

UTILISING THE STRENGTH OF THE GROUP

Albert Smith Philippines (A.S. Signs Inc.) can attribute its ongoing success and growth in part to being able to utilise the various resources available to it from throughout the Albert Smith Group network. ASG has literally thousands of hours of experience to draw upon not only from a technical and business perspective but culturally also. This has proven invaluable to our company since its inception some 5 years ago.

Most of the corporate programs we have been involved with have drawn on this experience and continue to do so. This can be exemplified by several of our current and ongoing projects.

Petron Corporation re-imaging program: We have been involved in the upgrading of over 250 gasoline stations both existing and new during the past four (4) years. The initial prototyping and designs were supplied by ASG Australia. We have continued to receive ongoing support via the supply of high quality vacuum formed acrylic faces for a various range of Petron products.

General Motors: The ongoing Chevrolet program has drawn on selected material supplies from both ASG Australia and ASG China. To top it off, we have enjoyed export success through our partners at ASG Singapore, with further projects pending.

McDonald's: Design support and selected material supply from both ASG Australia and ASG China.

Nissan: Selected material supplies from ASG Taiwan and ASG China. To date we have achieved major success locally with export currently into over nine (9) different countries, with reduced or minimum tariff exposure under the ASEAN Agreement. Thanks to the Groups support we have been able to successfully manage the varying cultural issues that arise when rolling out a program such as this throughout the Asian region.

Mazda: Design support from ASG Australia and selected material supply from ASG Taiwan.

Ford: Design support from ASG China and selected material supply from ASG Taiwan.

British American Tobacco: Design support and selected material supply from ASG Australia.

As this illustrates, the Groups strength offers us greater flexibility, allowing us to better manage risks, whilst offering continuity of a dependable service throughout the region. We can ensure high quality product backed up by the Albert Smith Group warranty, thereby enabling us to meet and/or exceed the objectives of our diversified customer base.

Peter Treloar
Albert Smith Group Philippines

