

the Designer

news of ASG creative's projects

Welcome to the 'Designer', the e.newsletter that lets you know how ASG can help you and show the sort of work we do for lots of companies big and small.

Shown on the next few pages are some examples of projects undertaken by ASG for companies at the Four Oaks Trade Show, other horticulture and general trade exhibitions over recent seasons.

We hope that this will give you some indication of what services ASG can offer and help at trade and exhibition events. If you need anything from business cards to brochures, banners to bespoke exhibition stands, simple flyers to newsletters. Any project however large or small *we are here to help.*

We are based in Cheshire but have worked for companies right across the UK and Europe for over 15 years now.

We hope that you find the contents interesting and informative and would be delighted to be of any assistance to your company.

Very best regards

Andy Swinson
(Studio Director)

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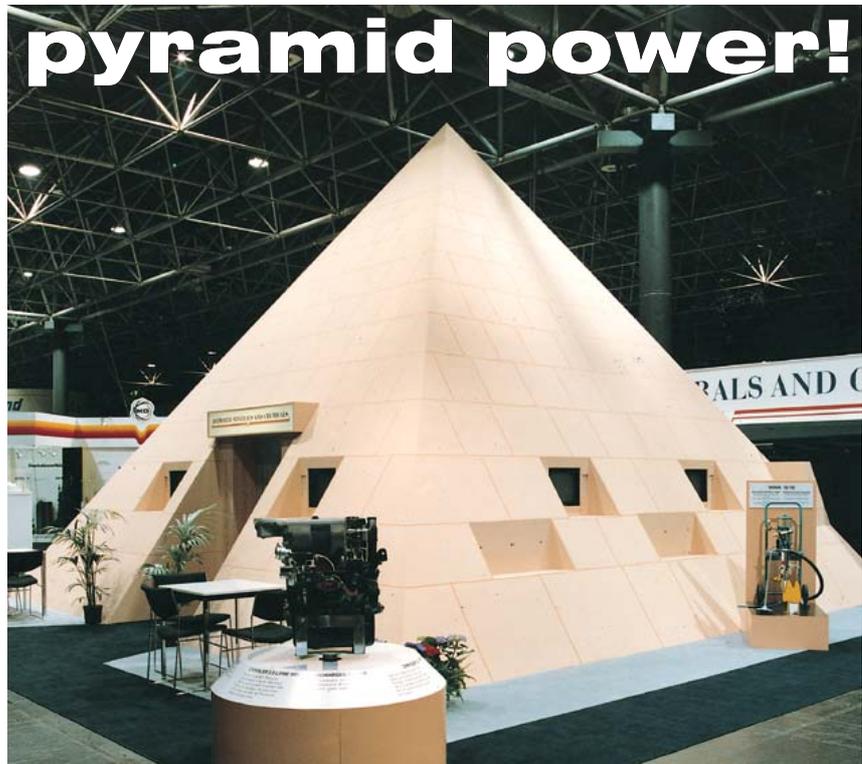
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Hepworth Group PLC wanted an exhibition stand designing and producing for a major bi-annual trade fair. The main products it wanted to promote was the specialist high quality sands and resins that it produced primarily used in the casting of precision engineering items. There was going to be a lot of competition and they needed to stand out!

A unique bespoke stand was designed in the shape of a pyramid. Constructed of a timber framed shell with fire resistant foam blocks to form the casing and finished in white poly tiles cut and shaped.

The stand proved to be an extremely eye catching memorable structure.

A small private meeting and greeting area was built inside the pyramid giving the stand visitors a truly memorable experience at the show. Refreshments were available from this area with audio visual also

being utilised to complete a quite unforgettable trade stand visit!

Examples of resin technology products and equipment were placed on purpose made plinths around the stand to show what the company could offer whilst keeping in line with the feel of the stand. Brochures and other trade literature was also designed and produced to be handed out at the event.

Prior to the trade fair key data was built up regarding 'a1' decision makers and buyers etc. Invites were then personally sent out to all these key individuals promoting the stand. Its unique appearance and a warm welcome beckoned them in to this intriguing attraction!

When completed the stand looked stunning, the combination of its shape, height and looks made it truly stand out. It proved to be a real head turner and talking point of the whole trade event!

we're here to help

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Pull-up Banners are a great promotional portable device



The pull-up banners were very effective

Watson Floormats wanted some exhibition promotional graphics for a trade show that they were attending. They had to be portable and used several times at a number of events. The company wanted something that looked good but unfortunately they had no imagery at the time, only a selection of their floor mats to show.

