



Building better brands.

BRAND | MARKETING | DESIGN | DIGITAL



Branding & Guidelines

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Security Print Solutions

Branding and Corporate Guidelines

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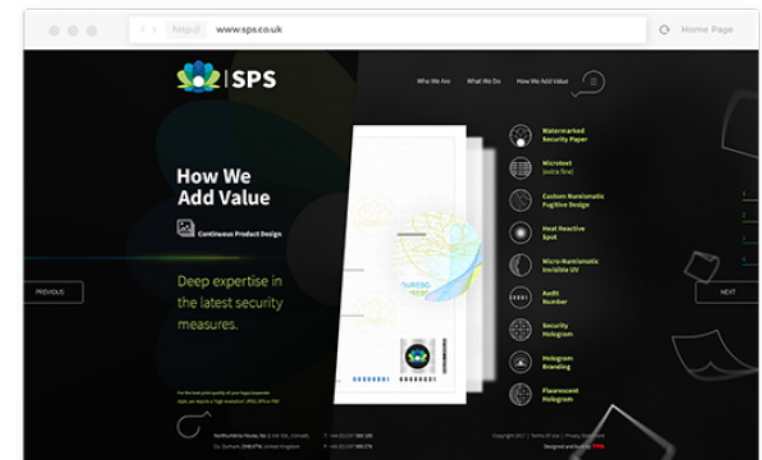
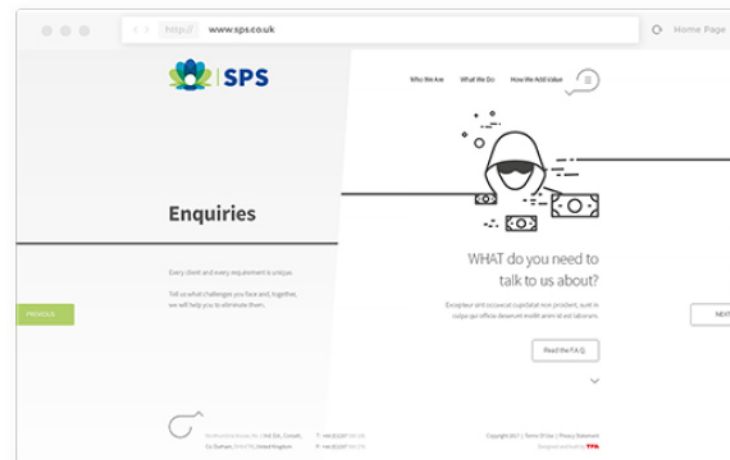
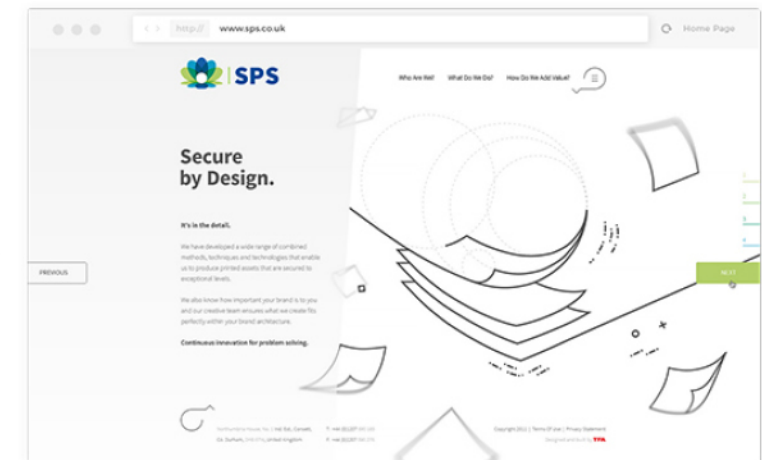
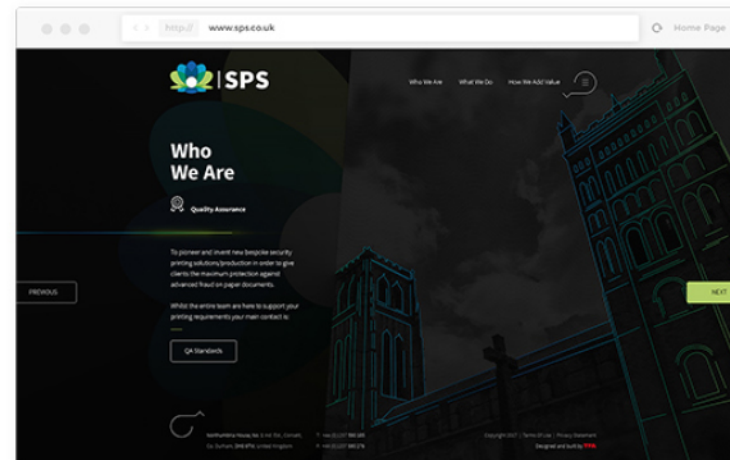
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TFA

