

x sign™



World Trade Centre - Bahrain  
architect: Atkins  
signs supplied 2007

Minsheng Bank HQ - Wuhan, China  
architect: Wuhan Architectural Design Institute  
signs supplied 2007

## dline<sup>x</sup>sign ltd.

has manufactured its products in the UK since its creation in 1999.

Once part of the Danish ironmongery company **dline**, we were the first manufacturer in the world to launch a secret-fixed stainless steel modular sign system in 2000, based on the **Jigsaw**™ fixing system designed by British architect Mark Shaw-Smith.

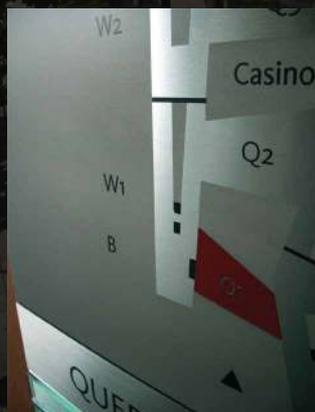




## innovation

So many unique materials and texting methods flow from a deeply technical approach to sign design and manufacturing, including indelible lasered text from powdered glass or new materials such as polished concrete and bronze foil.

Unique processes include Multi-Metal printing which changes the surface properties of metal to create a unique and permanent graphic expression.



Central Bank of Kuwait

architect: HOK

signs supplied 2015

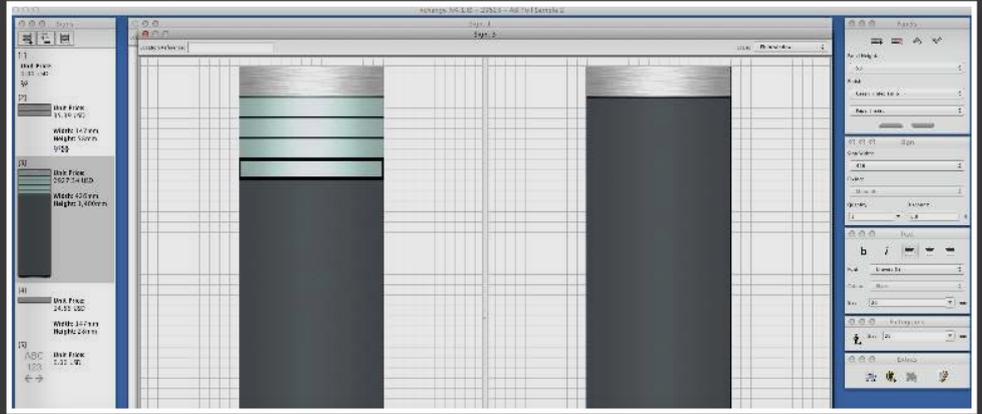
## global partner

As a preferred partner on some of the world's highest profile buildings, we have proven expertise in wayfinding, sign design, manufacturing and project management.

The company has experience of exporting signs to more than forty countries and has a supportive international outlook.

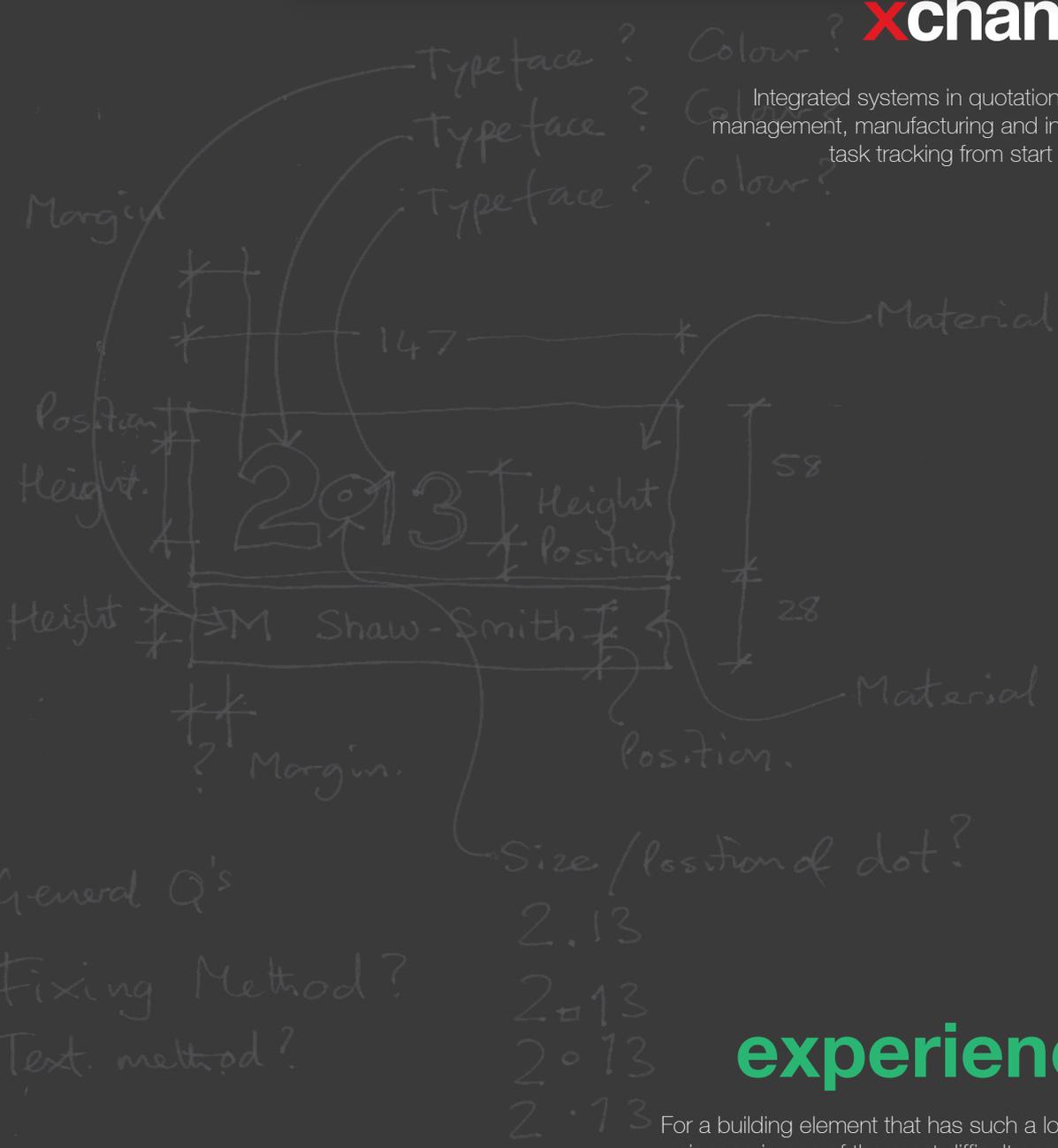
Numerous clients have selected **xsign™** products for use across their international office locations enjoying local support and centralised brand consistent manufacturing.





