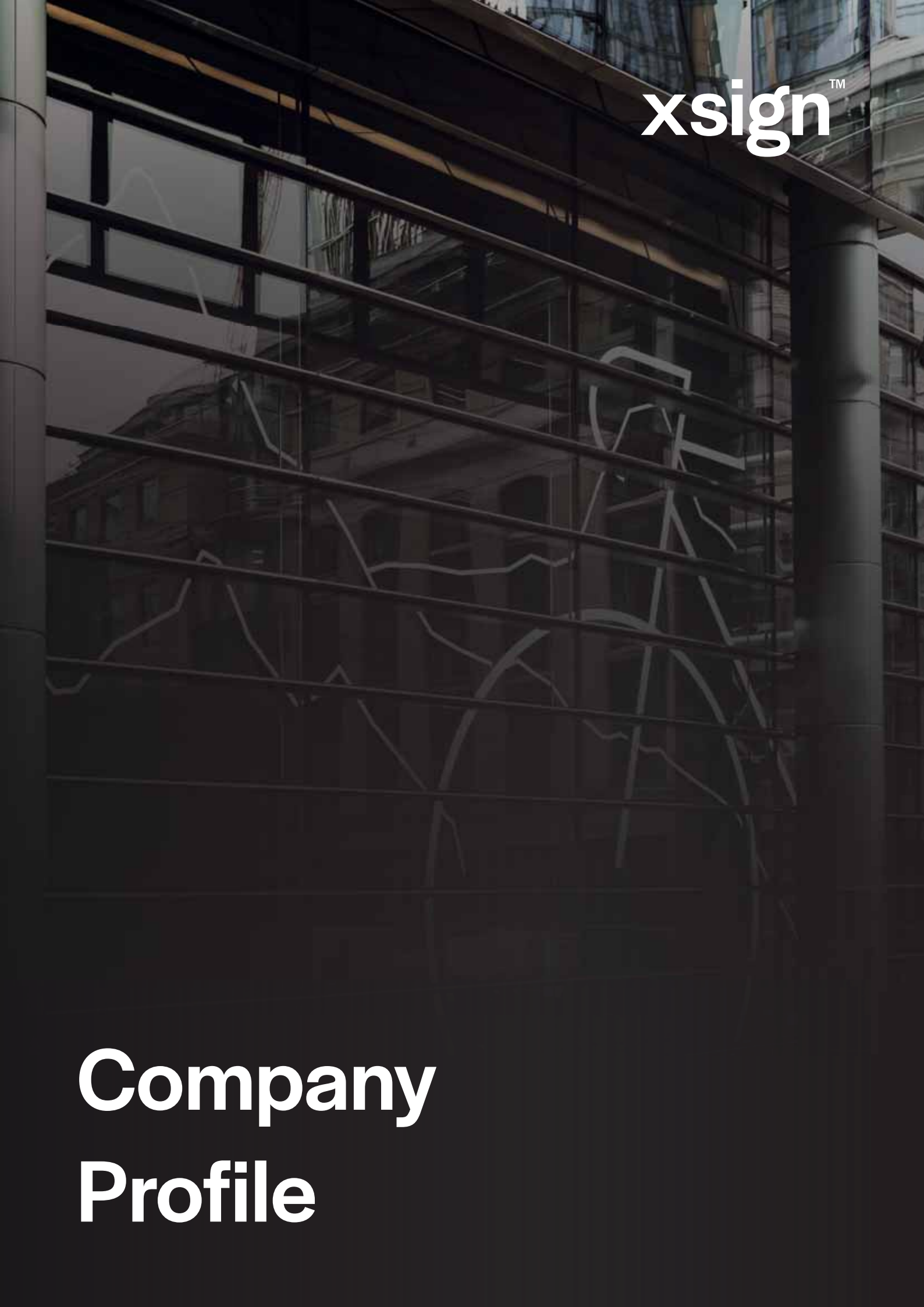




xsignTM

Company Profile

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Our Company



Our History

Backstory

Danish company Carl F, was founded in 1881 as a specialist in architectural ironmongery as the exclusive manufacturer of the AJ Lever Handle. In 1962, as Knud Holscher worked as a site architect on the landmark St Catherine's College, Oxford for Arne Jacobsen, he found it difficult to find fixtures and fittings which related to an integrated design language. This led to the creation of the brand d line in 1971.



Knud Holscher



Mark Shaw-Smith

Introducing Our CEO

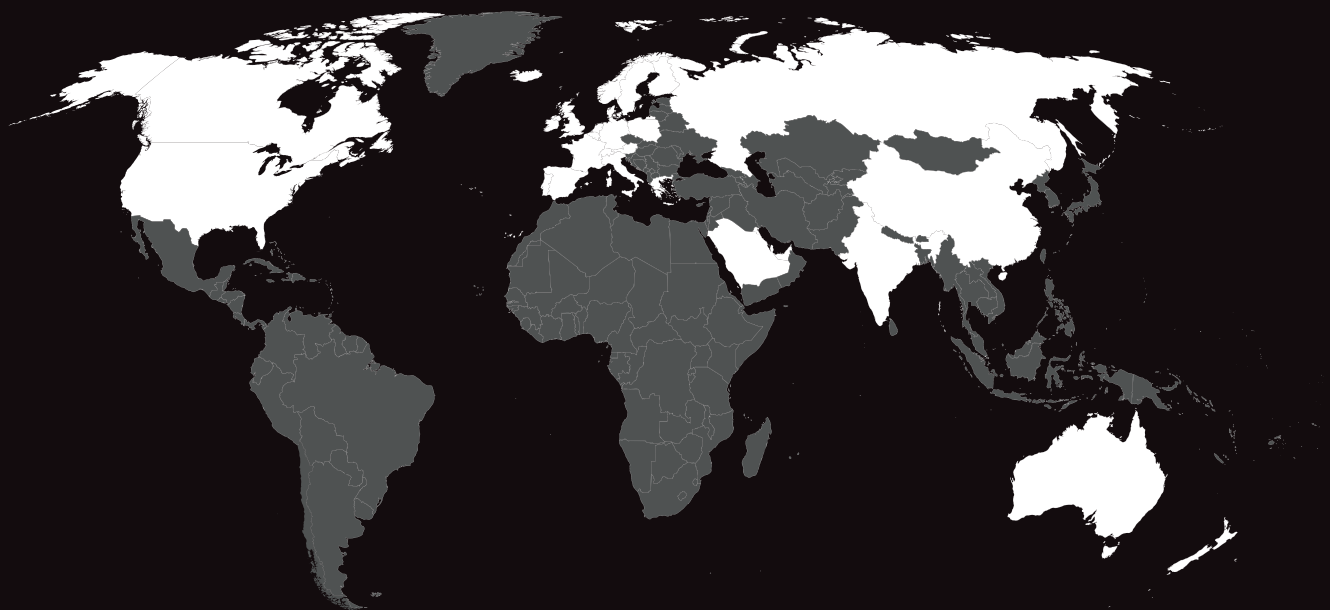
d line recruited architect and signs specialist **Mark Shaw-Smith** to collaborate with Knud Holscher to develop the d line sign system based around his revolutionary Jigsaw™ Sign System. Mark is a former director of the Sign Design Society and a contributor to the NHS Wayfinding Guide.

