

**Happy New Year!** Here's the second edition of the monthly publication of MetroSigns/MetroClad which aims to keep you informed and up to date on all issues of our business.

We provide full service in implementing the clients initial artwork to digitally printed form for banners, vinyl window graphics and more.

## The strange case of the jelly frogs

Hawkshaw was invited to his niece Julia's 10th birthday party and took Haines along with him. They arrived a little early while preparations were still being made. Julia had just put jell frogs into two dishes: 50 red frogs in one dish and 50 green frogs in the other. While she wasn't looking, her young bother Jack took 20 red frogs, put them in the dish of green frogs and mixed them up, as he thought they would look nicer that way. The contents of the dishes were then very uneven with 70 frogs in one dish and only 30 in the other. So Jack took 20 frogs, at random, from the mixture and put them back into the other dish, once more making fifty frogs in each. Julia was very upset when she saw the mixed up frogs and Jack confessed what he had done. " Now I'll have to sort them all out again, because I don't know whether there are more red frogs in the green dish or green frogs in the red dish." she sobbed. " Don't worry Julia" said Hawkshaw, who had observed all that happened. "Everything is OK. It isn't necessary for you to sort them out - the numbers are equal. There are the same number of green frogs in the red dish as there are red frogs in the green dish"

Can you work out how Hawkshaw was able to say that without counting them?  
(Pg 35, "Logic Puzzles"Country Mile Press)

**Above:** 'Jo's Challenge' - solutions next month!

## New Product Range

We are now offering a wider product range including Digital Printing, LED Signage, and 'Architectural' Signage. We've incorporated examples of some of our work here and general product information.

## Digital Printing

**MetroSigns** is no stranger to digital print media - this year sees us expanding our offer of services in this area - see sample opposite.



**Above:** Hoarding graphics

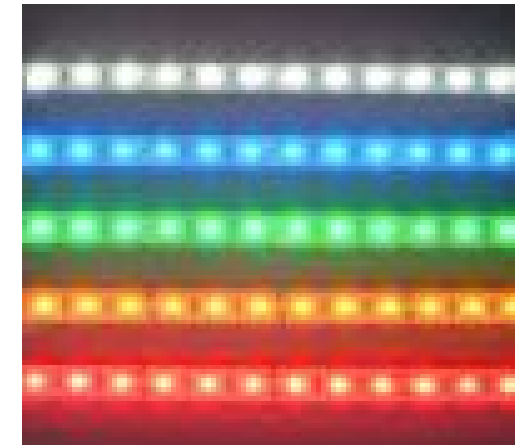
## LED Signage

The advantages of using LED lighting are:

- Safe extra low Voltage, typically 12 to 24 VDC
- Long life, running over 100,000 hours
- Virtually no maintenance or routine replacement of light globes is needed
- Environmentally friendly - no disposal of glass or toxic substances
- Brightness and directional control, meaning light pollution is significantly reduced
- Risk reduction in Occupational Health and Safety due to reduction in maintenance, low voltage and not having to access lamp to replace broken globes

(Courtesy Australian Antarctic Division [www.aad.gov.au](http://www.aad.gov.au))\*

LED lights are becoming popular for the reasons above and we see this area of signage as a growth area. We provide a range of solutions to incorporate LEDs into your signage project - whether they are for track/mood lighting or back lighting for building graphics.



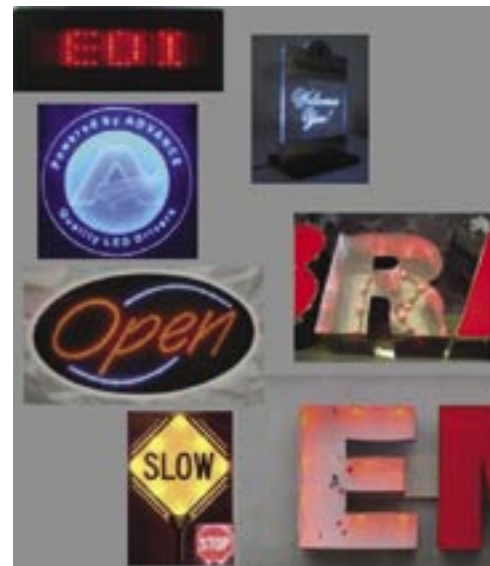
**Above:** Examples of LED strip lighting



**Above:** LED lighting components

LED lighting components tend to involve a number of smaller point sources of light that work together to produce a greater overall effect.