**xchange**

Integrated systems in quotation, project management, manufacturing and individual task tracking from start to finish.



**experience**

For a building element that has such a low value, signage is one of the most difficult construction packages to manage with numerous decision makers.

All processes must be extremely robust therefore to ensure that error creep is removed and deliverables are PERFECT first time.

Our experience in handling large complex signage projects has allowed us to develop effective and sophisticated project management tools.

# corporate

A key partner for large blue chip companies since 1999.

**Canary Wharf London**  
projects include signs for:

- Clifford Chance HQ - Gensler
- Reuters HQ - Kohn Pedersen Fox/Perkins & Will
- McGraw Hill HQ - HLW
- Barclays Bank HQ - Conran & Partners
- One Canada Square - Various
- Moodys - Swanke Hayden Connell
- MetLife - Perkins & Will
- ConocoPhillips - Lees Associates

# products

We constantly review and invest in new technologies and offer high value and high quality products for all aspects of sign needs.

# custom



# interior





## exterior



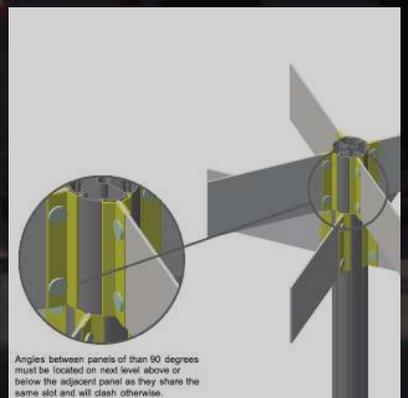
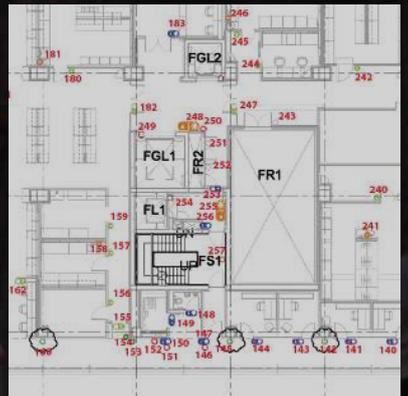
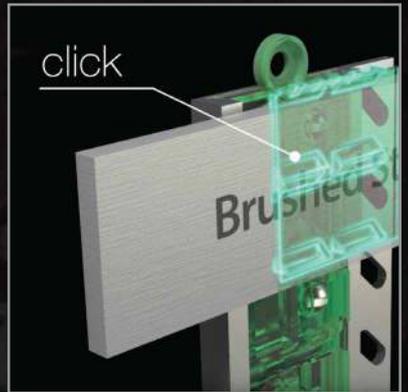
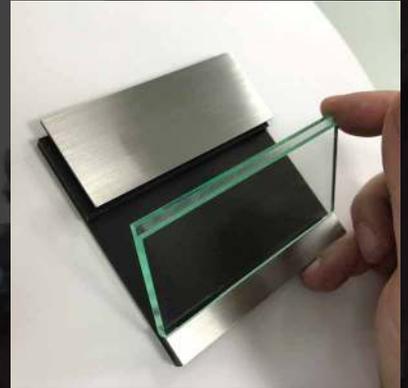
## graphics



# culture

Our company is owned and headed by British architect Mark Shaw-Smith and all **dline™** and **xsign™** products are architect designed.

Integral to the design process we consider the needs of installers, contractors and facilities teams to keep the signs fresh and easy to handle.

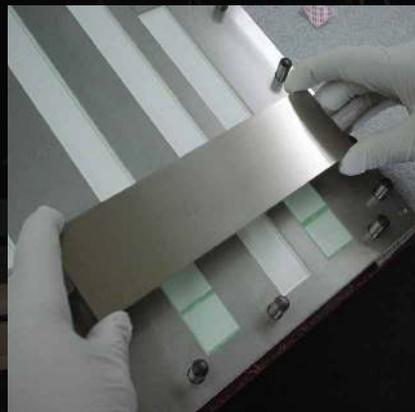


Angles between panels of than 90 degrees must be located on next level above or below the adjacent panel as they share the same slot and will clash otherwise.

Marsh HQ - London  
architects: Foster and Partners & Gensler  
signs supplied 2002

## One Hyde Park - London

The World's Most Expensive Residential Building  
architect - Rogers Stirk & Harbour  
signs supplied 2010



## quality

A critical approach to continual improvement has led to ISO 9001 and 14001 certification.

