

Company Profile



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SW Labs
Advanced Sequencing
Genomics Equipment Park
Neurophysiology



Our Company

About Us

Danish company Carl F was founded in 1881 as a specialist in architectural ironmongery and is the exclusive manufacturer of the A J 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.

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.

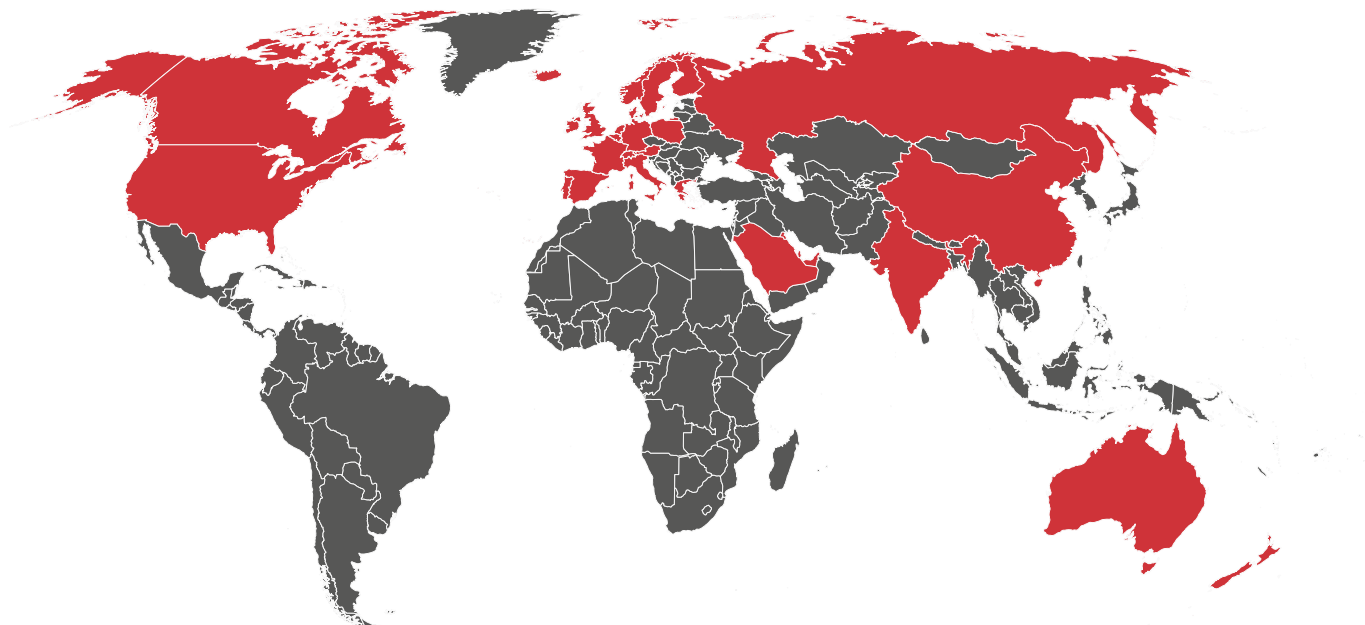
A new company d line uk ltd was launched in 1999 to manufacture and distribute signs worldwide. As ownership of Carl F and d line changed, the new brand xsign™ was added in 2007. Signs became an independent UK company in 2011 after a management buy-out by Mark Shaw-Smith. Following this the company changed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



Global Service

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 we offer.

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.



Management Team

Mark Shaw-Smith | CEO

Mark Shaw-Smith trained as an architect and interior designer at Oxford School of Architecture and practised 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 dline 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 stage. 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.

