

CASE STUDY ALDERMASTON SIGNS

ALDERMASTON SIGNS – DECEMBER 2015

Based in Berkshire signmakers **Aldermaston Signs**, have an enviable customer list, including corporate giants such as Motorola, Samsung and LG, government bodies such as the Atomic Weapons Establishment (AWE) and a host of local businesses across a broad range of sectors.

Acquired by current business partners Trevor May and Karen Wild in 2005, the company is growing steadily, despite the current challenging economic landscape. A basic requirement of growth is, of course, space, so when the opportunity arose earlier in 2011 for Aldermaston Signs to move from its existing unit to a larger one, Trevor and Karen were quick to accept.

"We'd known for a while that we needed bigger premises," Trevor observed, "So when the chance came to move literally just up the road, keeping the same landlord, we leaped at the opportunity."

The upcoming move bought into sharp focus the need to replace the firm's ageing Holz-Her panel saw, which had been installed years earlier. *"It was an ancient fixed column machine, huge and not remotely up to today's safety standards. Moving it to the new unit wouldn't have been practical, and while we have a guillotine for thinner materials, we needed a panel saw for the heavier stuff."*

Having discussed the capabilities of Zapkut's ZK and ZM ranges (full details are available at www.zapkut.co.uk) Trevor opted for the moving column Zapkut ZM12.

Aldermaston Signs' ZM12 has been in operation since May 2011, cutting Di-bond, 10mm PVC and

acrylics. *"Being able to cut on site puts us ahead of many of our competitors. Before we had the Zapkut, we were buying materials in and having them cut to size by one of the leading trade suppliers, just over the road from us. Many signmakers buy cut-to-size, of course, but it can be expensive, inflexible and slow. With the ZM12 we can buy all our sheet materials in standard sizes – saving money straight away – and then cut the sizes we need for each job as it comes in."*

Trevor itemised the profound differences this makes to the business. *"We can respond to customers' requirements more rapidly, deliver to tighter lead times, be more competitive on price and improve our profit margins,"* he said.

By working with a broad portfolio of customers, offering a wide range of high quality signage products and services, and refining their processes through the use of innovative solutions such as the Zapkut ZM12, Aldermaston Signs are not only surviving the current economic turbulence, but thriving despite it.



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