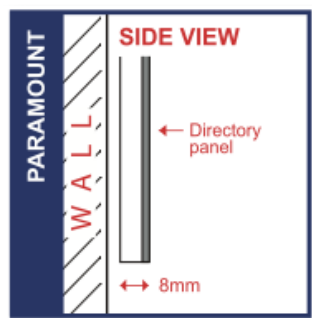
## AVANT GARDE



### Avant Garde:

- Slim line design - 6.5mm deep
- Square Edge – 1mm thick
- Well suited for smaller directories

## PARAMOUNT

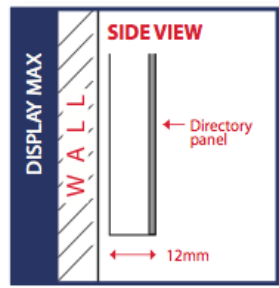
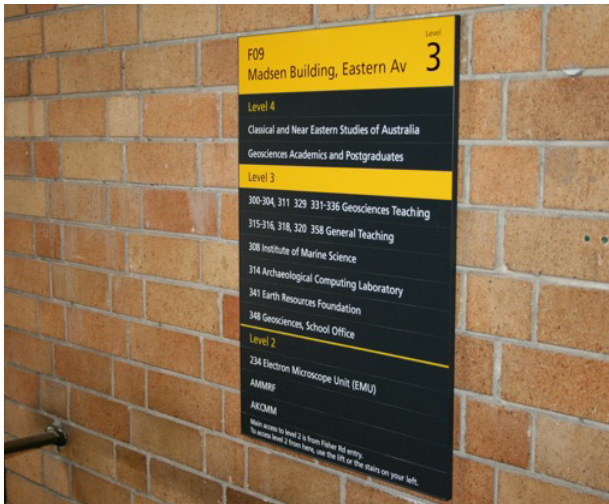


### Paramount:

- Slim line design - 8mm deep
- Square edge – 1mm thick
- Mechanical fixing – Split Batten
- Suitable for large directories – Floor to ceiling



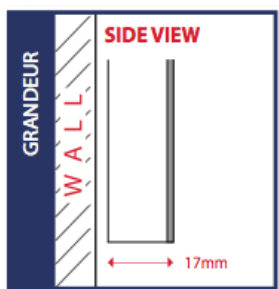
## DISPLAYMAX



### Displaymax:

- Strong frame – 12mm deep
- Square edge – 1mm thick
- Mechanical fixing – Split batten
- Corners mechanically connected with corner stakes
- Can be set up with slider plates & poster display inserts
- Suitable for medium size directories

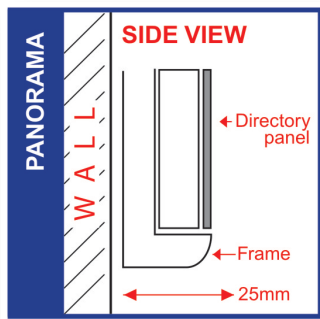
## GRANDEUR



### Grandeur:

- Extremely strong frame -17mm deep
- Square edge – 1mm thick
- Mechanical fixing – Split batten
- Corners mechanically connected with a double set of corner stakes
- Can be set up with slider plates & poster display inserts
- Available in double sided ceiling suspended model
- Can be mounted on posts to make free standing directory
- Suitable to be mounted on subframe