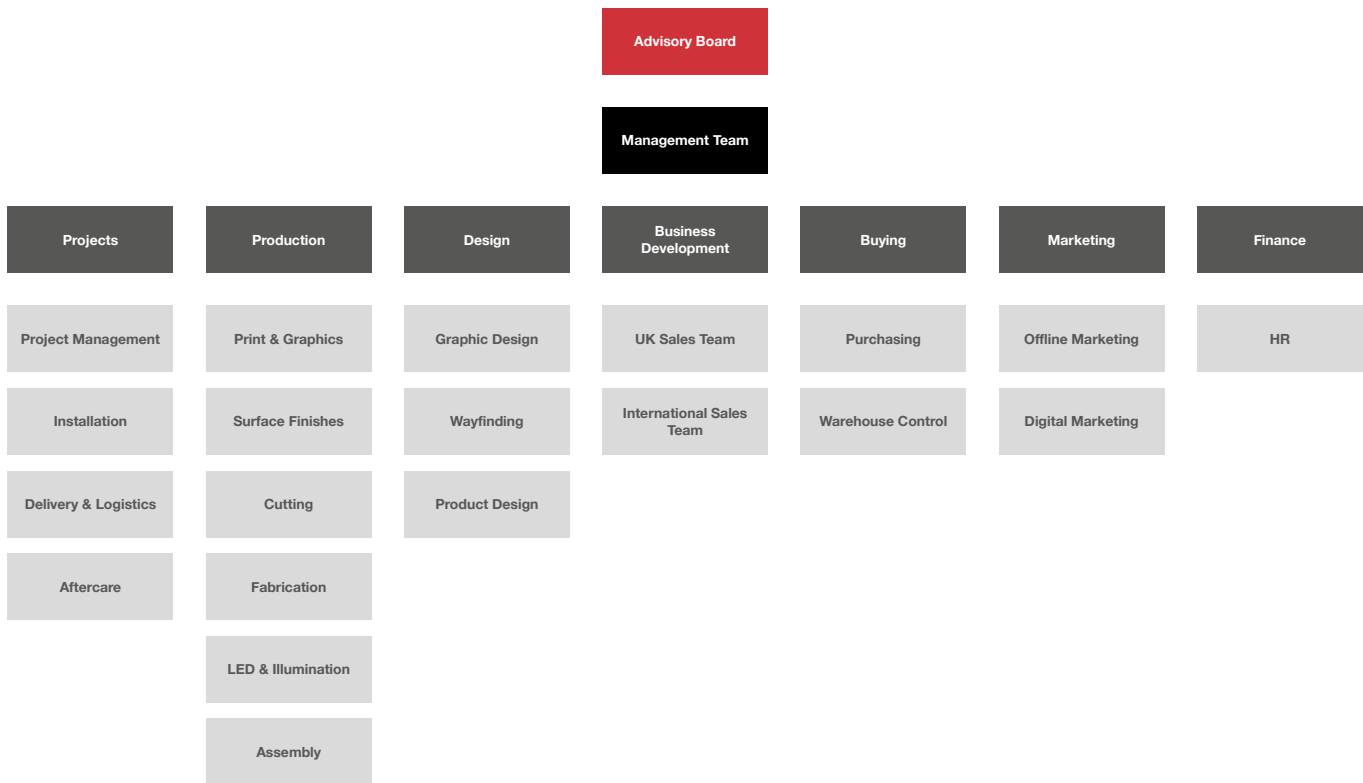
David Diep | Operations Manager

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 multimillion pound project values.