We creatively examine ways of working and often invent new tools to achieve quality.

In house installation teams help us to offer true turn key solutions and to incorporate the needs of the final end user into the product design.

Qatar University Campus - Doha  
architect: Kamal El-Kafrawi  
signs and wayfinding supplied 2011–2012

## consultancy

Experience in sign design also includes WAYFINDING and signing strategies for complex hospitals and university campuses.





Saudi German Hospital - various countries  
signs supplied 2011 onwards

## credibility

Healthcare places the highest demand on signage; requiring efficient wayfinding, robust value products, with the ultimate level of flexibility. As with other market segments we consistently enjoy long term supplier relationships with Hospitals both in the public and private sectors as a reliable and skilled partner.

The London Clinic - Harley Street London  
architect: various  
signs and wayfinding supplied 2008 to date

# corporate

xsign™



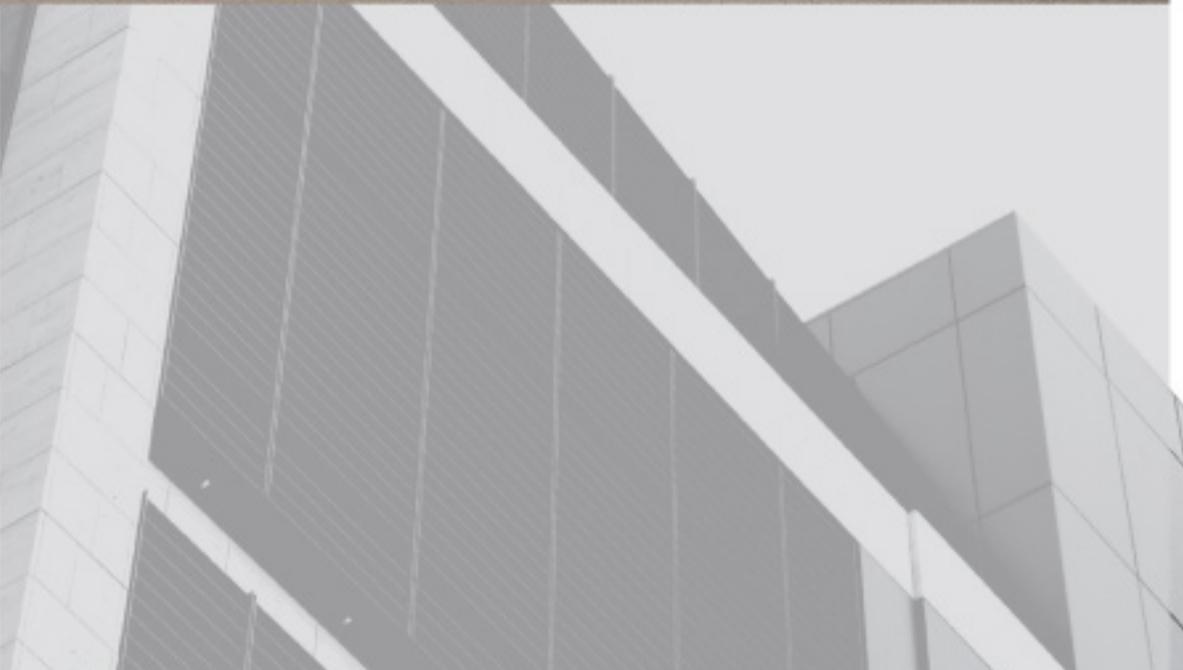
## corporate values

Signs should be easy to get right. But do they express what you stand for? Ethics, drive and achievement are conveyed subliminally through material expression and form. Clean edges, permanence and purity of purpose.



managing change

Printed paper inserts can be used throughout the modular signs system whether it is for work stations or monolithic directional signs.



Belegt



#### innovation in detail

Text is not restricted to stick on letters. True integration of materials can combine with ultra-slim LEDs. Meeting rooms with movement detection can animate the sign and add layers of expression.



Q4.01.206

Gruppenraum

VM  
PC-Schulungsraum



xsign™

# innovation & care

designed by

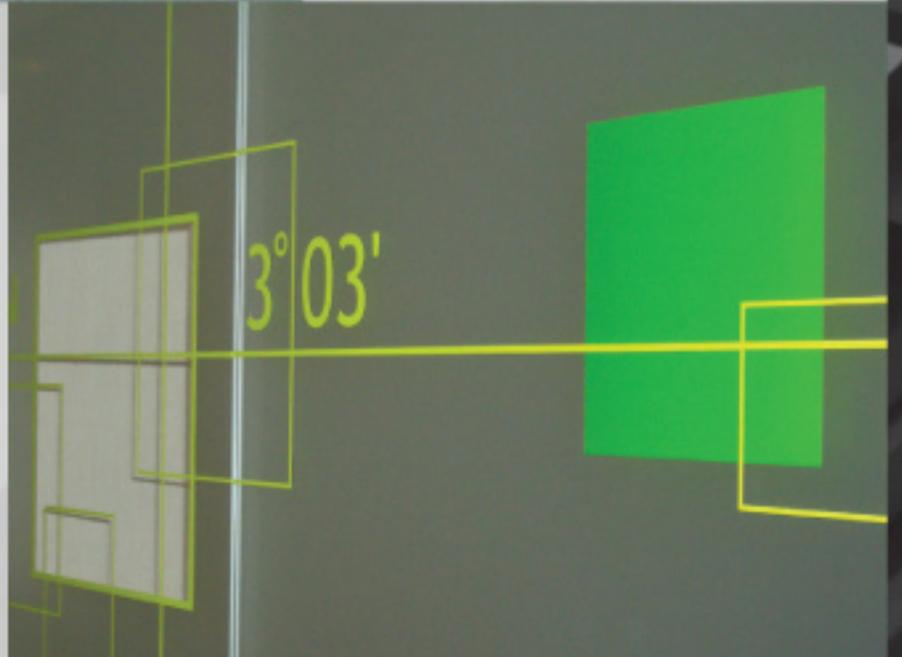
Mark Shaw-Smith architect,  
the sign series builds on years of  
wayfinding experience, working  
with estate managers, graphic and  
interior designers and architects.  
The series aims at realising design  
values appropriate to today's  
environment.