**MetroSigns** plans to incorporate this technology into our usual quality, illuminated sign approach.

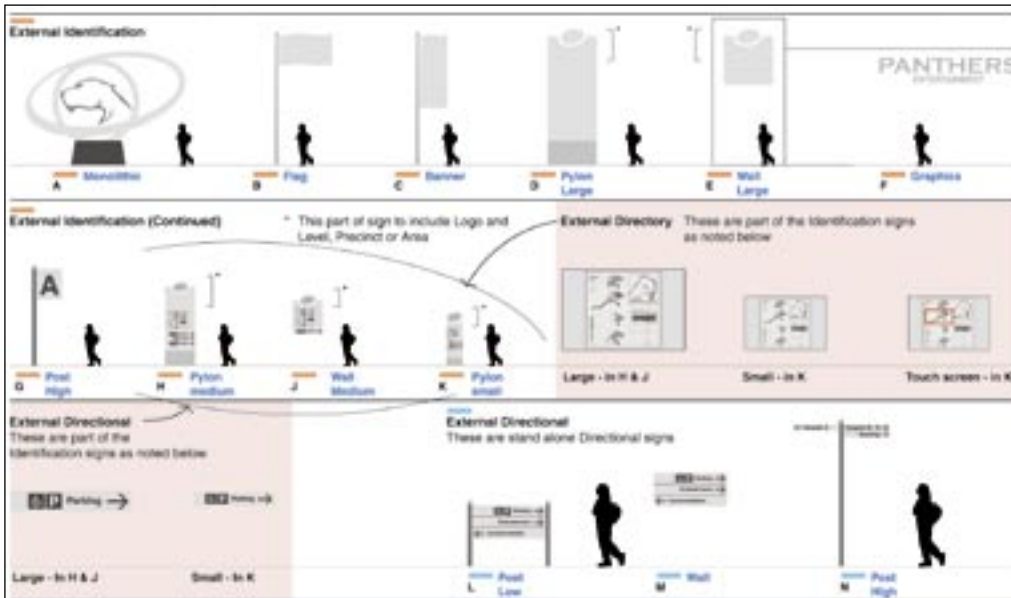


**Above:** Examples of LED signs - by others

## Architectural Signage

Also called 'wayfinding signage' or 'sign systems' - this normally means that for a particular site a 'family' of signs has been developed that are unique for that site.

**MetroSigns** has been implementing a sign system for Subaru over the last 2 years - examples of these signs are shown below.



Above: a sign system developed by an employee of MetroSigns for a Sydney rugby league club

Wayfinding signage has 2 extremes in providing the viewer with an overall picture of the site - ie. "Directory" - and providing step by step information of how to get from one place to another - "Directional signage".

These two extremes are worked in with 'Identificational signage' ie. signs that identify areas, 'facility signage' - eg. toilet signs. The look may also extend to cover statutory and regulatory signage such as fire hydrant / fire hose reel signage.



Above: Subaru Directional Signage



Above: Subaru Identification signage

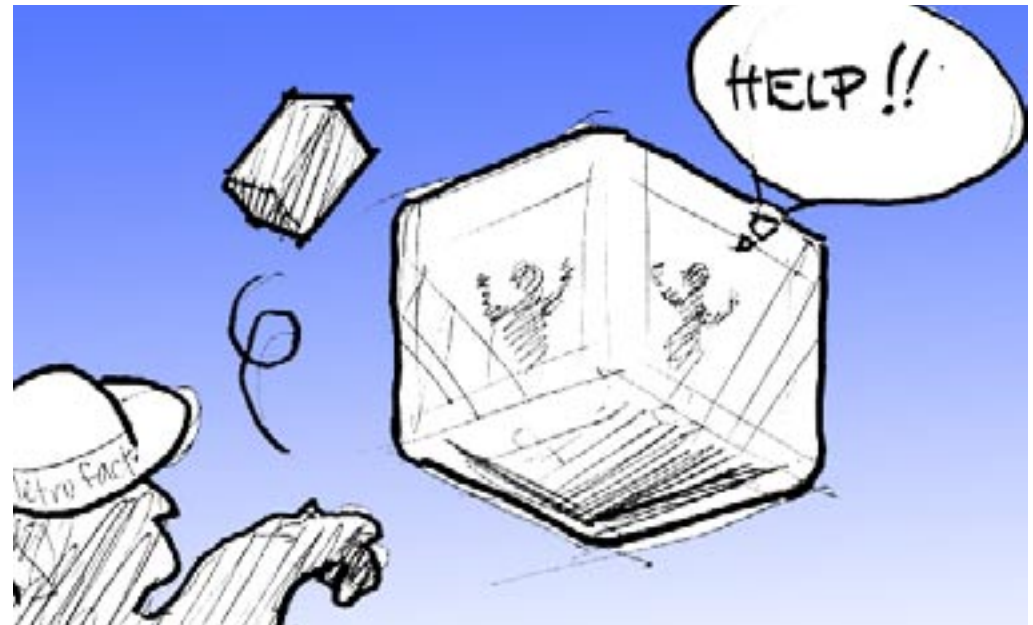
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Winner of the prize for best improvement or OH&S idea to be announced next week... **prize has been increased to \$50.00!**

Will accept entries as late as Tuesday next week.



Above: Adam, our cartoonist, is on holidays... we did a quick sketch titled 'sympathy for designers!'