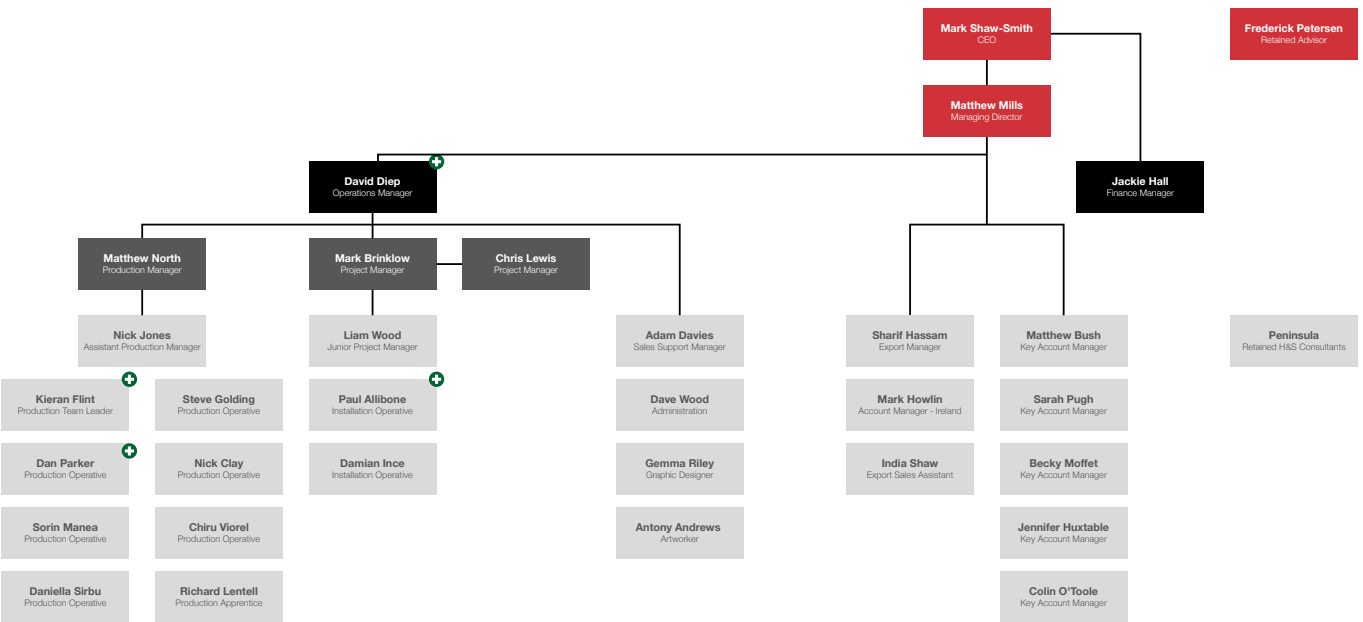


Organisation

Department Structure



Employee Structure





Spaces We Work In

Spaces



Workplace



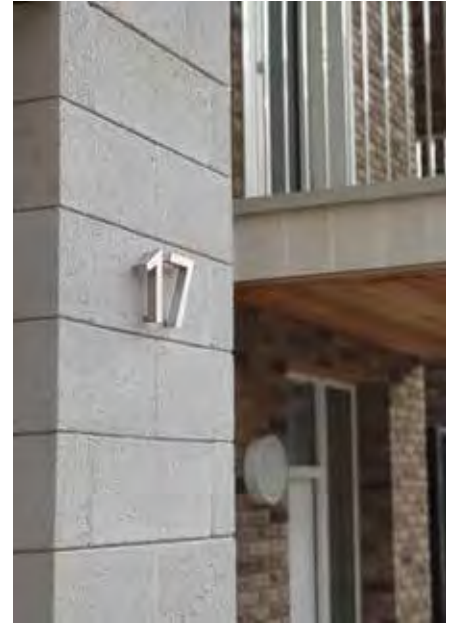
Education