Quite simply the products needed to be shown 'in action' as it were!

A set of 3 banner pull up stands were designed each showing a possible scenario where the product could do its job and stop the dirt getting any further than the door!

A strapline of 'stops dirt at the door' was quickly established pretty much summing up what the product did! This was combined with a set of visual scenarios excellently photographed by Peter Bowler who captured the scenes required to perfection!

The banners worked out extremely well and proved to be excellent value for money being used many times over at a variety of shows and venues.

Lucy the 'sulking' spaniel almost stole the show and was well rewarded with some treats at the end of the shoot!

Jet Cleans campaign cleans up!

A small local company 'Jet Clean Services' had just set up and approached ASG to help them get going on the marketing front. As with many start-up and small businesses money was tight but that didn't stop ASG from getting Jet Wash noticed and on the road to bigger things!



A printed flyer worked well

The first job was to get some photos done, these were taken at the owners home (in their back garden actually). The pictures were taken showing what the company could do and with every care to keep any health and safety issues correctly featured in the imagery.

Something every new company needs is a logo, after a few options were presented the final design was chosen.

To get the word around a promotional A5 flyer was designed and printed, this being delivered inserted inside local free news papers.

These guys had a really tremendous response and were literally overwhelmed with the calls they got.

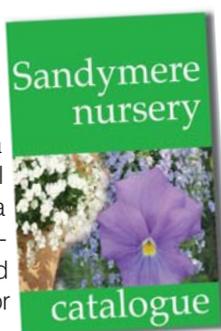
The professional image created by this mini campaign really got them noticed and set them apart from their competition. ASG has always been proud to help whatever size the company is, after all they say "from the smallest acorns etc"

Small quantity digital brochure

Sandymere nurseries wanted a catalogue producing with about 70 pages of products but they only required a few hundred copies and the cost of printing this by traditional litho was just too expensive!

The solution was to print the brochure using a digital printing technique. By printing the job in this format the costs were reduced dramatically making the whole project affordable.

The end results were excellent, the print showed the stock off brilliantly giving a truly professional end result at a fraction of the traditional method an ideal option for small print runs.



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MINI BROCHURES were ideal hand out material



Great to hand out at exhibitions

Hortivate Ltd, a company supplying garden retail products to the trade approached ASG to help promote the items it stocked and sold to many garden retailers throughout the UK. The products were to be sold in ranges and some logos and brands were required to be designed to elevate the stock image and give them some identity.

Hortivate needed something to hand out at the Four Oaks Trade Show in September but the products would not be shipping into the UK before the end of October!

After consideration ASG came up with a solution to the problem, the products were requested to be photographed at the factory where produced and sent directly to the ASG studio before being shipped.

The brochure itself was divided up into a number of product ranges with a simple but attractive background

design maintained to give some consistency throughout the job. The images were mainly supplied as basic product shots that had been taken by the various manufacturers and suppliers as either digital or printed photographs. These were then enhanced in the ASG creative studio and cut out using image manipulation computer software. The final products were then placed into the brochure layout.

The design was clear and attractive laying out the products with minimal but key information. This resulted in a super little brochure that was an ideal give away and mail shot item.

Mark Fetherstone the Managing Director of Hortivate was extremely impressed with the final job and in particular how the products had been enhanced to show them in the best possible way! The brochure was designed, printed and delivered all in good time for the exhibition and all well within budget!

Turf 'n surf supplier's trade stand solution!



S.F. Hodgkinson & Son Ltd, a turf grower and layer had booked a stand space at the Four Oaks Trade Show. They approached ASG to organise the stand as well as the graphics and promotional literature to give out at the event.