The Old Courthouse
19 Market Square, Stony Stratford,
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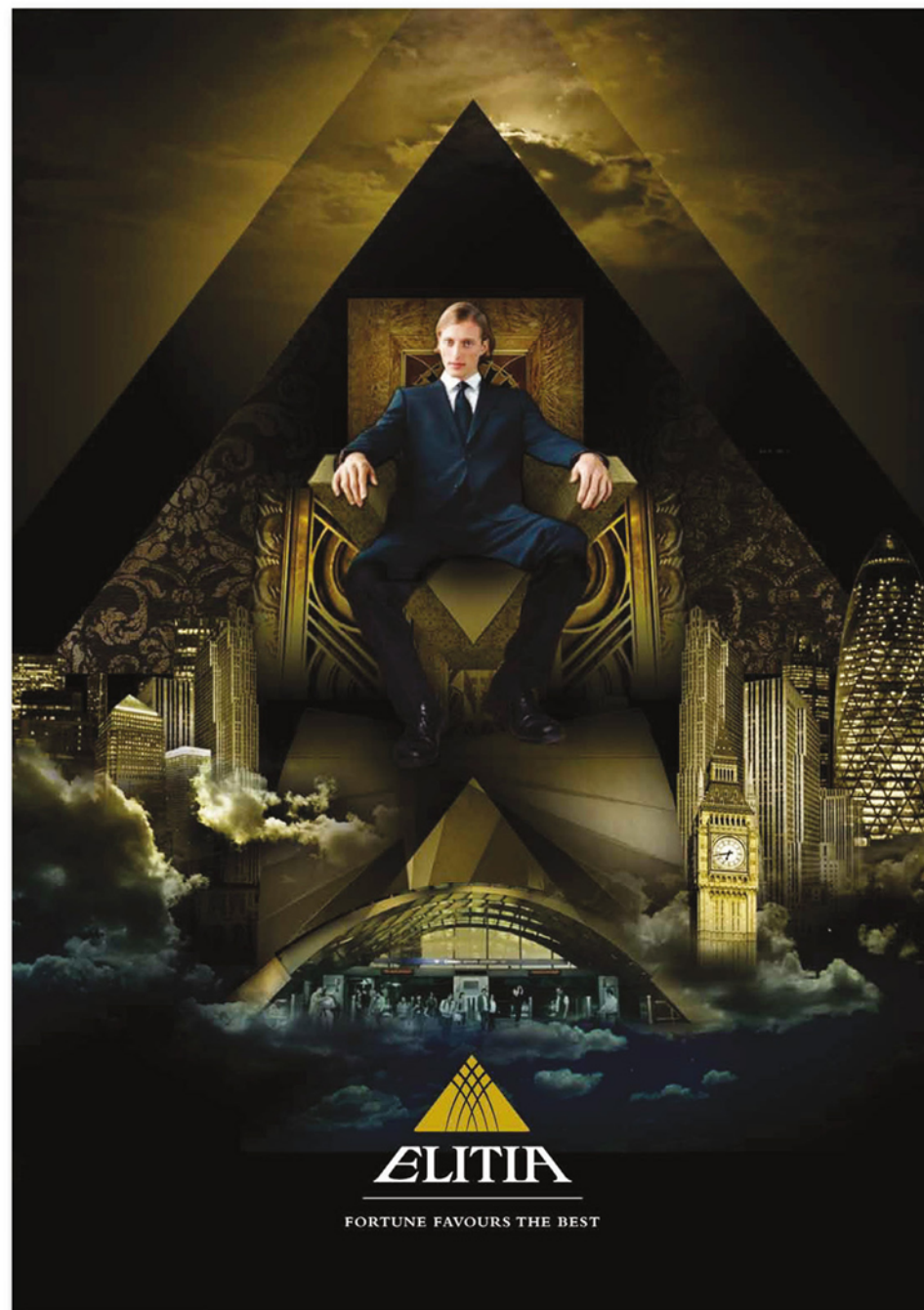
Custom pyramid-shaped insert opens out.