Re-brand

A new company d line uk was launched in 1999 to manufacture and distribute signs worldwide. As ownership of Carl F and d line changed, the new brand xsign™ was added in 2007. d line signs became an independent UK company in 2011 after a management buy-out by Mark Shaw-Smith. Following this, the company changed it's name to dlinexsign ltd in mid 2012. All signs are now designed and manufactured in our dedicated UK manufacturing facility.

xsign™

Global Services



Exporting Globally

We offer a truly global service; by partnering with local companies, we are able to deliver a consistent and quality service from concept through to delivery. With support from our UK based headquarters, each partner is pre-qualified and educated in the products and services that we have to offer.



UK Based

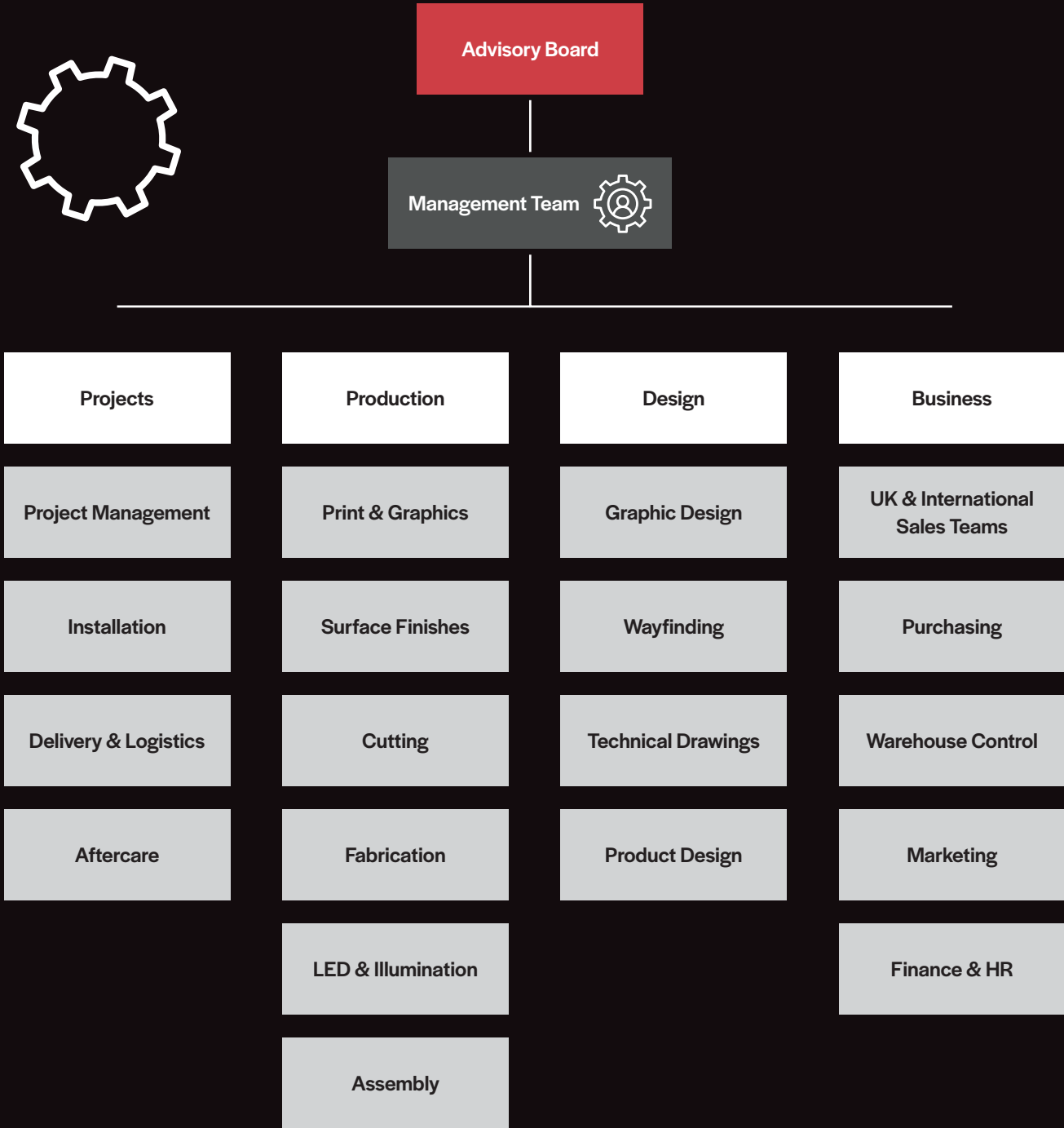
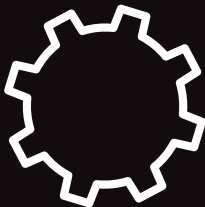
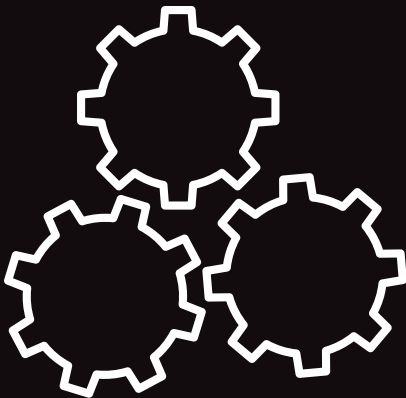
To assist the partners further we work directly from our headquarters partnering directly with local specifiers and designers to develop new concepts for their projects at the earliest stages of planning.