Healthcare

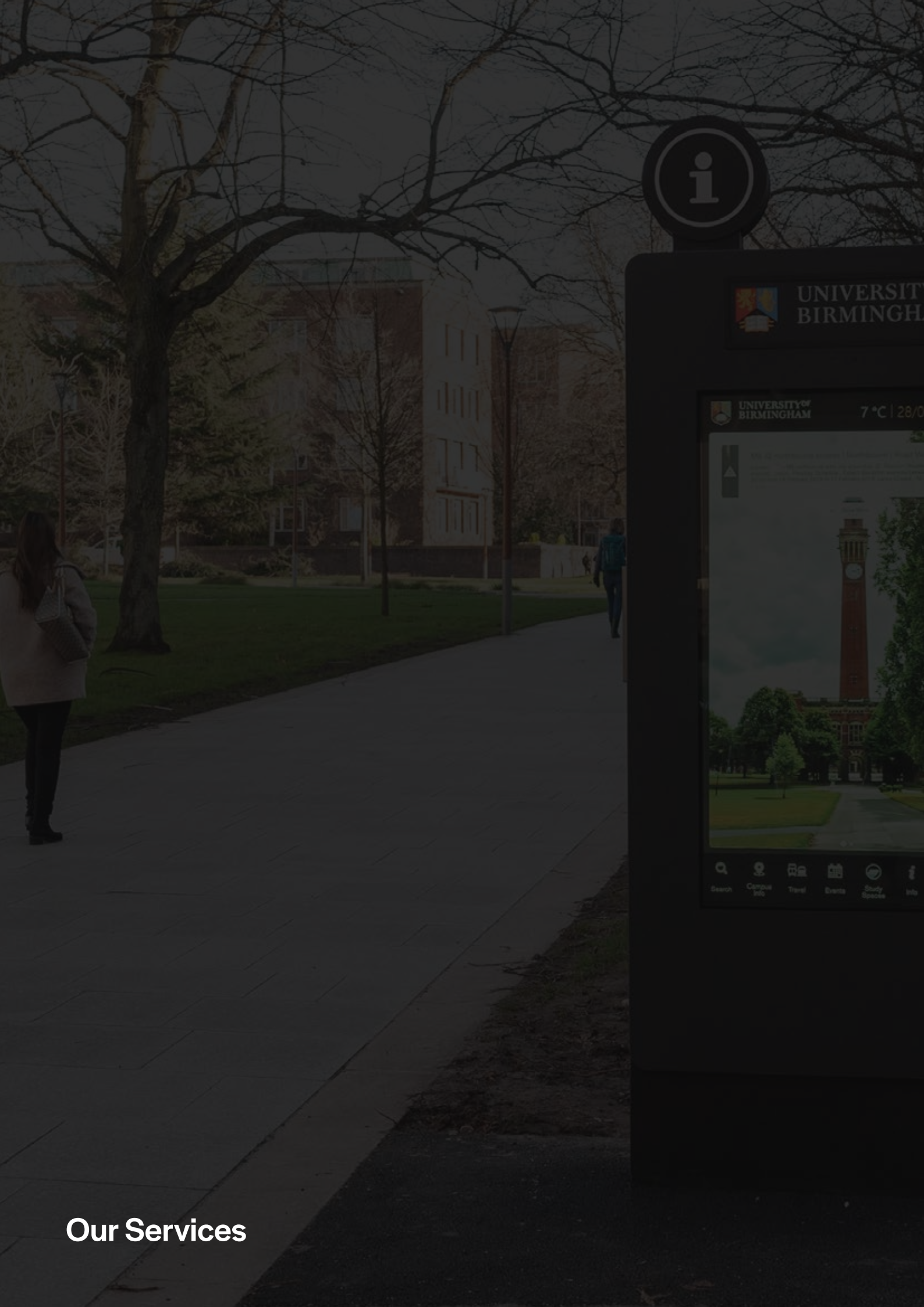


Residential



Branding





Our Services

Services

Design



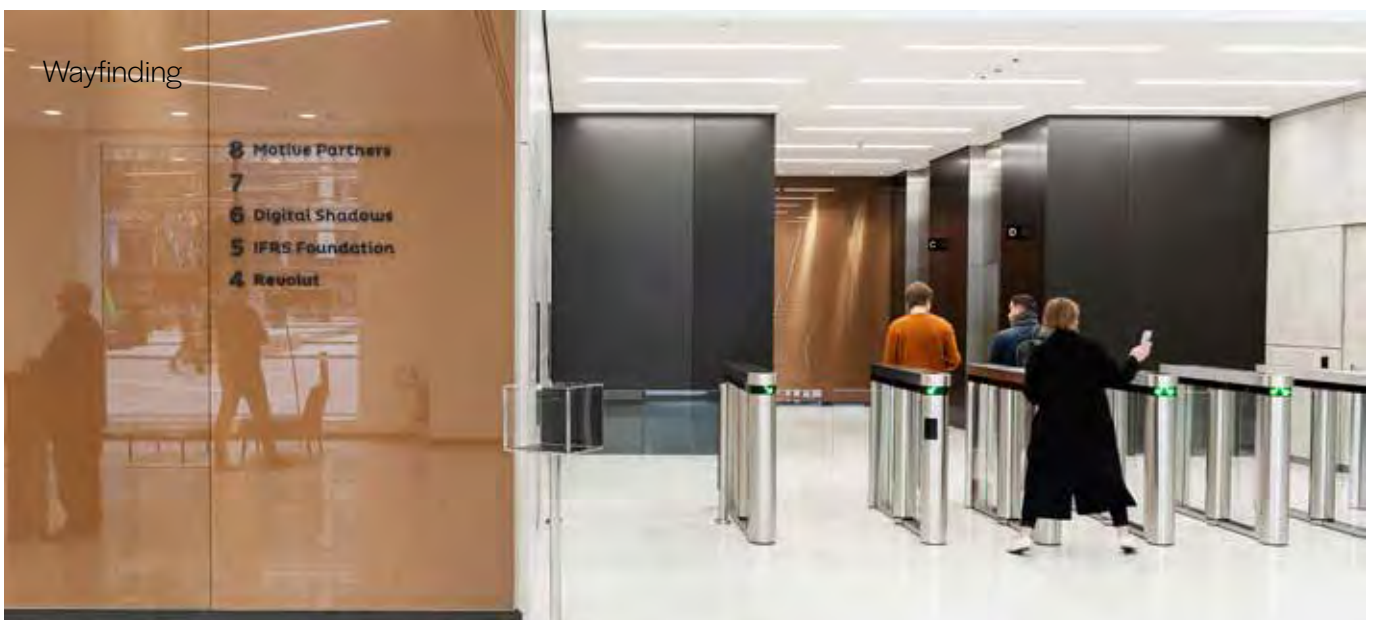
Installation



Manufacture



Wayfinding