Special metallic inks and gloss varnish effects with debossing of logo on box and packaging.

Special metallic inks and gloss varnish effects with debossing of logo on swing tags.



Custom ribbon with additional stitched label and details for shirt.



Supporting imagery for additional ad concept.



Alternate image concept featuring a chess theme with the city as your playground.

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Quantum

Elitia – Style Board A

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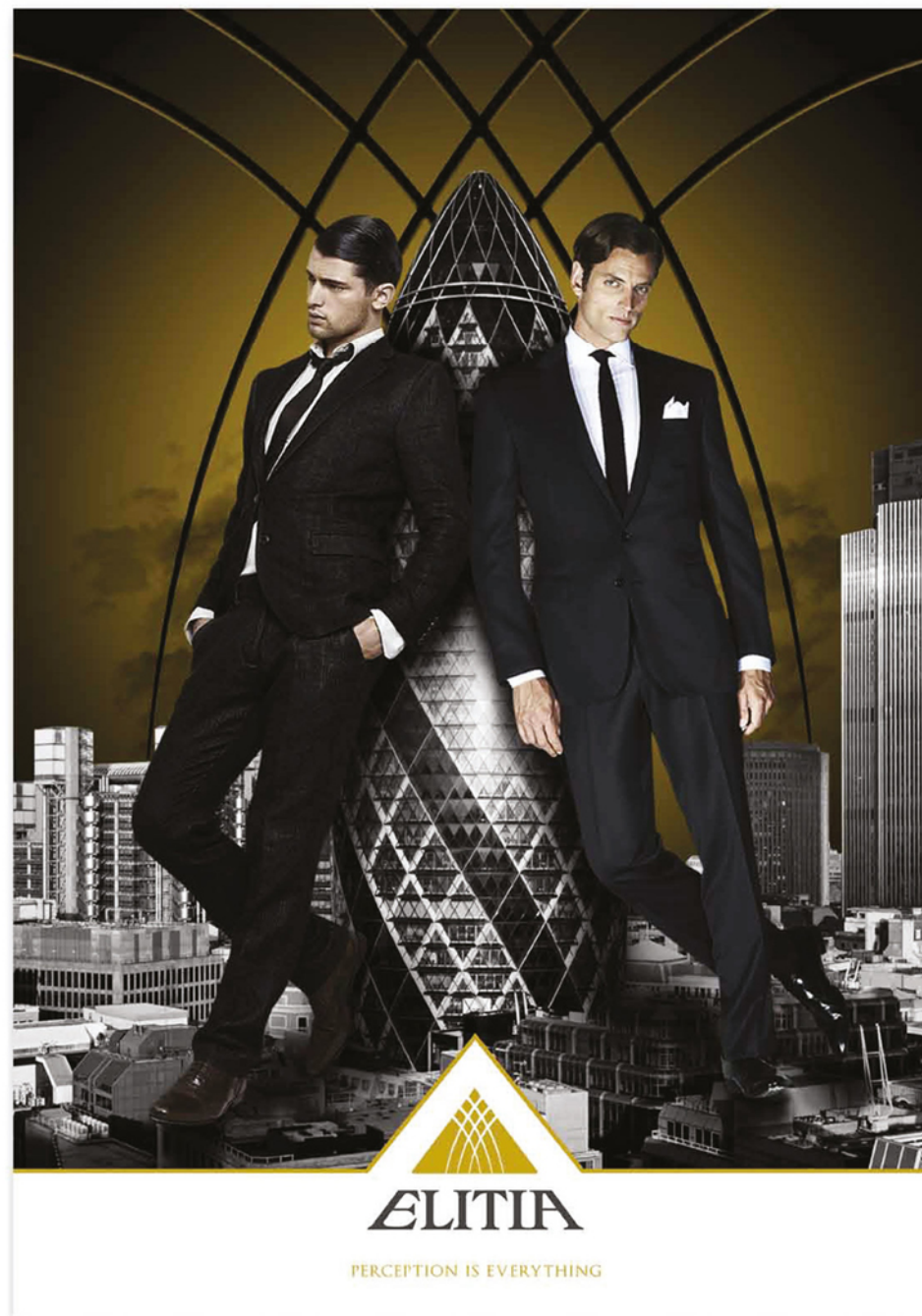
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Quantum