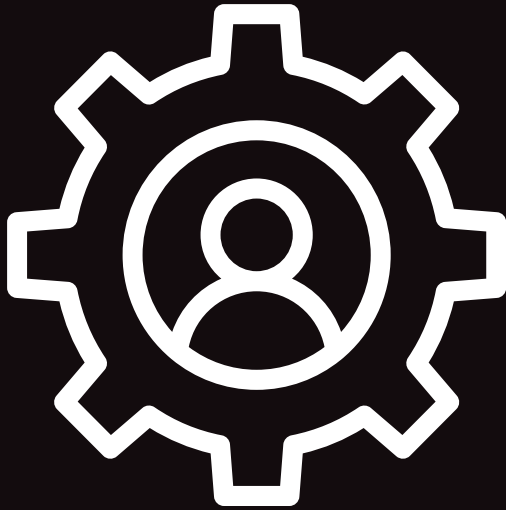


Global Project List



Department Structure





Management Team



Mark Shaw-Smith | CEO

Mark Shaw-Smith trained as an architect and interior designer at Oxford School of Architecture and practiced in the UK and Australia before moving into a career in signs and environmental graphics in 1994. Mark is a former director of the UK Sign Design Society and former General Manager of one of xsigns' competitors. In 1999 Mark founded dlinexsign limited T/A xsign (formerly d line UK Ltd) which has now positioned itself as a global leader in architectural and modular signage. He is an accredited contributor to the industry standard hospital signing manual 'Wayfinding' - a guide for NHS Estates (ISBN 0 11 322140 1) and heads all product development at xsign including our patented jigsaw™ and puzzle™ systems.



Matthew Mills | Managing Director

Matthew leads the company on a day to day basis with oversight of the entire company. He creates our ongoing sales strategy in the UK and oversees the international team to deliver continued growth on the global state. As an experienced Project Manager and Sales Manager he understands the unique pressures the industry presents and leads the company to challenge and overcome these. He has been involved in the design and delivery of landmark projects such as The Central Bank of Kuwait, The Francis Crick Institute and the re-branding of multiple UK based universities.



David Diep | Operations Director

David is an experienced industry professional, following graduation from university he entered the industry as a Project Manager and for over 10 years has delivered landmark projects of significant scale across the UK and Europe. David joined xsign in 2016 assuming overall responsibility for the company's core operations from initial design and specification through to manufacture and project delivery. He has been involved in multiple brand roll-outs, including a number of large international hospitals with multi-million pound project values.

Spaces We Work In



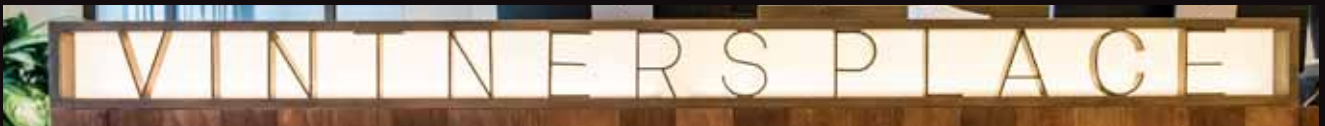
Workplaces



Vintners Place

In the Reception area, we've manufactured freestanding bronze lettering mounted to an illumination rail providing added impact at night. Behind the reception desk, we provided a bronze finished 3D printed wayfinding map to match the interior finishes. A back-painted glass panel with graphics provides flexibility for future tenant changes.

Within the reception area we also provided branding and a flexible tenant board, utilising runner shelves with freestanding lettering to allow future changes while ensuring a premium look, finished in the matching bronze throughout.



Theatre & Entertainment



Soho Theatre

Internal signage at Soho Theatre in Central London for main contractor, Laing O'Rourke.

The internal signage scheme comprises a range of cut letters and icons to provide wayfinding around the theatre. The internal letters and icons are manufactured from 3mm aluminium with a powder coated paint finish to provide a high-quality, superior signage scheme.





Office Spaces



One Colmore Row

The internal package comprises of a bespoke tenant directory sign in the reception area, a bespoke illuminated fascia logo sign in the reception area, cut letter floor level indicators in the stairwell, vinyl graphic floor level indicators outside the lifts, projecting signs on entrance to the office space and iconography to denote the toilet signs.

Externally, we have manufactured a bespoke aluminium fascia, with automotive grade coating for superior protection. The face is stencil cut and returns added to provide an internally stamped appearance.

The scheme helps One Colmore to stand out from other nearby buildings, attracting tenants.





4 Wellington Place

Internally, we have provided bespoke stainless steel lettering, built up numerals in the lift lobby area, cut graphics in the stairwell and stainless steel pictograms for the key facilities.

Externally, we have manufactured bespoke, illuminated projecting signs that provide branding for the building. The high quality signage complements the outstanding architecture and construction.



Schools & Universities

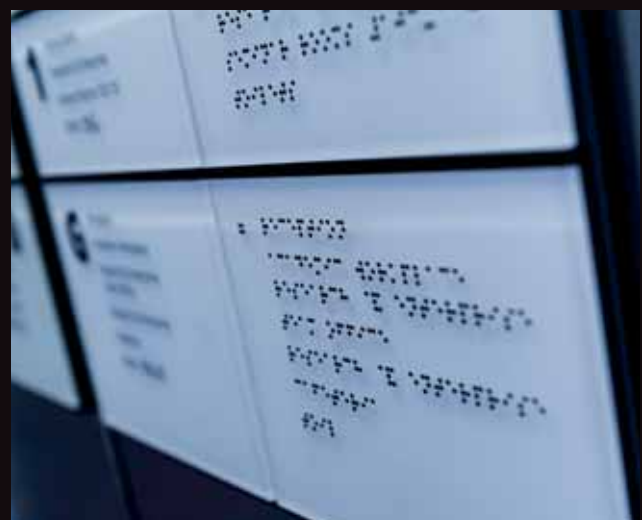


Glebe Farm School

The internal signage package includes our patented jigsaw™ directory sign system, our patented puzzle™ internal door sign system, a range of graphic manifestations, and iconography that provides wayfinding to the facilities.