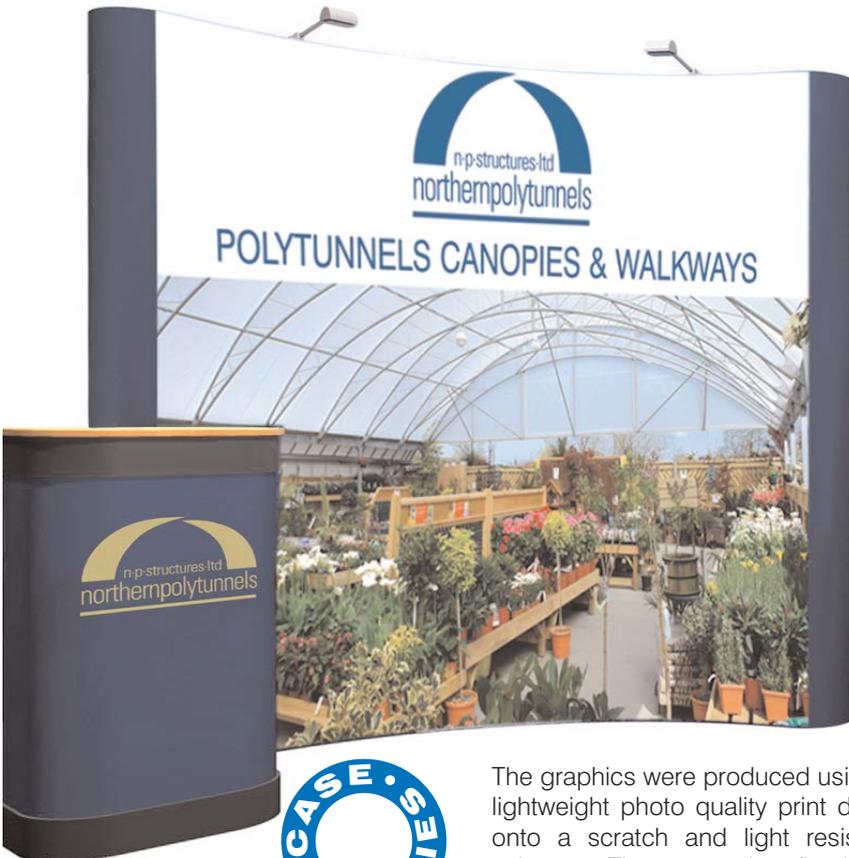
The company's core business was the growing and installation of turf but the company had recently began to diversify into other areas under the subsidiary company name of www.turfgroup.com and utilise the internet to promote the company and they wanted to show these aspects to.

A series of graphic boards were designed and produced for the company showing the various new sectors that it was involved with. These were accompanied by a sales pamphlet for each individual sector. By using the tried and tested strategy of showing something substantial centrally on the stand (in this case a mini utility tractor) the exhibition stood out from the general run of the mill plots and received plenty of attention.

The new pamphlets were in demand and required to be re-stocked regularly with much interest in the company's new business.



Pop-up stands perfect for N.P. Structures Ltd



Northern Polytunnels a leading manufacturer of polytunnels and walkway systems wanted some pop up stands producing for the Four Oaks International Trade Show. They had to be durable as they also wanted to use them at other event in the UK and throughout Europe.

Several types and variations of pop up stands were tried and tested with a 3 x 4 system finally being chosen. The units chosen were an excellent construction of lightweight poly carbonate interlocking components.

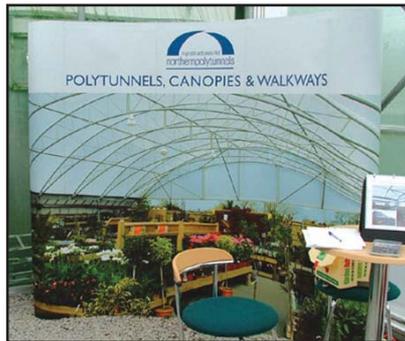
The Pop-up stands looked great at the show and were quick to set up!



The graphics were produced using a lightweight photo quality print direct onto a scratch and light resistant substrate. These were then fixed with high grip magnetic strips to the unit to give a seamless panel effect.

The stands were produced and delivered to the company's head quarters in Northern England on time and on budget ready for the many events they would subsequently be used at.

The stand units proved to be striking in appearance with a simple yet extremely effective design. The feedback was extremely positive in regards to how good the stands looked, how easy the units were to put up and take down. The quality and reliability of the units was also noted and continued to be over the exhibition season.



selecta selected ASG!

Selecta Klemm GmbH, wanted an exhibition stand producing. It had to be attractive and of high standards in keeping with the company's image. Ideally it should be transportable and be able to be quickly set up by the sales team.

A bold use of green with colourful photography was employed weaved into the backdrop to create a striking visual. A simple yet high impact design resulted. The panels were created in sectional vinyl direct substrate prints. These were extremely effective but lightweight and compact with a tough durable finish.