Elitia - Style Board B

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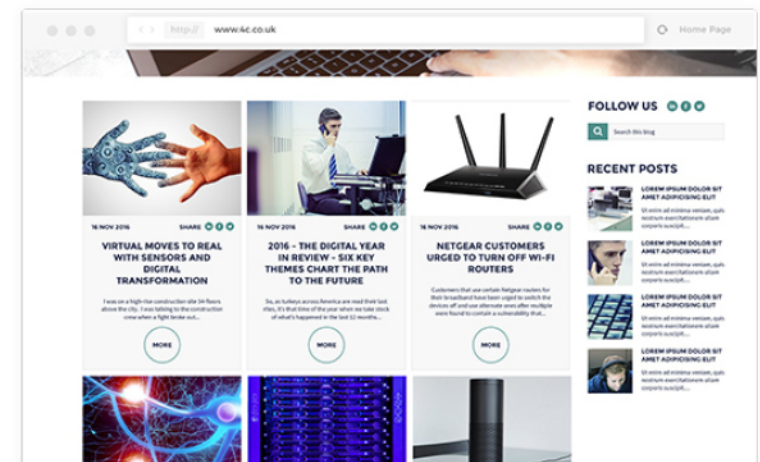
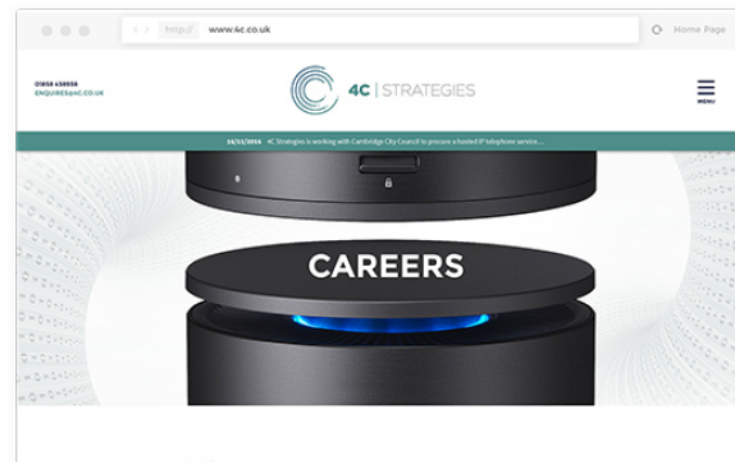
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4C Strategies

Branding, Guidelines and Collateral

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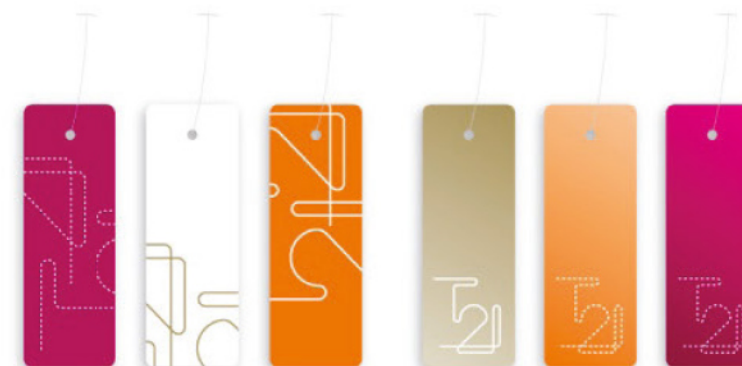
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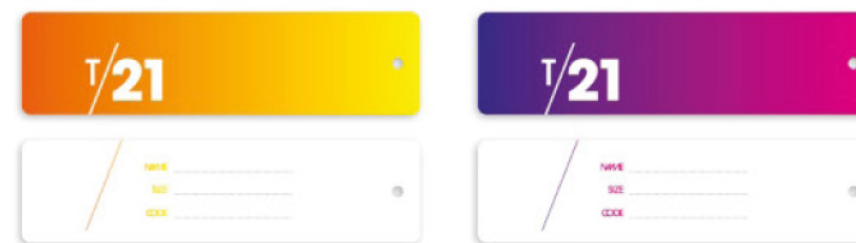
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Select Retail

