

# The Insider

# SignManager

A Significant Advantage

## CLIENT UPDATE

### CUB – Corona resort and pub upgrades

CUB engaged SignManager to help them upgrade the Corona signage at the Gilligans Backpackers Hotel and Resort in northern QLD. We used 'spotted gum' timber, and stained around the logo to achieve the required effect. We completed two large screens, give sunbed panels, and two bar sign panels.

The client was very happy with the outcome, and the successful use of such different materials for signage.



### Rattle n Hum Pub

SignManager also recently completed another job for CUB; a printed phototex film applied directly to the painted wall of the Rattle n Hum Pub in Cairns, QLD.

Welcome to the third edition of the Insider for 2017. The Insider is SignManager's quarterly eNewsletter designed to give you the latest industry news, branded assets tips, client updates and HQ news.

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*"Amazing! It looks even better in real life."*  
– Jo Harding, Key Account Manager, CUB



## **UPDATE: The use of ACM materials in sign manufacture**

There has been a lot of recent media attention highlighting concerns of using ACM materials for building cladding. We have been asked by many clients and manufacturers in the sign industry if they should be concerned about the use of ACM in their signs.

The answer is, unfortunately, not a straight forward yes or no.

There are many grades of ACM materials available in the market place, with different fire performance properties. The application of the sign in terms of size and location needs to be taken into account, as well as site conditions.

The Australian Building Codes Board has issued advisory note 2016-3 which covers the requirements of the National Construction Code as it relates to the fire performance of external walls, cladding and attachments (including signs).

Under the code, Signs are generally considered an attachment that are incidental in nature, but still need to meet certain conditions under Specification C1.1 Clause 2.4. These requirements are described in Sections 3 and 4 of the advisory note attached.

If you are worried about your current signage specifications, please contact us to review it and guide you accordingly.

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## NEWS FROM HQ

### National Op Shop Week

Last month we supported National Op Shop Week 21-27 August, by collecting quality donations of clothing, home wares, books, and other bric-a-brac from each of our offices and donating to our local Op Shop charity shop. We also purchased some clothing to wear to the office during the week, with some great examples below of some cheap finds which look great.



### Stress Down Day

On the 24th July we participated in Stress Down Day, where our staff "dressed to stress less" and raise awareness and much needed funds for LifeLine. Stress down day encourages everybody to reduce their stress levels by dressing down in casual clothes, enjoying fun activities with friends and workmates, while at the same time raising funds for Lifeline. Our Melbourne office wore their pyjamas to work, and our Brisbane office did some balloon twisting in the park.



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## 3 DIGITAL SIGNAGE OPTIONS FOR RETAIL KIOSKS

### By Digital Signage Today

Historically, the cost and complexities of digital signage discouraged operators of retail kiosks from investigating its potential benefits. But as digital screens become a more common component of kiosks in other environments, interest in digital signage for retail kiosks is increasing.

[Continue reading...](#)

## IMPROVE SAFETY COMMUNICATIONS WITH DIGITAL SIGNAGE

### By Digital Signage Connection

Safety professionals are continually seeking to evolve their training and culture as an integral part of their systems and processes. To see how they can do this using digital signage, read on.

[Continue reading...](#)

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## GADGET'S CORNER

Here's the latest and upcoming gadgets...

**Discovery Channel Smartphone Microscope:** Turn any smart phone into a microscope using the Discover Channel Smartphone Microscope! The 30x zoom lens allows you to study objects' fine details.

[Click here for more](#)

**Here One:** This gadget allows the user to manipulate sounds in the world around them, thanks to onboard microphones and sound processors. They can quiet background noise or boost people's voices in a busy restaurant.

[Click here for more](#)



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### Our mailing address is:

SignManager  
1/2 Nelson Street  
Ringwood, Victoria 3134  
Australia

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