### environmental graphics

How to create transparency or impact? Manifestation and super-graphics play an ever more important role in defining space and a sense of place.

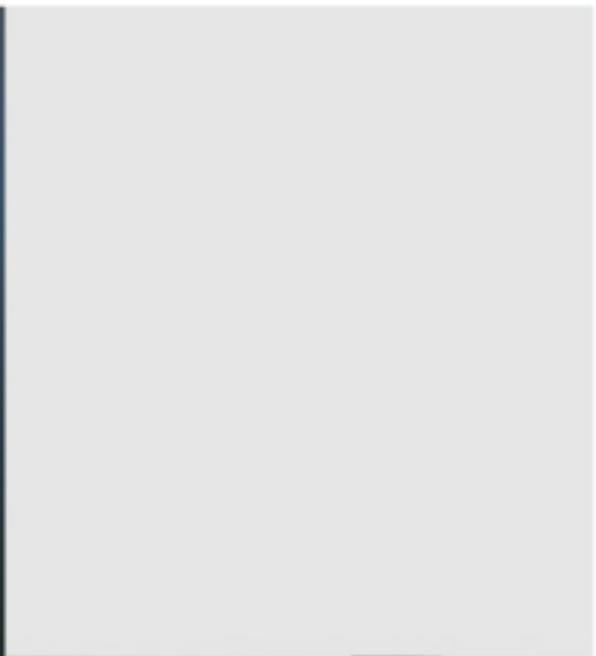




endless meetings

Meeting rooms are crucial resources in a modern business. Named, labelled, located or booked via the internet, the signing of meeting rooms becomes an important expression of how a company works and what they stand for.

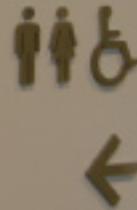




'materialism'

Whether it's 'iced white' acrylic modular signs, fret cut stainless steel, built up letters or mixed metals in a single surface; a radical palette of materials means signs no longer have to be just paint.

Reception  
Business Centre



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info@dlinexsign.com  
www.dlinexsign.com



**dline**xsign ltd.

manufacturing and headquarters

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United Kingdom

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info@xsign.com

Almas Tower - Dubai  
architect: Atkins Middle East  
signs supplied 2008

[www.xsign.com](http://www.xsign.com)

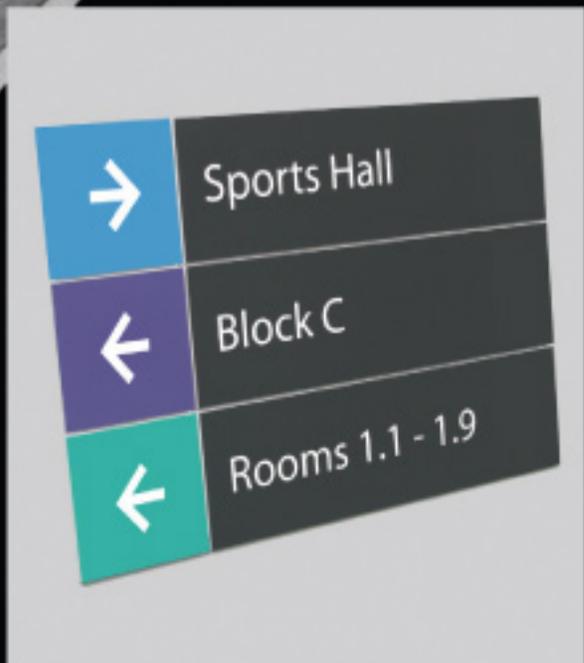
rev 2



# education

## cutting edge

Laser guided manufacturing and etched text creates the most robust of sign systems. Secret fixings, hidden locking mechanism and vandal resistance make investment in quality possible.





The sign system challenges assumptions about the quality level affordable in the education sector. By the use of innovative technology design expression can be affordable.



Principal



'materialism'

Obsession with new materials and their properties allows the systems offered to draw on new technologies and find new expression whilst offering the benefit of predictable engineering and highest performance.



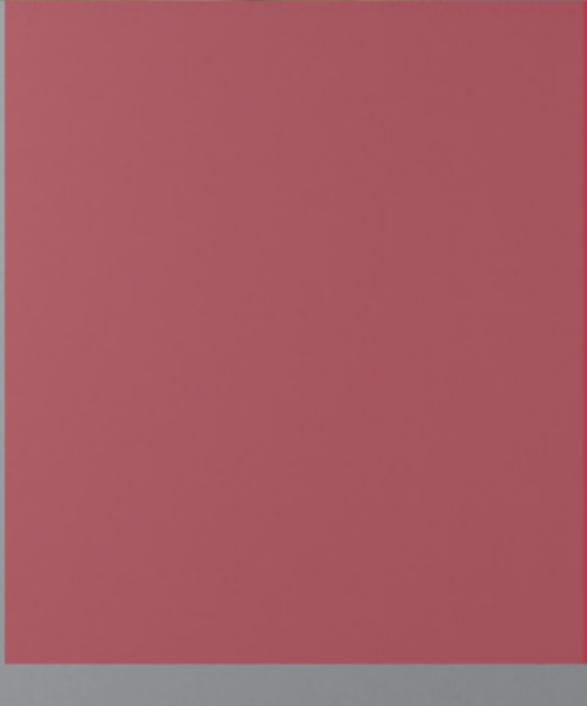
xsign™

# innovation & care

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location and impact

Bespoke and system signs can be combined to create a sense of location and arrival. The most mundane of information can be conveyed with impact.