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 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 clients needs.

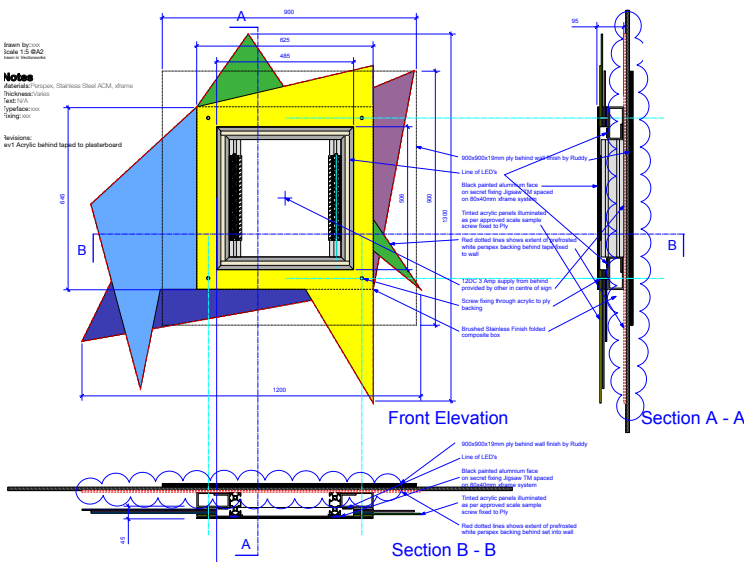
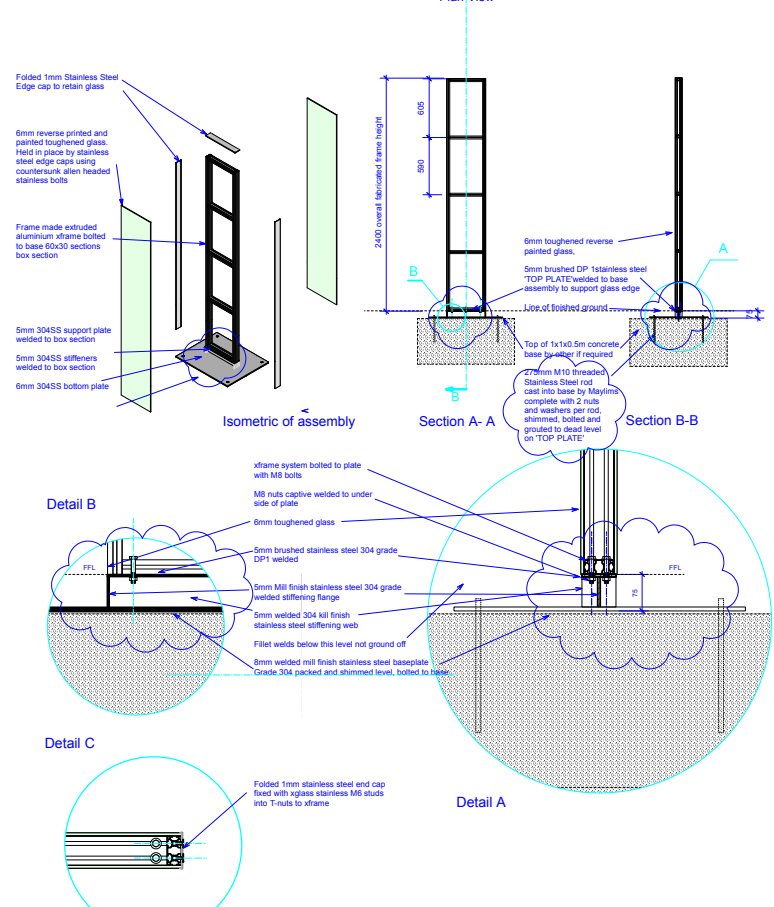