The external signage comprises built-up 20mm aluminium lettering to the exterior of the building, a fabricated aluminium totem at the entrance to the car park, a range of coated post and panel signs and 3mm coated aluminium panels fixed to walls.





University of Northampton

The £330 million campus was home to 14,000 students and 2,000 staff when it opened in September 2018.

Externally, the signs are of a built up aluminium construction with night and day illuminated acrylic lenses. Internally, the signs are made up of 8mm gloss black acrylic and 3mm frosted Lucite. The text is direct digitally printed in ultra high resolution with 3D printed braille dots. All wayfinding signs are fitted on our unique jigsaw™ wall rail system.



UNIVERSITY OF BIRMINGHAM



School of Engineering

Comprising both external and internal signage, using our patented suite of signage products, xsign worked on the £47m building with construction lead, Willmott Dixon.

Externally, we have provided 3D built up letters to the entrance of the building alongside the University crest. Internally, we have provided our patented jigsaw™ engineered directory sign to provide wayfinding, alongside our puzzle™ paper insert door sign, graphics and cut numerals.





Collaborative Teaching Laboratory

The Collaborative Teaching Laboratory opened to students in October 2018. The space provides teaching facilities for science and engineering students. The new building is part of £40m of investment in STEM subjects.

We provided a sign scheme fitting for the space. Externally, we've provided modern, cut letters. Internally, we feature black wayfinding panels with white acrylic lettering and graphic manifestations to glass. Our modern design scheme complements the outstanding architecture.





UNIVERSITY OF
WOLVERHAMPTON



National Brownfield Institute

The internal signage package comprises our patented jigsaw™ directory sign, our patented puzzle™ paper insert door sign, cut numerals and iconography for the key facilities.

The external signage package includes built-up letters to the front entrance to the building and built-up letters on the external facade. This is an extension of our works at University of Wolverhampton, having already completed a project at the School of Architecture.



Other Universities We Have Worked With



UNIVERSITY OF
OXFORD

UNIVERSITY OF
CAMBRIDGE



Keele
UNIVERSITY



BIRMINGHAM CITY
University



WARWICK
THE UNIVERSITY OF WARWICK

US

University of Sussex



UNIVERSITY OF LEEDS



University
of Worcester

NOTTINGHAM
TRENT UNIVERSITY



University of
St Andrews



University of
Salford
MANCHESTER

UNIVERSITY OF
EXETER



UNIVERSITY OF
LEICESTER



www.dmu.ac.uk
DE MONTFORT
UNIVERSITY
LEICESTER • BEDFORD • MILTON KEYNES



The University of
Nottingham



Durham
University

Healthcare & The NHS



New Victoria Hospital

A series of 4mm back painted frosted panels, suspended signs and directory boards on our patented jigsaw™ system feature throughout the medical practice in the organisation's branded purple colours.

In the atrium, 4mm frosted cut letters display the branding for the hospital reception area, helping to welcome visitors and patients in to the bright waiting area. The development of our hospital signage schemes continues to be a key focus for the company.





Porthcawl Medical Centre

We delivered exterior branding and interior wayfinding and graphics for Porthcawl Medical Centre in South Wales.

Working with architect, West Hart Partnership and on-site contractor, Andrew Scott Ltd, we delivered a range of digital print signs, cut letters and cut graphics.

Internally, we feature 4mm Frosted Lucite with high polished edge detail. The signs feature a white matt face finish and digitally printed vinyl graphics. We also utilise our jigsaw™ paper-locking door signs. For the main building directory we feature digitally printed vinyl to smooth substrate. Externally, we feature 4mm thick brushed stainless steel with glass bead blasted edge and applied polish to preserve.



Residential

Lots Road - Chelsea Waterfront

External totems fitted with a push through opal acrylic to appear brass during the day and illuminate warm white when the LEDs are on. Totem framework has an etched circuit detail and finished with a powder coated paint finish. Internally, the building is fitted out with polished brass and stainless steel signage.





Rathbone Square

Internally, we feature painted aluminium flat cut letters to the main entrance, hallways, gym and sauna along with optically clear vinyl window graphics. Externally, we feature 3mm coated aluminium on our jigsaw™ fitting system, anti-graffiti lacquer and direct digital print.