#### manifest change

Whether its graphics on glass for safety or personalising the environment with bespoke pictures or branding, the graphics can be realised to integrate with the architecture.



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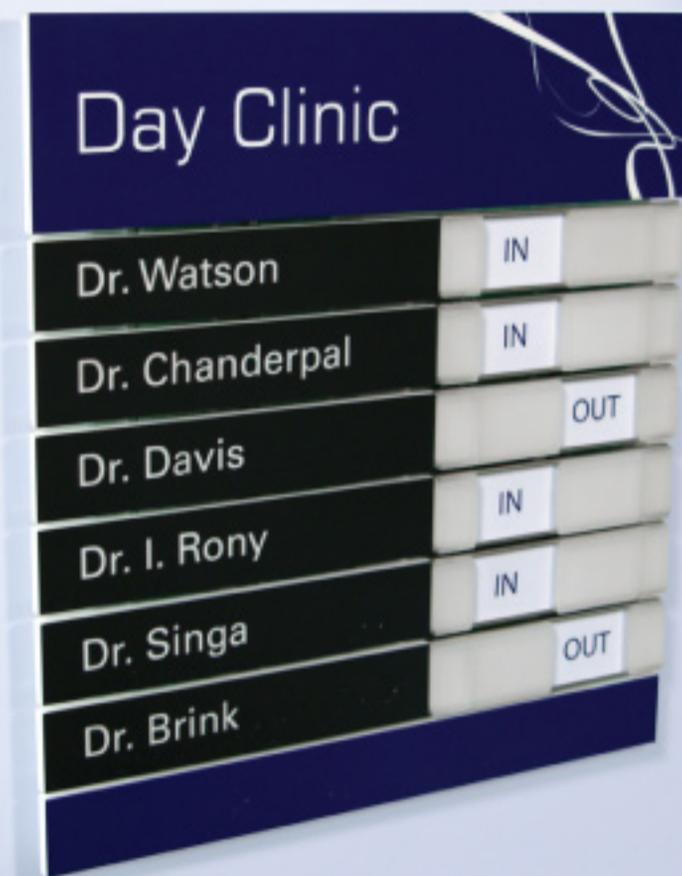
# health

xsign™

quality and price

We take the view that signs can be robust yet flexible and still have the visual quality to belong in the architect's interior photos.

Product design should fulfil a unique need whilst belonging to whole visual effect.





permanence & change

Special engraving techniques can create text that is totally permanent.

Flexible text can be printed paper insert signs or even web based electronics to easily facilitate change.





the  
willow

technology in the detail

**CERAMIC** text uses glass powder burned at 3000 C and bonded flush into the face of stainless steel panels to make totally indestructible text in super high definition to outperform the best traditional method.



the London clinic  
The London Clinic Consulting Rooms  
and Outpatient Centre  
was opened on  
7th February 2007



4



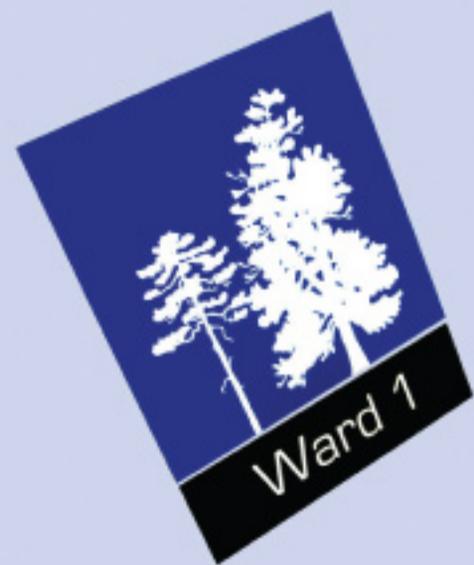
Purple Zone in the.....

X-Ray

Outpatients

security, resolution

**ULTRAGRAVED** text takes engraving to the next level. Whether it's for a decorative motif, complex fonts or just more graphical detail our unique system offers more resolution, and at the same time highest level of resistance to tampering and damage.



Green Zone



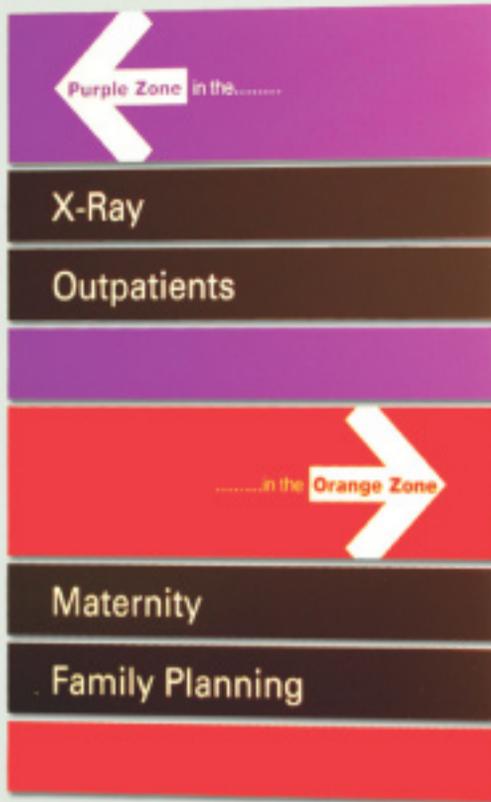
Tree Suite



Pharmacy



innovation & care



#### legible colours

Colour may enhance legibility and may mask it. How many colours can you describe and how many can be distinguished?