Scale 1:20 @A2
shown in yellow/red

Notes

Materials: Stainless steel & Glass
Thickness: varies
Text: TBC
Typeface: TBC
Finish: as shown

Revisions:
1 7 Jan 14 exploded frame design
2 15 Jan 15 baseplate and glass thickness revised
3 20 Feb 15 construction and glass fixing
4 25 May 15 base plate amended
5 4 Jun 15 base assembly
6 9 Jun 15 base height



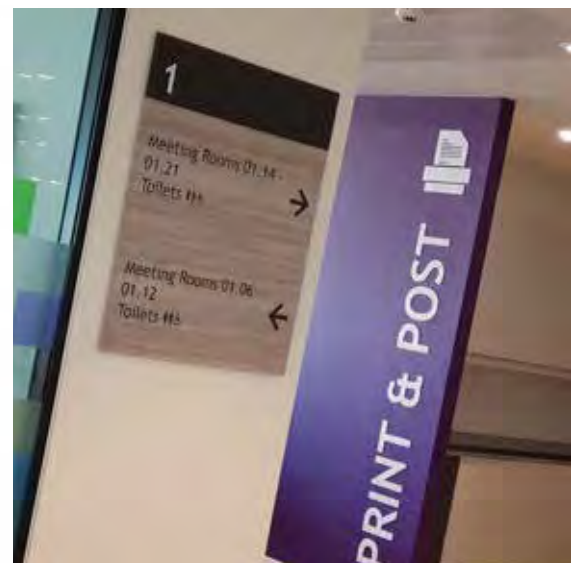
Wayfinding

We understand how important it is to take a good brief, what questions to ask and what preconceptions 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:

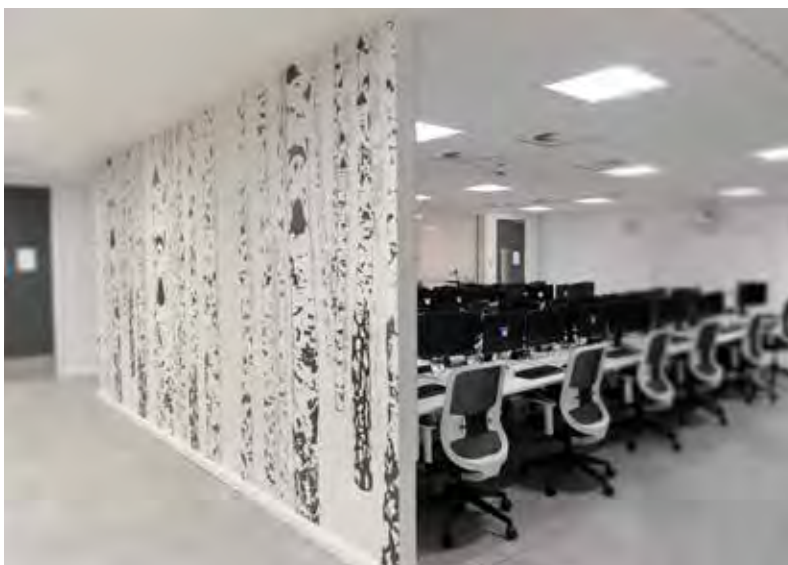
- User Groups and the special circumstances including temporary users.
- Growth and levels of change anticipate need for flexibility.
- Flow Analysis with drop off areas, primary and secondary movement routes.
- Lift & Stair Analysis
- Website Communication and invitation letters to integrate with directions 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.

Guidance, reassurance, aiding route decisions and articulating spaces are more than panels with arrows. Clear wayfinding must integrate with a total design language and brand statement whilst remaining instantly legible. An unlimited palette allows total design freedom.