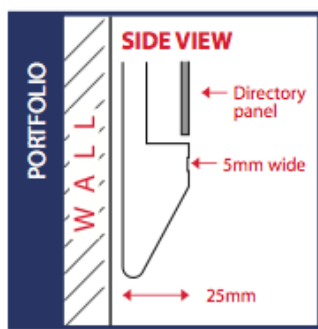
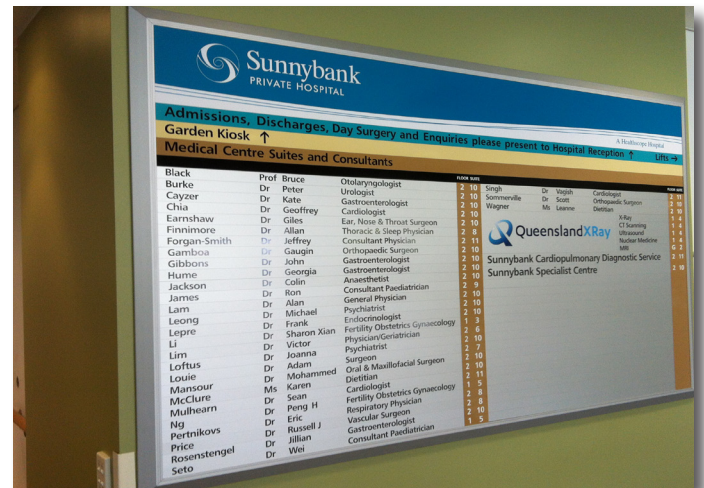
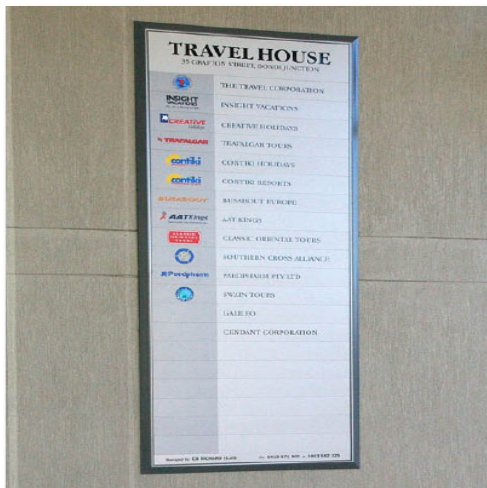
## PANORAMA



### Panorama:

- Radius edge – bull nose
- Suitable for larger sizes – corner stakes and built in reinforcing
- Capable of a cabinet door option
- Mechanical fixing – split batten
- Can be set up with decorative panels such as glass

## PORTFOLIO

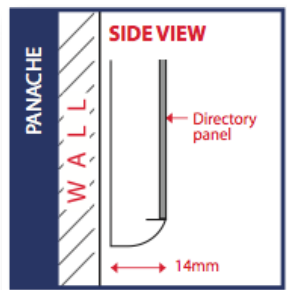


### Portfolio:

- Shark nose edge – decorative pronounced frame
- Suitable for larger sizes – corner stakes and built in reinforcing
- Capable of a cabinet door option
- Mechanical fixing – split batten
- Can be set up with decorative panels such as glass



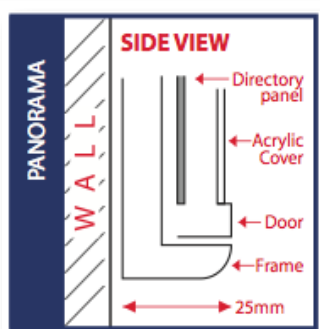
## PANACHE



### Panache :

- Radius edge – 14mm deep
- Strong frame – Corner stakes
- Available in SNA, Bright Silver or Bright Gold

## DIRECTORIES WITH PROTECTIVE COVERS



### Directories with protective covers:

- The panorama and portfolio models can be set up with a protective cover.
- Choice of cover material – Acrylic, polycarbonate
- Suitable for external use

# WHOLSALE DIRECTORY PRICE GUIDE

## 2013

DIRECTORY HEIGHT	DIRECTORY WIDTH									
	400	500	600	700	800	900	1000	1200	1400	1600
	300	\$305	\$315	\$325	\$335	\$345				
	400	\$360	\$370	\$380	\$390	\$400				
	500	\$415	\$435	\$455	\$465	\$475				
	600	\$465	\$845	\$505	\$545	\$561				
	700	\$575	\$625	\$650	\$675	\$700				
	800	\$648	\$685	\$710	\$735	\$765				
	900	\$700	\$740	\$770	\$797	\$825	\$910	\$940		
	1000	\$755	\$795	\$825	\$815	\$940	\$979	\$1010		
	1200	\$865	\$905	\$1001	\$1040	\$1075	\$1170	\$1215	\$1600	\$1726
	1400	\$1024	\$1075	\$1116	\$1159	\$1204	\$1310	\$1360	\$1803	\$1955
	1600	\$1208	\$1183	\$1231	\$1282	\$1364	\$1480	\$1538	\$2005	\$2165
									\$2280	