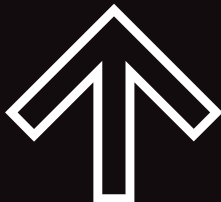


Our Services





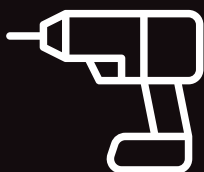
Design



Wayfinding

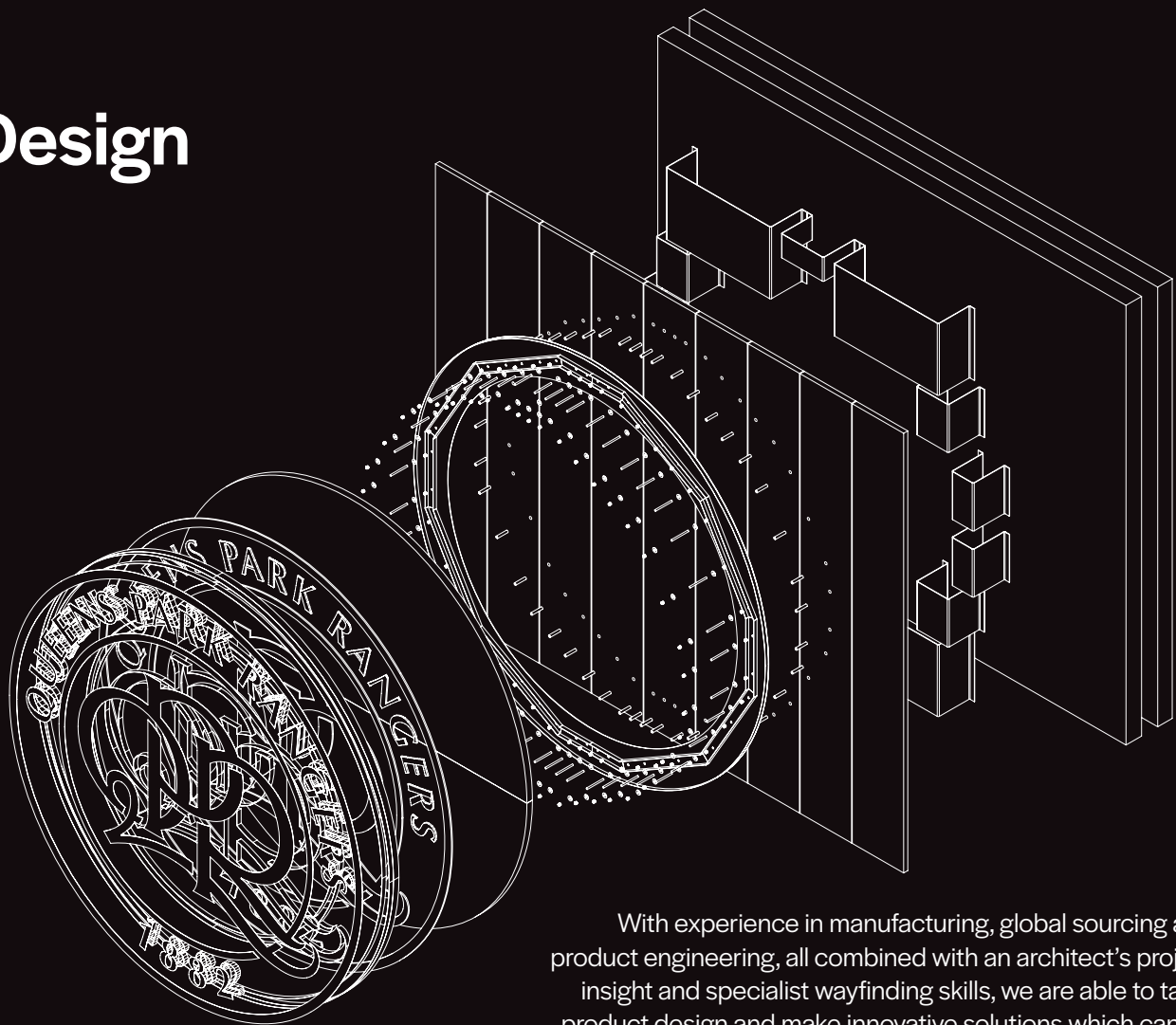


Manufacture



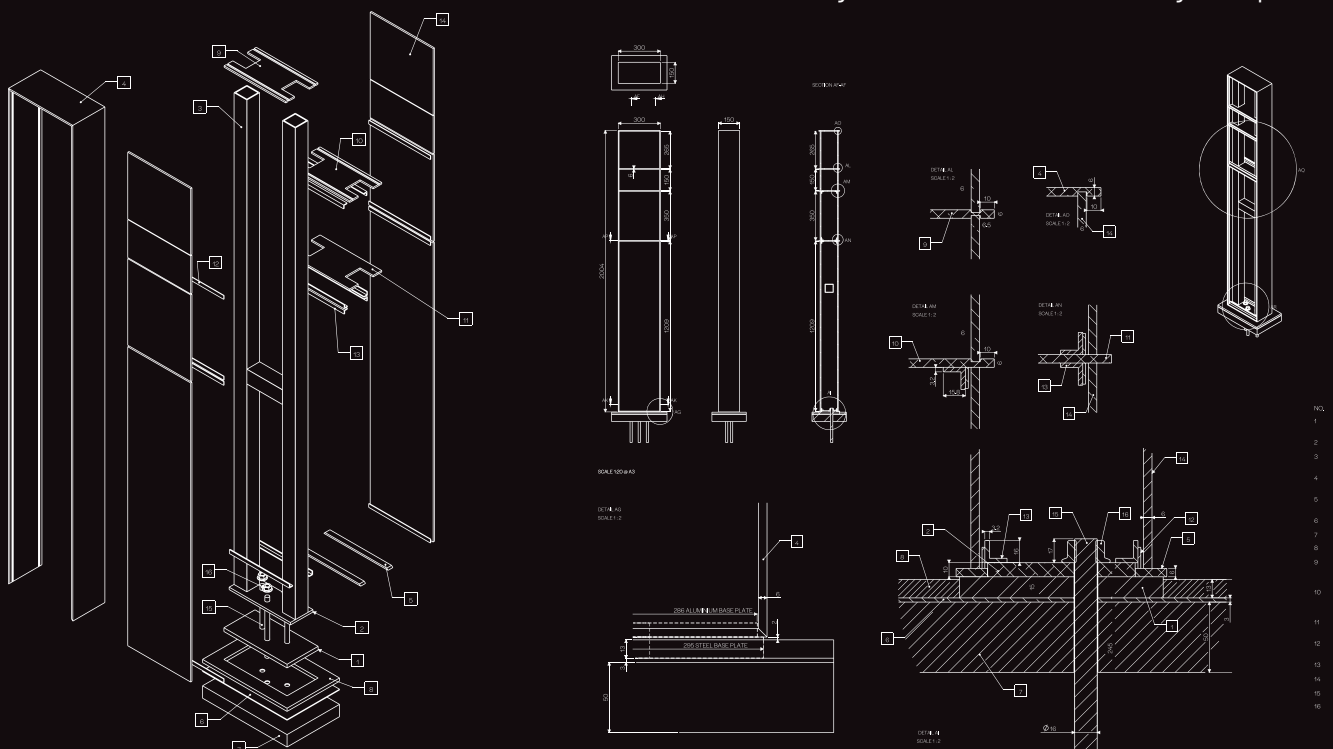
Installation

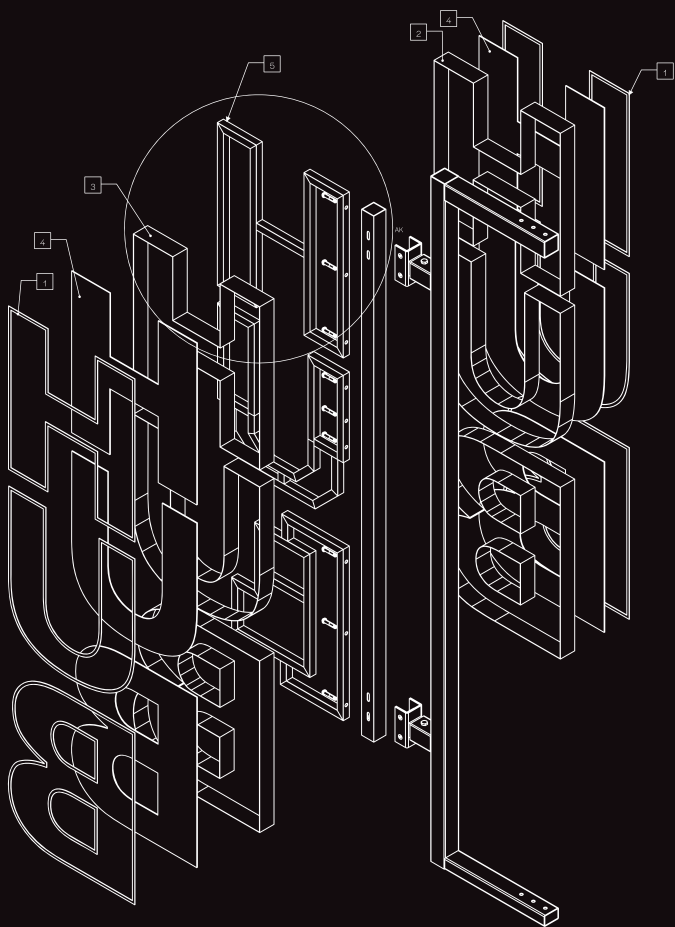
Design



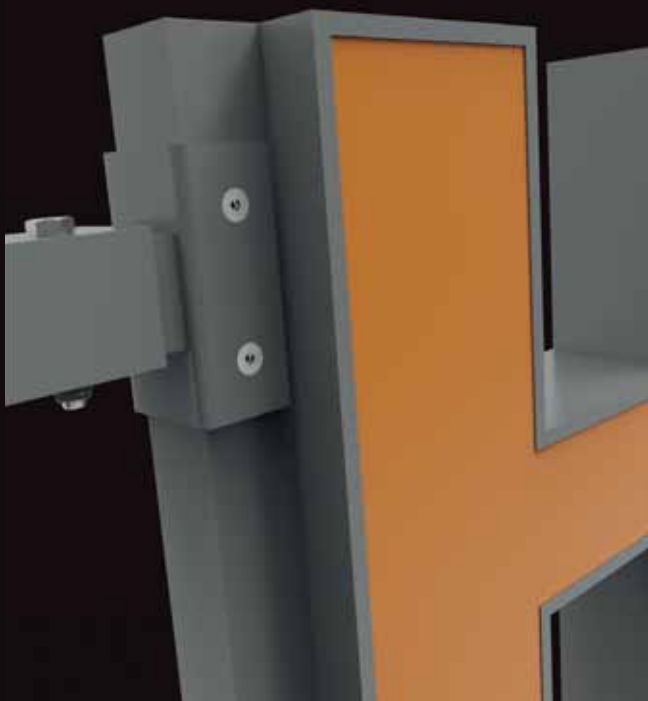
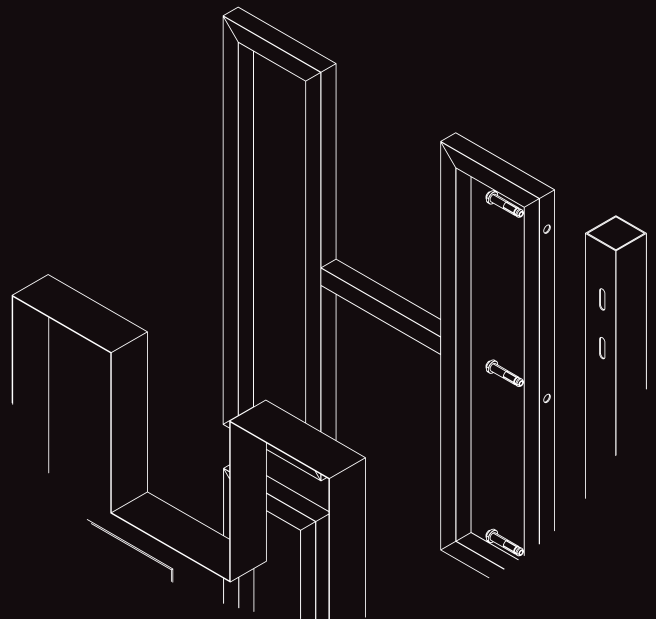
With experience in manufacturing, global sourcing and product engineering, all combined with an architect's project insight and specialist wayfinding skills, we are able to take your product design and make innovative solutions which can