The stand furniture was a simple brushed aluminium and maple wood effect with portable fold away seating. The plinths used were lightweight durable resin, finished in white. These were designed to show the produce at its very best.

The whole stand was very efficient and could be folded down quickly having a very small transport footprint when dismantled. The whole unit was extremely light comfortable fitting into a medium sized estate car.

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Banners and Brochure combination provided a real corporate look



The brochures completed the corporate look

Paul Jackson the Managing Director of Channel Island Plants approached ASG to design and produce some exhibition support for a show he was exhibiting at in The Netherlands. The brief was that it needed to be light and fit into his car which he was driving to the event. It also had to look professional and show various

aspects of the company in a positive and attractive manner. Paul also wanted a brochure producing to hand out at the event.

The fact that the display had to be ultra light pointed immediately to a banner pull up option. This meant that the banners could be folded down to a minimal space and were very light-weight. The fact that they were also extremely easy to set up was a big bonus too!

The effects were just what was required, the banners were light, easily transportable and extremely quick to set up giving Paul extra time to concentrate and prepare for the important business of showing his prospective clients just what Channel Island Plants could offer!

Channel Island Plants supplied the imagery and basic copy that they wanted to use in the brochure. Having established what was required a six page A4 folded brochure was produced to complement the banners and give a real corporate feel to the promotion.



The pull-up banner stands looked great and were very light!



Advertising Pumped Up The Sales!

ADVERTISMENT FEATURE

NO PUMPING REQUIRED

- BATTERY OPERATED
- EASY TO USE
- SAVES TIME
- FASTER SPRAY
- WIDE RANGE
- MULTI ACCESSORIES
- MULTI USE

Motorised one touch sprayers

ADVERTISMENT FEATURE

48 Gallon Long Neck Power Tank Sprayer

- Battery powered 5 foot sprayer means never pump again
- Large adjustable hand and wrist fatigue as you never pump again
- Connect long reach bottle is easy to grip and hold
- Batteries included so that you are ready to spray

32/400 Pistol Power Sprayer

- Has a ergonomic hand and wrist fatigue as you never pump again
- Designed to work with 32/400 accessories and the majority of gallon and half gallon containers of spray for use on the mobile and stationary
- Batteries included so that you are ready to spray

Half Gallon Power Tank Systems

- Battery powered 5 foot sprayer means never pump again
- Has a ergonomic hand and wrist fatigue
- Connect to include strap
- 12" mixing wand included

Model Five Portable Power Sprayer

- Battery powered sprayer - never pump again
- 48 ounce tank enclosed in protective nylon bag
- Connect with lock that allows you mobility with your spraying tank
- Batteries included
- 12" mixing wand included for those hard to reach spots

Loxton Lighting

tel: 01274 260 200 Fax: 01274 260 205
E mail: sales@loxtonlighting.com

Loxton Lighting approached ASG to launch their new range of power sprayers. The company was committed to a large order and needed a successful sales campaign.

The sprayers were targeted at the home and garden market. The adverts were designed in an advertorial style with the product shown and body copy telling the story of what it exactly could do. A series of double page spreads were booked and the adverts designed and produced. The products were photographed on location in use to show their benefits to the full.

Feature articles and included packs were also produced and the campaign really pumped up the sales for Loxton's

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Life's a breeze! with a brochure



Very effective brochures



A company had recently been set up specialising in designing, constructing and building quality garden gazebos. Andy Peck the managing director approached ASG to establish a corporate brand and produce a brochure to tell the world all about the Breeze House Company.

'The romance of a bygone era captured for the lifestyle of today' pretty much summed up the Breeze House Company image and what owning a breeze house was all about really!

The brochure was designed to evoke an aspirational desire to own one of the structures now available. A series of photographic scenic images would be required to show the many uses and enjoyable

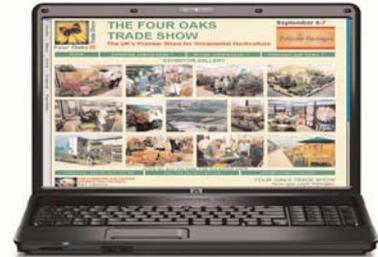
features of these outdoor quality buildings.

There was only one problem! Ideally the photographic shoot would be done outside on a purpose built set in early to mid spring to get the optimum natural lighting effect but it was now late October and the brochure was needed for a new year launch in order to coincide with some key exhibitions and shows!