Contrast is crucial between panel and text to offer immediate perception.





**d line uk ltd**

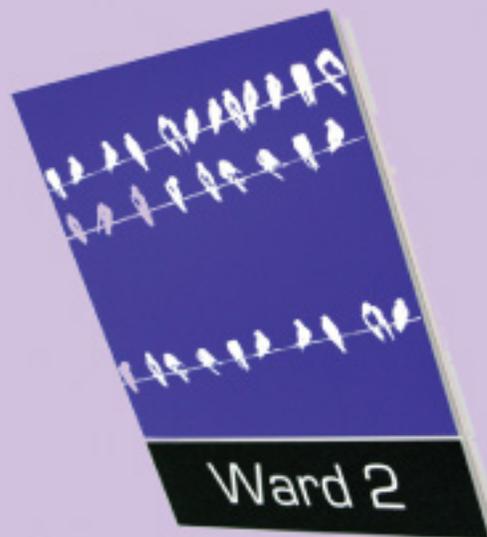
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# identity

xsign™



brand is in the detail

Design values are expressed in the barely tangible. Nuance of colour finish, precision and function.



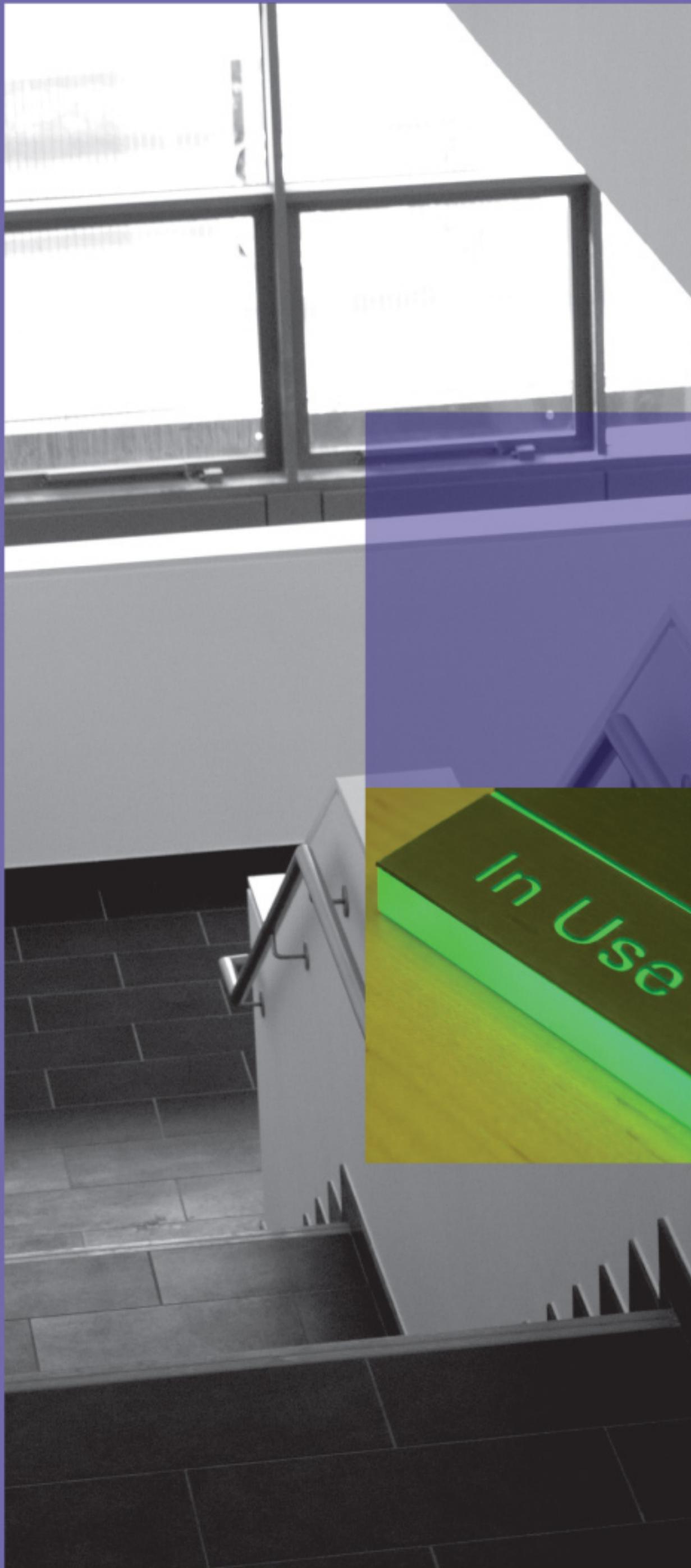


third dimension

Architectural signs allow 2D graphical objectives to be realised.

The brand thread is woven into space.





inside outside

Freedom of expression is only possible with a wide palette of material and solutions both for the interior and exterior.

# innovation & care

## innovation & care

Why risk a project on an untried solution? Prototyping and pre-engineering offer access to innovation with dedicated project management.





global and local

Our signs are available in over 40 countries with local representation, but we also offer consistent brand support through centralised manufacture and account management. If there's meant to be only one red, then there is only one red.