With experience in manufacturing, global sourcing and product engineering, all combined with an architect's project insight and specialist wayfinding skills, we are able to tailor product design and make innovative solutions which can be easily manufactured with economy and speed.





Having worked with countless global and prolific brands we know how important it is to translate a brand across a company. Signage being a key visual representation of your brand we are confident in successfully producing a scheme to meet a client's needs.



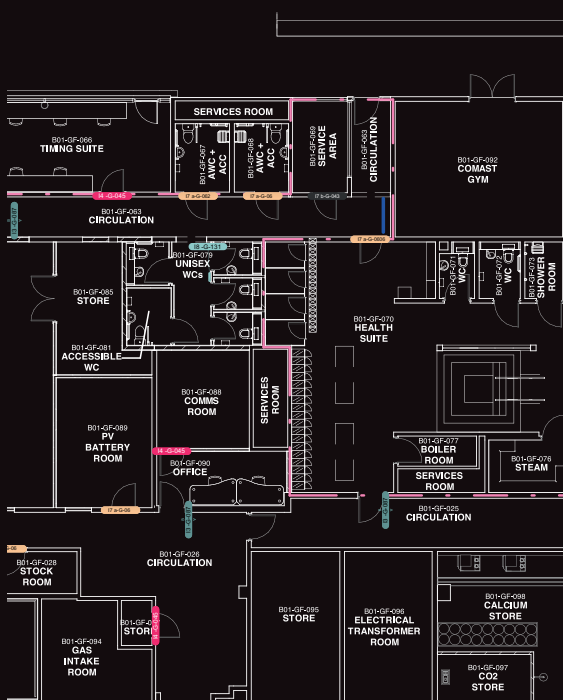


Wayfinding

We understand how important it is to take a good brief, what questions to ask and what factors to challenge. Who are the signs for?