Manufacture

Our in-house manufacturing capabilities are vast and expansive. Critical to the completion of any project is the control of all aspects. We never put our customers in the hands of third parties, with our product 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

Product Range

Interior Signs



Exterior Signs



Custom Signs



Inclusive Signs



Environmental Graphics



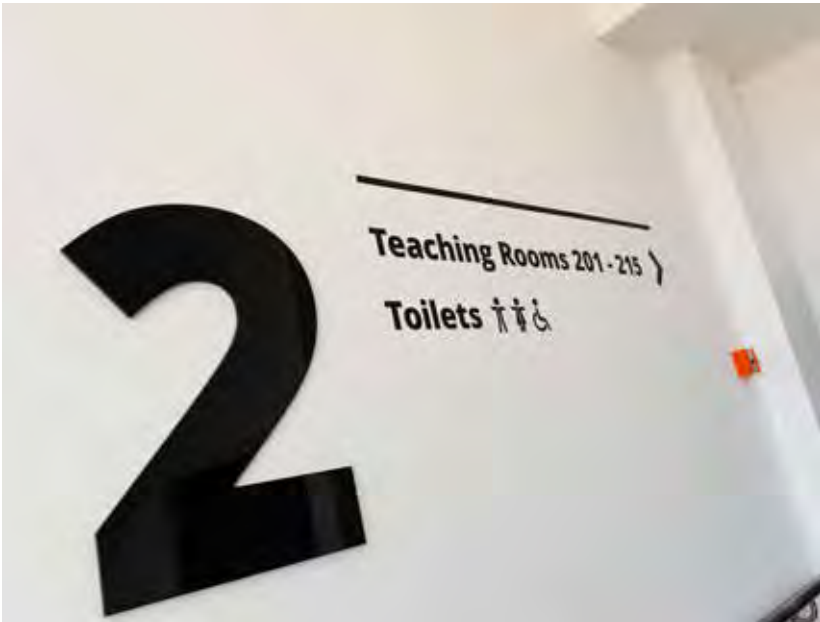
Jigsaw™



Puzzle™



Interior Signs



Exterior Signs



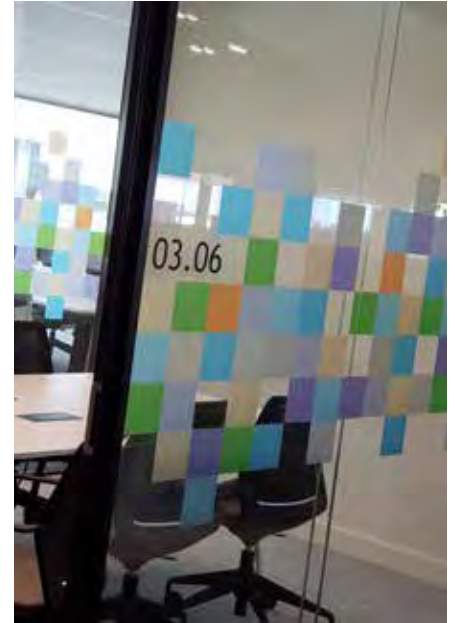
Custom Signs



Inclusive Signs

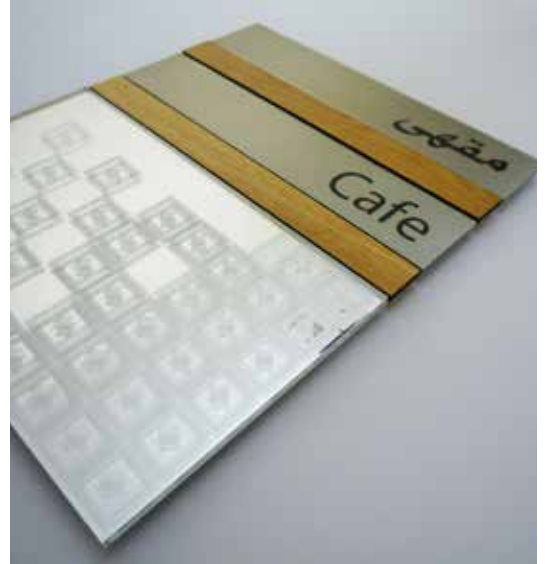


Environmental Graphics



Jigsaw™

Jigsaw™ provides true design freedom through engineering. With standard materials, sizes and special finishes available the system offers an engineered and proven system with 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:

- Door Signs
- Wayfinding Signs
- Freestanding Signs
- Secure Environments
- Design Freedom
- Engineered Solution



Puzzle™

Puzzle™ combines lockable paper holding with an endless choice of surface materials including the stainless steel, frosted lucite and our foil range of finishes. Unlike other signs system 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.