The only answer was to build several of the Breeze Houses, together with sets inside a photographic studio and shoot them against a plain backdrop. The various background settings were added later in the creative studio using the image manipulation software of several graphics packages.

As you can see the final images worked extremely well and captured the spirit of the company and their buildings really well. The brochure was delivered on time and on budget to hit the new year launch which proved to be very successful.

effective websites critical to success



Four Trade Show wanted a web site. Pat Coultis an expert in the marketing and procurement of horticultural events knew exactly what she wanted and what would work for the exhibitors and visitors to the trade show alike.

From Pat's brief a site was designed, constructed and launched. This was to be an informal friendly site with Pat herself welcoming people to the site.

The site controls were all designed to be visible and easy to access with simple drop down menus at hand set up so that the user could return to front page at any point easily and quickly.

The site was designed to be updated on a regular basis with frequent news features and interactive e.stories and e.news bulletins keeping it fresh and engaging.

By carefully designing and building the site the search engines quickly pushed the site right up the listings so that the key word searches soon put the site on the first page of Google and other prominent search engines!

Good web sites are no use if people can't find them or can't use them! A major trap many web designers fall into when constructing a site is not to listen to what the client actually wants the web site to do and instead produce a site that the designer wants to build! By taking into account who is likely to view the site and how they view it is key to the ultimate success of the site. ASG always listens to what the client actually wants and acts on it!

All sites are regularly managed and tested to ensure that they are getting viewed and working correctly.

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What makes a successful newsletter?



A company specialising in the recycling of metal products wanted to keep its staff, customers and suppliers informed of what it was currently doing and update business news. It also wanted the company image sharpening up as a progressive state of the art company.

It was decided that the best way for a business like Mottrams to get its message to staff, customers and suppliers was to create a newsletter. The company was attending an exhibition later in the year and by writing about it in the newsletter they ensured that all their customers would know all about the event details.

The newsletter was designed to convey important positive sales oriented information, punctuated with light stories and features regarding staff and events. The copy was supplied by the company as a word doc where it was then edited and set up as artwork by ASG. Pics were supplied mainly by Mottrams themselves and enhanced where required by ASG. The fact of the company supplying copy and images for the project, meant costs were kept down and well within the allocated budget!

The newsletter was produced in both printed and digital formats. Very positive results came back from the release of this newsletter with staff, suppliers and customers alike being informed in an entertaining manner.

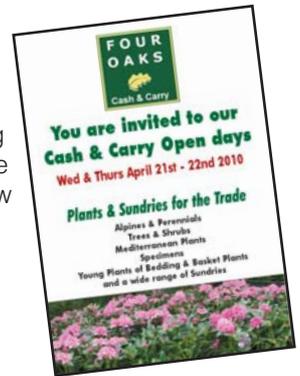
Small but perfectly formed!

When it comes to promotions and events its not just the large 'sexy' looking projects that make the difference between success or failure.

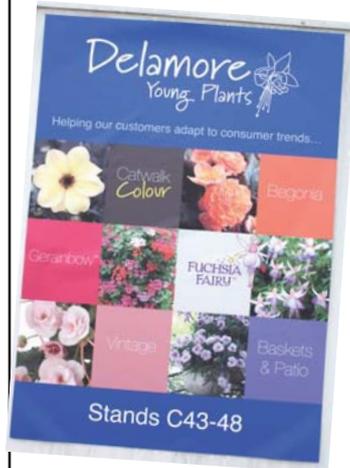
It is almost always in the detail that counts, in fact it can be the smallest almost insignificant jobs that we all can easily take for granted that make the difference!

These 'smaller' projects may not grab any of the limelight but can make the difference in any form of marketing and promotions. A small selection follow of where ASG has worked with a number of companies to produce some of these such items.

Four Oaks Cash & Carry wanted some invites producing for an open day, after all what is the point of exhibiting or doing something special if the people you want to be there don't know about it!