Who are the critical users? It's not always obvious. A wayfinding sign scheme is also a snapshot in time. How are they kept current and valid?





We undertake systematic and structured analysis by questionnaire and interview to define the key areas of importance for each scheme:

- User groups and the special circumstances including temporary users.
- Growth and levels of change anticipate need for flexibility.
- Lift and stair analysis.
- Website communication and invitation letters to integrate with directions and instructions.
- Accessibility documentation.
- Interior Design - accent colours, colour-coding, iconography and branding.
- Language and Culture including the use of symbols and pictograms.
- Operational Policy including Facilities Management numbering flexibility and tamper proofing.
- Integration of Graphics and orientation landmarks.
- Special Areas i.e. integration with other sites, sloping sites with no clear ground level etc.



Manufacture



Our in-house manufacturing capabilities are vast and expansive. Critical to the completion of any project is the control of all aspects. Our products are both designed and manufactured in the UK being both delivered and installed worldwide. We offer a full turn-key operation with all competencies under one roof. Investment in the latest equipment and materials ensure for the highest level of quality, while all staff are trained to exceed expectation under strict quality control and health and safety procedures.





Installation



The company employs its own direct labour in for installation across the UK and Europe ensuring we retain complete control over these important stages of a project. In other regions our local partners deliver with assistance from our in-house team of project managers. All members of our team are suitably skilled at his/her role, with all possessing formal qualifications mandating the highest level of quality.





Our Products

CITY SUITES



Scan for demo!

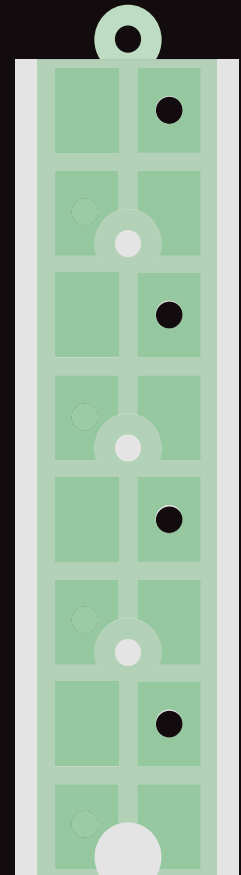
jigsaw™

jigsaw™ provides true design freedom through engineering. With standard materials, sizes and special finishes available, the system offers an engineered and proven system which is unsurpassed in the market. By offering designers the opportunity to realise a level of expression impossible with other solutions, we present a truly flexible system that is no longer restricted to extruded and painted aluminium.



Recommended applications:

- Doors
- Wayfinding
- Freestanding
- Directionals
- Directories
- Areas of change

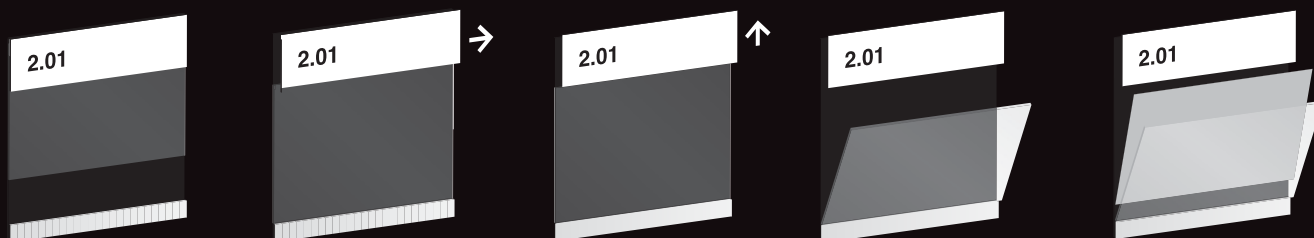




Scan for demo!



puzzle™ combines lockable paper holding with an endless choice of surface materials including stainless steel, frosted Lucite and our foil range of finishes. Unlike other sign systems which attempt locking, this product requires no special tools. The system includes ISO 'A' sized and US paper sizes and smaller door signs supplied with perforated paper inserts and Microsoft Word templates ensuring future flexibility.



folio™



A paper holding sign which can be fixed on its own or combined into modular door and directory signs. Innovations include tinted lenses and the option to have invisible fixings to hold acetate against glass.

Perforated and Word templates complete the solutions for the customer with signs supplied with text from day one.



talky™



Imagine if a sign could talk...

With talky™ signs, they do! We've developed a programmable talking sign, that speaks at the push of a button. Talky units can be integrated into traditional sign types and in to new sign technologies, such as the patent-pending puzzle™ lockable paper holding sign, which offers ultimate flexibility and security, without the need for any tools to open the mechanism. Accessible from the rear, easy controls and battery replacement.

A rear microphone allows 80 seconds of recording of voice notes, or, for optimal volume and audio, quality files can be transferred to a line-in mini jack.



slider



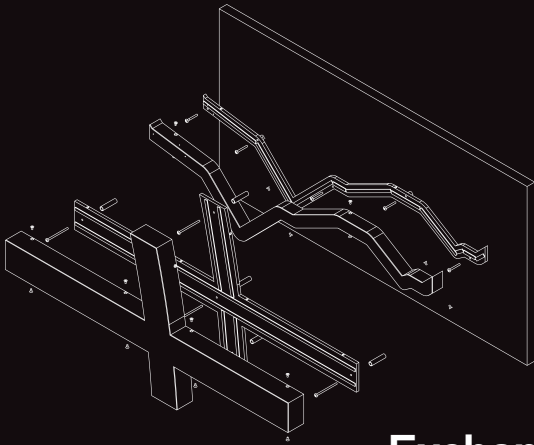
Free/Engaged slider made from matching material to sign, inset within folded stainless steel holder with fixed end stops. Sliders can be integrated into traditional sign types and in to new sign technologies, such as the patented jigsaw™ fixings allowing for interchangeable sliders and panels.