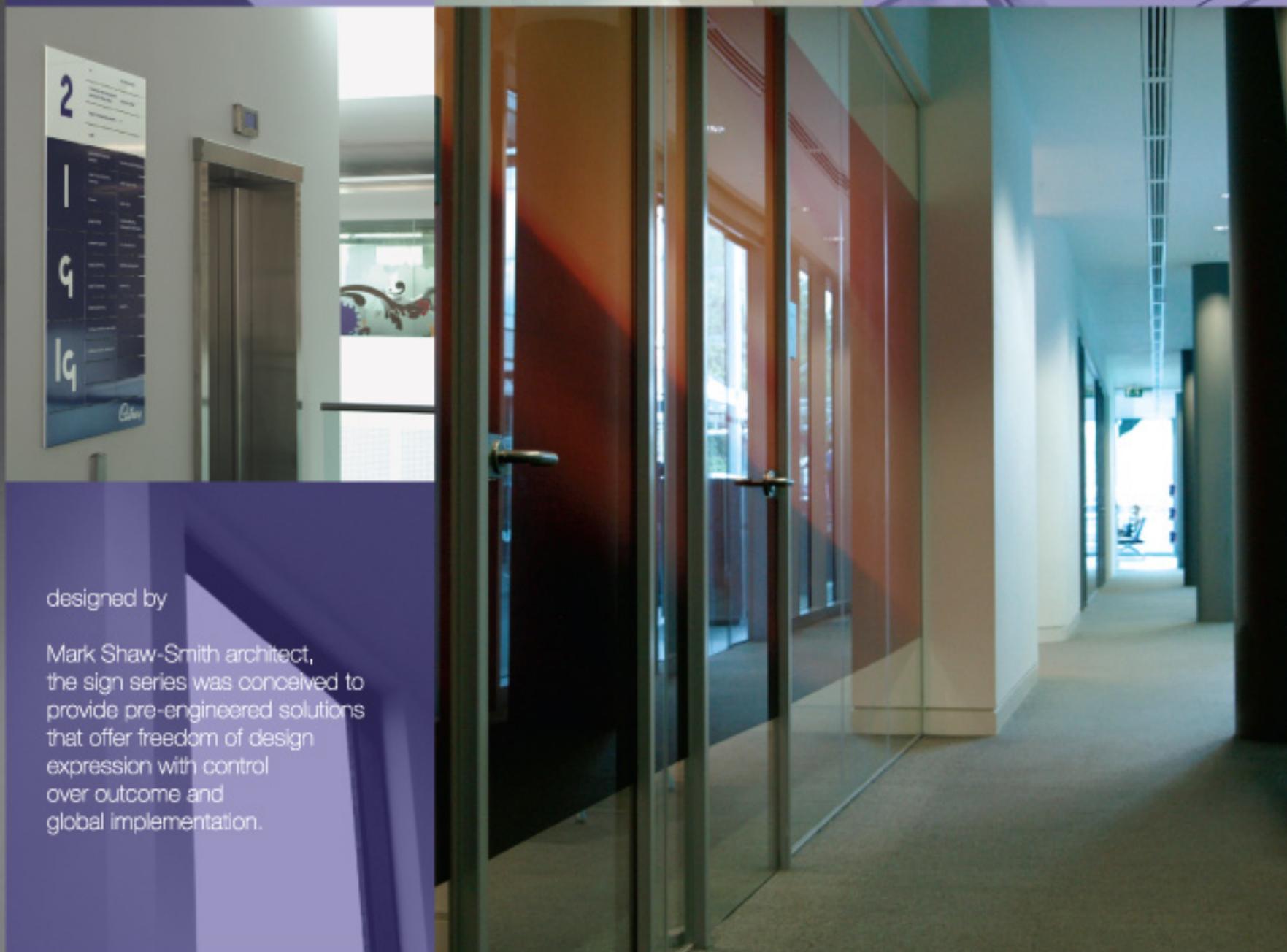


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**dx**



designed by

Mark Shaw-Smith architect,  
the sign series was conceived to  
provide pre-engineered solutions  
that offer freedom of design  
expression with control  
over outcome and  
global implementation.



xsign™

**modular signs  
information**

permanent change

One thing constant is the need for change in the modern environment. How to balance flexibility with tamper proof security? Hidden fixings and locks combine with totally permanent ceramic or engraved text which strikes the perfect balance. Yet the unique Jigsaw system also allows for easy extension and reconfiguration.



# modular panel sizes mm

	73	103,5	147	211	299	423	600	856
28	---●▲	▲▲▲▲▲●●●	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●
58	---●●●	▲▲▲▲▲●●●▲	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●	●▲▲●●●●●●●
88	---	---	---	---	---	---	---	---
118	---	---	---	---	---	---	---	---
148	---	---	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●
178	---	---	---	---	---	---	---	---
208	---	---	---	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●
298	---	---	---	---	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●
418	---	---	---	---	---	●▲▲●●●●●●	●▲▲●●●●●●	●▲▲●●●●●●
598	---	---	---	---	---	---	●▲▲●●●●●●	●▲▲●●●●●●

## true 'A' sized folios

non-modular

211	A4L	423
299	A4P	A3L
420	A3P	

## key

- not available
- standard
- semi-standard
- brushed 304 SS (blasted edges)
- bead blasted 304 SS
- silver aluminium RAL 9006
- dark grey aluminium
- light grey aluminium
- frosted green/iced white acrylic
- xSign colours \*
- folio paper holder

- stainless steel 304
- sparkle brushed
- glass bead blasted
- painting aluminium
- dark grey
- light grey
- silver RAL 9006
- frosted acrylic
- bead white
- frosted green
- painting acrylic \*
- hot grey
- hot red
- hot green
- hot blue
- hot pink
- cool grey
- cool tan
- cool mint
- cool blue
- cool earth
- deep black
- deep orange
- deep green
- deep purple
- deep burgundy
- folio paper holder
- folio clear
- folio green

rooms

Toilets ♀ ♂ ♿

Mezzanine

Café

Self Access Centre

Upper Ground Floor

Library

IT Office

Finance Office

Sales and Marketing Office

Director, London School

Director, Sales and Marketing

Human Resources Office

Meeting Room

Toilets ♀ ♂ ♿

ices

divide and rule

When department names and floor level numbers are placed on different panels underneath each other, then re-organisation is much easier with no reprints.