This price matrix is a reference chart which indicates the price range of various size Signlink directories. The actual price will depend on the configuration of the sign and the model selected. The standard finish is Satin Natural Anodised silver. Custom painting available at an additional cost. Sign companies must allow to add delivery , graphics, installation and GST to their prices. The above prices have been calculated on the basis of having one header 50mm (H) and the remaining panels at 25mm (H)

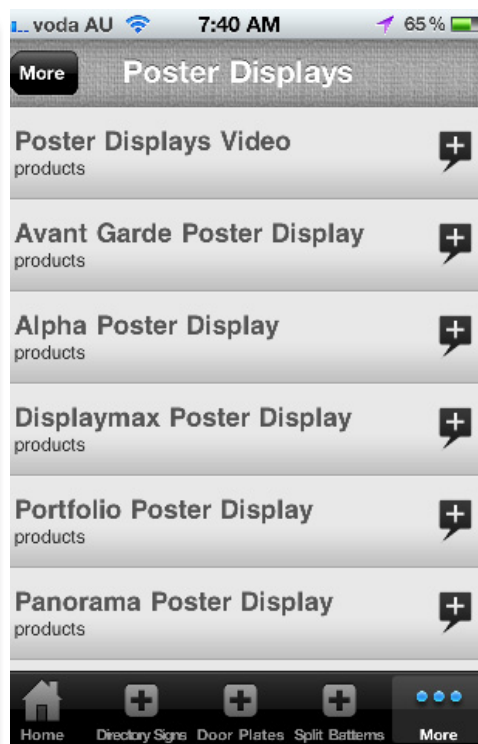
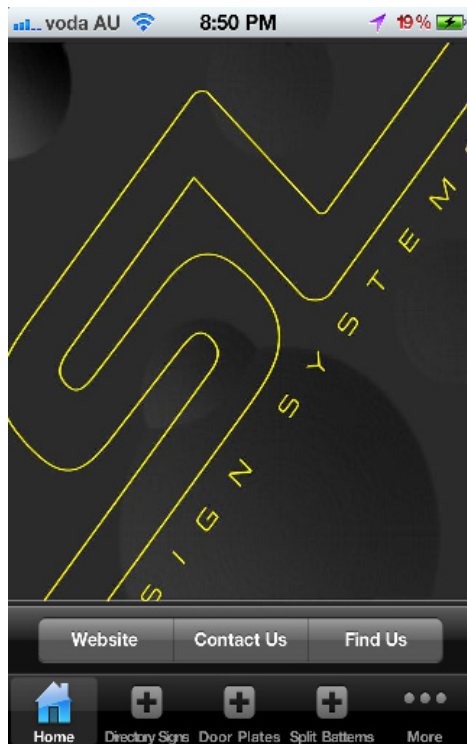






## Iphone App

SignLink has released Australia's first mobile signage showroom. You can now show your clients signage photos, technical information and 'how it works' videos all from the convenience of your mobile phone.

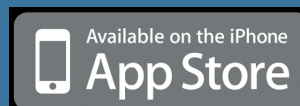


This free to download app is like bringing the showroom to your clients. Products are labelled into categories and is easy for anyone to find their way through.

Presenting to customers has never been easier!

For more information visit [www.signlink.com.au](http://www.signlink.com.au)  
The game has changed, and so should you.

To download the app, simply visit the link below or scan the QR code with your phone.



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