Bespoke & Custom

10 EXCHANGE SQUARE





Exchange Square

Bespoke signage installation at Exchange Square in the City of London for main contractor, 8Build.

The bespoke signage installation comprises an illuminated halo-effect design at the main entrance to the building and a very large illuminated racing bike and hill peak installation to the side of the building.

The bike and hill peak installation comprises dozens of panels stitched together. We've used a combination of 3mm and 5mm laser cut acrylic with LED tape strips and an opal acrylic face to create a standout signage feature.



RW

RW

RW

RW

RW

RW

RW

RW



Royal Wharf

Our external signs include a projecting sign to the front of the building, along with suspended logo sign. The projecting sign features a double-sided rim and return face with an illuminated face. The 150mm deep case with inset opal acrylic also features blackened steel. The face is illuminated double-sided with ultra-efficient LED's.

The suspended logo sign features a single-sided rimless face with illumination. The 100mm deep case with opal acrylic face also features blackened steel as part of branding. The text detail features stencil cut push through with ultra-efficient LED's. The signs are mounted to the ceiling with threaded stud suspension brackets.



HOTEL LATOUR



Hotel Latour

We provided an internal signage package at Hotel Latour – a plush new hotel in the centre of Milton Keynes. In the hotel reception area we have provided a 2mm thick brushed brass logo with beaded edge detail.

We have also provided 2mm thick brushed brass lettering for the Fourteenth floor Skybar lift lobby. The lift lobbies feature 3mm thick frosted Lucite directory panels supplied on our patented Jigsaw signage system, with direct digital print applied. The bedroom door signs feature 2mm thick brushed brass numerals too.





VITA STUDENT



Lewisham

Externally, we have provided freestanding, built up, rim and return lettering with face illumination, coated with the VITA brand colours.

Internally, we have provided a suite of directory signs, floor level graphics and room indicators in the branded VITA colours. The internal signage features 3mm frosted Lucite panels with high resolution direct digital print for excellent legibility, and strong adhesion for tamper proof text. Stencil cut lettering is used for floor level indication throughout.





Belfast | Birmingham | Coventry | Edinburgh | Cardiff | Exeter | Nottingham | Leeds |
Liverpool | Newcastle | Pedralbes - Spain | Sheffield | Southampton | Warwick | York



Other Bespoke Signage



Manifestations



Work With Us





Other Clients

With our extensive global reach, vast product range and turn-key service offering, it is only natural that we have worked with some of the most recognisable brands and industry professionals, delivering landmark projects across the world. While a number of our high-profile clients wish to remain confidential, below is a selection of those we are proud to have worked with.

Bird & Bird



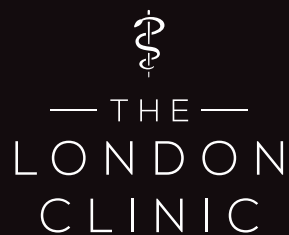
BLACKROCK

ORACLE

WILLMOTT DIXON



**MORGAN
SINDALL**



GallifordTry

CBRE

LAING O'ROURKE



Testimonials



“

“We have worked with xsign™ for many years across a variety of different types of projects - healthcare, mental health, education and commercial workplace. Despite the fast pace of these projects, xsign™ are always able to produce specifications and product information very quickly and their signage products are of the highest quality. Their knowledge and extensive experience means we get high end looking signs on often low budgets. Sarah and her team make our lives very easy when it comes to signage!”

Elizabeth Petrovitch, Studio Associate, IBI GROUP

”



“



“We have worked several times with xsign™ and have found them to be a very helpful company who assisted us in getting the signage designed how we wanted in the most cost effective way. They supplied the signs for four projects, all of which the client was very pleased with the finished signs and felt they were one of the key elements for the success of the interior design.”

Rosemary Parker, Partner, BPA Architecture

”

“

“Working with the xsign™ team has been a pleasure over the years. From commercial office to Student Accommodation schemes the team at xsign™ continues to deliver at a high quality while making it an enjoyable and collaborative process along the way. I would certainly recommend Matt and his team to fellow Architects and Designers that are looking for building their team through positive relationships and strong delivery.”

Sarah Brown, Project Director, TP Bennett

”

tp bennett

“

xsign™ have proved both knowledgeable and flexible in their approach and used their expertise to produce a combination of wayfinding and directional signage. They have a wide product range that can be easily adapted to meet the requirements of the users of the facility. I look forward to working with xsign™ again in the future and would happily recommend them.

**Colin Glen, Project Manager, Royal Papworth Hospital
NHS Foundation Trust**



”

“

f.r.a.

“We have worked with xsign™ and their team for around 2 years now. I have always found them honest, reliable and with an exceptional eye for detail. Their sampling and prototyping phases are second to none, always going the extra mile to ensure the final product is delivered to a very high standard and fundamentally on budget. f.r.a. would recommend xsign™ for any high end signage programme.”

Jamie Trippier, Projects/ Managing Director, f.r.a

”

“

“Now that your element of the works are complete, I wanted to drop you a note to thank you and your team for being so supportive, and, at times, flexible. Your sign-fitters we met this morning, Kev and Shaun, were outstanding; Their willingness to work together to overcome some minor issues – which we did – hasn’t gone unappreciated. Please pass on our thanks to them, again.

I have cc’d our clients into this email so that they appreciate the exemplary service you and your team have demonstrated on this project.”

Ian Tindale, Director, Hawke Property Services Ltd



”

Get In Touch



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www.xsign.com



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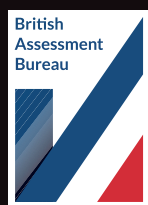
Brackley, Northamptonshire

NN13 7EZ, UK

01280 841 200



Accreditations



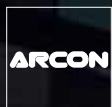
ISO 9001
QUALITY MANAGEMENT



ISO 14001
ENVIRONMENTAL MANAGEMENT



ISO 9001 & 14001, Safe Contractor, Achilles Building Confidence,
Considerate Constructors Scheme, BIM, Constructionline, RIBA CPD



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www.arcon.es

xsignTM



ISO 9001 & 14001, Safe Contractor, Achilles Building Confidence,
Considerate Constructors Scheme, BIM, Constructionline, RIBA CPD