Consistent rules and electronic records of every sign allows for easy re-ordering and eliminates mistakes.





words are not enough  
**xsign™** text technology

#### **CERAMIC TEXT**

Ground glass is burned into the face of the metal plate. Offering ultra-high definition and totally vandal proof.

#### **MULTIMETAL**

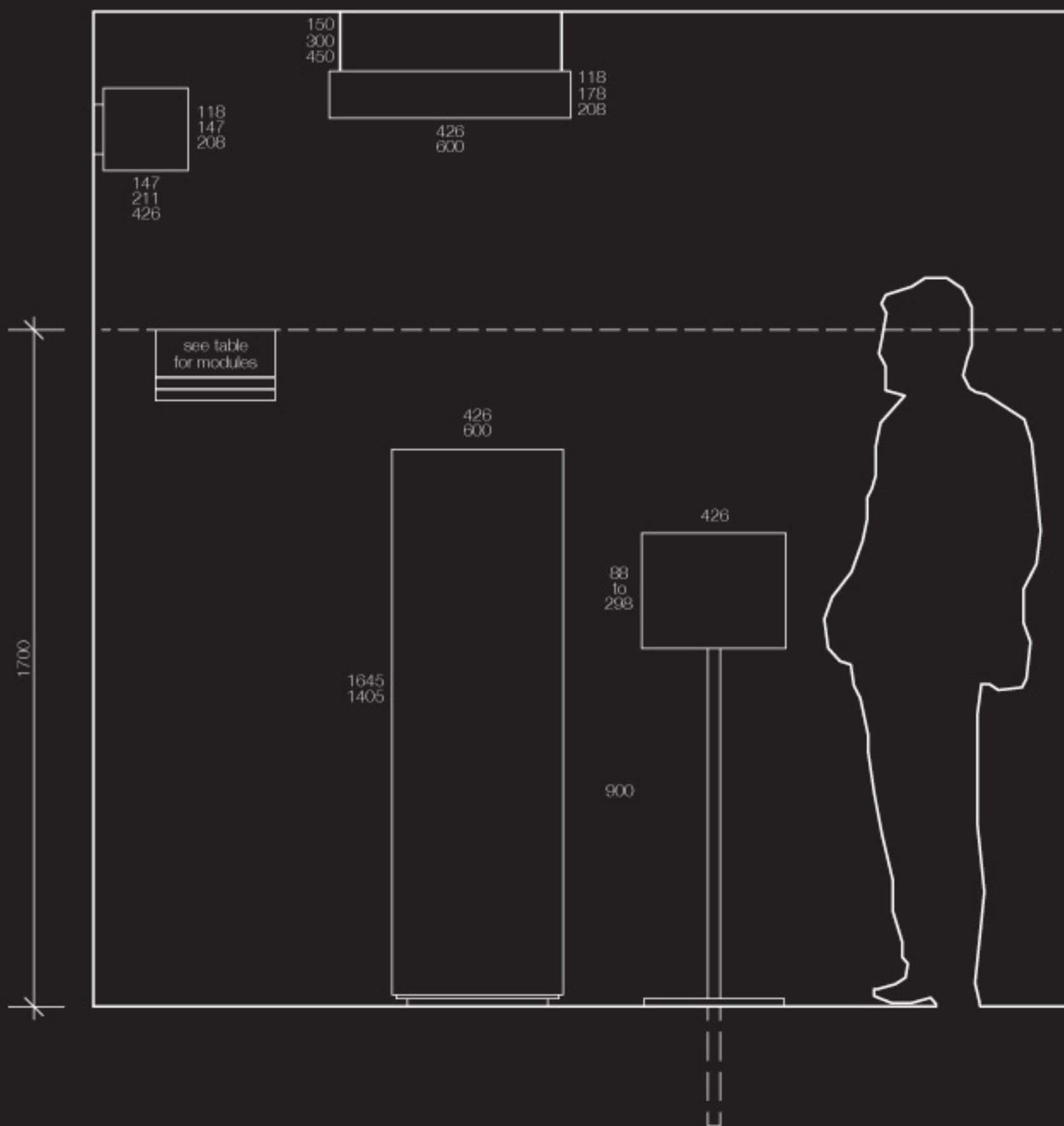
another unique process where we combine glass bead blasted and brushed satin finishes to metal in the same surface to create differentiation.

#### **HEAT BONDED VINYL**

Our vinyl letters are ubiquitous but suffer from easy attack and surplus adhesive at the edges making long term cleaning and performance a problem. Buy bonding edges at 3000 C both performance and resolution are enhanced.

#### **FOLIO PAPER HOLDERS**

for rapid change with tinted or clear covers and lockable options.



#### multi storey

Walls are not always convenient places to install modular signs. Sometimes signs need to stand alone, hang around or flag their presence.



#### standing in space

Without walls, signs can stand alone as a monolith with two standard frames and myriad combinations of material and panel combination and paper holders.

Portable freestanders complete the assortment.

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# **d<sup>x</sup>**