

WORKING WITH CJ LANG

At Smart Graphics, we are fortunate to enjoy excellent working relationships with an array of clients across multiple areas of their businesses.

We enjoy an excellent relationship with CJ Lang (franchisees for over 100 retail stores across Scotland).

In recent years, we have worked on a variety of vehicle graphics projects, large scale store refresh programs and several projects to enhance the look and feel of their Head Offices in Dundee.



When it was time to refresh the yard signage at the Distribution Depot in Dundee, Smart Graphics were appointed to manufacture and install all of the new signage. Alan Brown (Distribution Centre Manager at CJ Lang) explains a little more about the project. "The distribution centre is at the heart of what we do as it is a hub for delivery and distribution to our network of stores across Scotland. Every day, we receive deliveries of tens of thousands of items which are then loaded onto our own fleet of vehicles and distributed across our network of stores. As you can imagine, between our own fleet and deliveries from suppliers, there are literally hundreds of trucks and vans in our yard every week. Therefore, it is imperative that we have good H&S signage in the yard to direct all drivers, advise of speed limits and of safety precautions. Our H&S signage was in need of an update and working with the team at Smart was our first choice".

The first step in the process was to carry out an audit of all H&S signage in the yard at the distribution centre in conjunction with Alan to determine exactly what was required. Some signs were weather beaten, others had fallen victim to storm damage and some were completely new signs. We walked the site with Alan to establish his needs and made recommendations based on our experience and Alan's knowledge of H&S requirements on his site. It was clear that some of the posts from previous signs could be re-used as they were still structurally sound. However, others were beyond redemption and required new structures.



Once the audit was complete, our studio team started to work on visuals for each individual sign. With 53 signs required for the site, each design was created and then submitted for approval by Alan and the CJ Lang team. After sign-off, it was passed to our sign maker (Bob Wilson).

Bob has over 25 years experience in manufacturing and installing signage. Despite the fact that the signs were to be installed on private land, Bob made each sign to full road traffic specification. Bob explains, "by making sure that each sign meets road traffic specification, it will ensure that the signs are durable enough to stand up to the elements and last for many years. The reflective nature of each sign means that drivers will enjoy clear visibility even at night time when they visit site. In busy distribution depots, drivers need to adhere to speed limits, follow directions for traffic flow and be aware of site safety regulations. Our aim is to create signs that make life as easy as possible for drivers". Every sign was manufactured and finished on site by Bob and the fabrication team.

Once the production phase was complete, our team visited the depot to begin the installation process. To ensure a seamless process, each old sign was removed and immediately replaced with it's new counterpart. The before and after video below shows the contrast between the old and new signage.

Alan (Distribution Centre Manager at CJ Lang) said, "the contrast between the new and old signage is remarkable. As well as providing a much needed update to the H&S signage, the look and feel of the new signage has improved the aesthetics of our site in general. I would recommend working with Smart Graphics and will be using them again when we implement the next phase of our signage improvement plan".