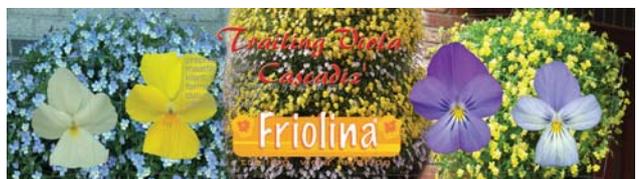
Delamore Young Plants wanted some posters printing and putting up for them at strategic points of the exhibition venue to advertise and guide the visitors to their stand



Four Oaks Cash & Carry wanted their stationery redesigning and printing in time for the show



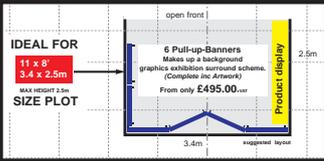
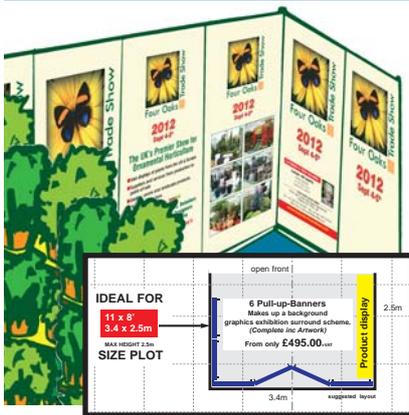
Friolina wraps were designed by ASG to wrap around the containers and enhance the product value.



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PORTABLE REUSABLE EXHIBITION SCHEME



By getting 6-8 economy pull up banners you can create your own professional surround scheme that will make up your own enclosed exhibition space that you can use again and again in any combination or set-up you want! It is a real alternative to hiring and the more use it you actually start to save money as opposed to hiring.

If you want to look good and professional on a budget you won't find better value than this!

- Economical
- STAND OUT
- Look professional
- Light & portable
- Fits into a car
- Set up in minutes
- One person set up
- Use again and again



single banner From Only **£79.95** each

Top quality professional gantry style display kit



From Only **£995**

Sharpen the company's image at exhibition venues you attend with this ultra easy to assemble, portable and reusable exhibition kit that combines modern stylish professional looks with value and economy.

Why hire at costly rates or use exhibition kits that look outdated when you can own this gantry kit that is truly of excellent build quality and fantastic value.

Why not also utilise your existing graphic display to create a really spectacular and dynamic plot. This strong aluminium structure allows you to hang any combination of display material and graphics having an impressive load bearing of 100kgs per span.

It is easy to assemble, requires no special tools, is extremely durable and will last for years making it very cost effective. It can be used as a whole or in sections when required.

ASG

10 good reasons to give us a try

1. By keeping our operating costs and overheads low you get the very best service at the very best prices around.
2. We are a small but highly experienced creative team, so you get to know someone you are dealing with on regular basis (*and not get shipped from pillar to post*).
3. At ASG we respect each and every company as a valued customer (*not just an account*).
4. last year we estimate that our new customers typically saved between 20-35% on artwork, print and display costs than in comparison with their previous suppliers on a like to like basis.
5. We have a company ethos of working closely with the customer and keeping them involved from the beginning to end on every project keeping them up to date with full on going costings. (*so no nasty shocks at the invoice*).
6. The customer always gets to keep a full copy of the work at the end of the job so that they can always use other options. (*rarely required but nice to have*).
7. We have been helping companies from all over the UK and Europe with creative solutions for over 15 years now.
8. You will find a creative team with experience of dealing with large 'blue chip' companies down to small business and start up ventures. (*all budgets catered for*).
9. In house capabilities include: Advertising, Marketing, Design, Exhibitions, Print and Web - A complete one stop solution!
10. At ASG we have trebled the number of active clients in the last 18 months (*must be doing something right then!*).

Still need convincing? we also have many testimonials from satisfied customers available and a variety of case studies where past projects are dealt with in more detail. These are all available with our pleasure upon request.

Simply get in touch today and see how ASG can help your company get ahead of the competition.

ASG offers a full range of exhibition and promotional material to see just what ASG can offer simply download our display brochure from our exhibitions web site page.



Full Colour Laminated/ Encapsulated posters

From Only **£19.95**

POSTERS

Robust vinyl banner up to 9 meters

From Only **£39.95**

Banner Vinyl Display

Robust lightweight graphics. From Only **£195.95**

Auto Pop-Ups

Robust lightweight feather flags. From Only **£175.95**

Feather Flags

Canvas prints From Only **£39.95**

Prints on canvas

light-weight stand. From Only **£495.95**

Pop-up Stand

Download our display catalogue to see the full range of exhibition and display items:

<http://www.asg-design.co.uk/exhibitions.html>

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