Recommended applications:

- Door Signs
- Wayfinding Signs
- Freestanding Signs
- Secure Document Holder
- Desk Signs
- Design Flexibility



LG



Dry Lab

• Informal Learning

Lab Prep



Discovery Zone

WC & ♿

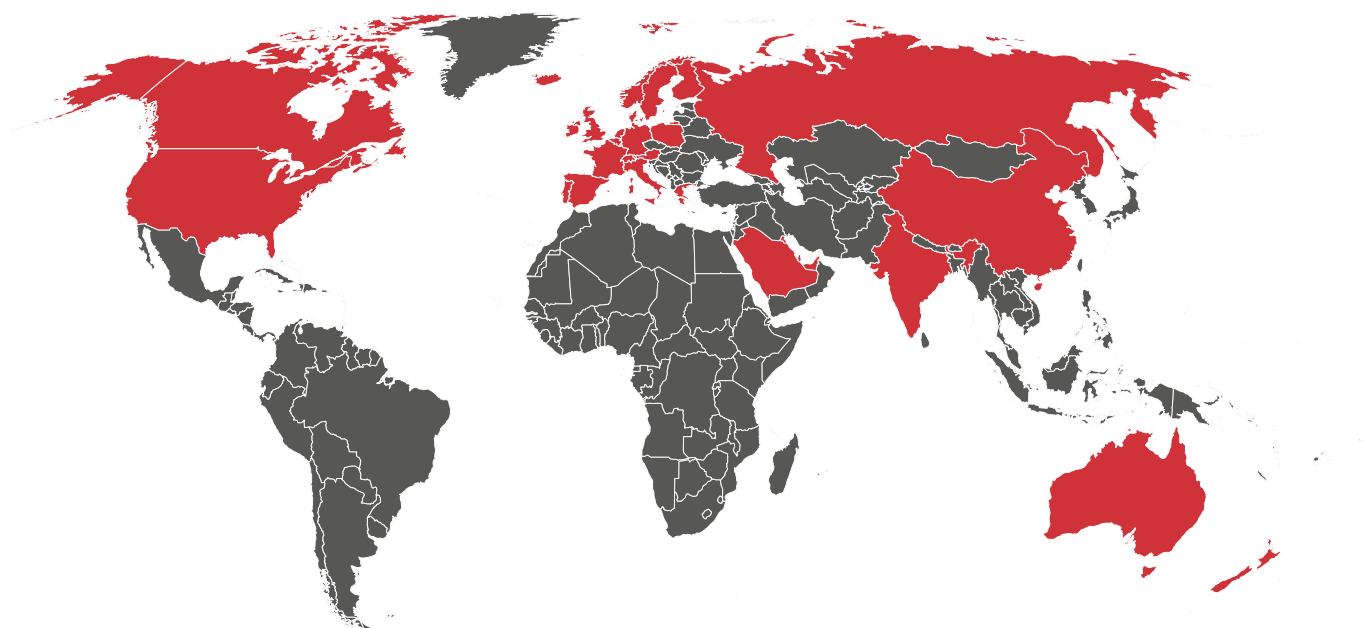
Our Experience

Current Clients

With our extensive global reach, vast product range and turnkey 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.



Global Project List (Abridged)



Project Name	Order Value (Approx)
Central Bank of Kuwait	620,000.00 USD
Saudi German Hospital Group	190,000.00 USD
Bahrain World Trade Centre	250,000.00 USD
Qatar University	800,000.00 USD
Al Mas Tower	400,000.00 USD
Qatar Foundation - Offsite Warehouse	130,000.00 USD
Msheireb Downtown - Doha Phase 1A	320,000.00 USD
Birmingham City University	750,000.00 USD
University of Northampton	450,000.00 USD
The Francis Crick Institute	550,000.00 USD
Papworth Hospital	125,000.00 USD
City Suites	85,000.00 USD
University of Birmingham	80,000.00 USD
Spire Healthcare	600,000.00 USD
UBS AG	150,000.00 USD
Microsoft	95,000.00 USD
Bird & Bird	125,000.00 USD
Ras Laffan (ESC)	290,000.00 USD
University of Cambridge	145,000.00 USD
Royal Wharf London	220,000.00 USD



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