T21 Identity & Branding

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T/21



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Branding

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JEWELLERS

The Mark of Excellence & Innovation



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Jewellers

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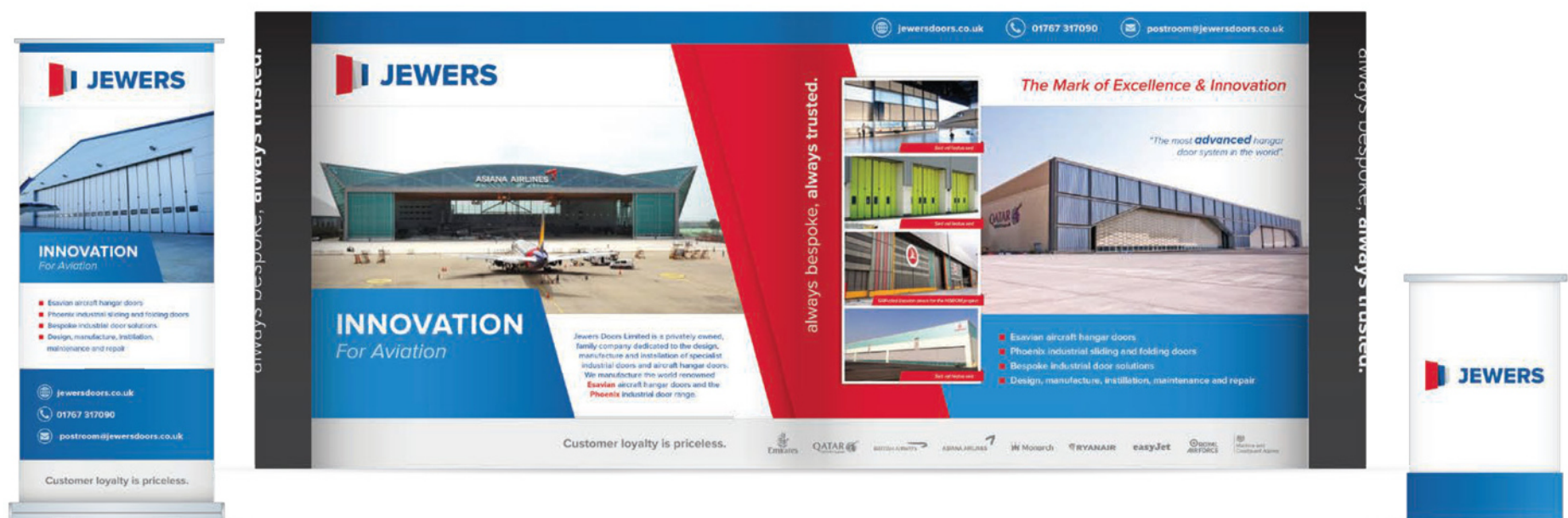
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Jewers

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Before



After



LEADERS IN SUPPLY CHAIN MANAGEMENT



B&H Worldwide

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Sir Charles Kao UTC



Sir Charles Kao UTC

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Sir Charles Kao UTC 01779 840174 www.sckutcc.co.uk

**OPENING SEPTEMBER 2014 IN HARLOW
APPLY NOW!**

**INTRODUCING THE NEW
SIR CHARLES KAO
UNIVERSITY TECHNICAL COLLEGE**

The Sir Charles Kao UTC is a brand new Academy that is now accepting applications for Year 11 and Sixth Form entry in September 2014. If you are looking for a new way to learn science, engineering and/or computer science alongside your GCSEs and A levels then SCKUTC is the place for you! Developed with local and national employers, SCKUTC will enable you to explore the growing Medical Technology and Building Services industries, applying your learning to industry designed projects and work placements. On successful completion of your studies, you will be able to choose a range of career pathways through progressing to an apprenticeship, moving on to work into employment. There is a range of career and education possibilities to choose from, it really does make sense to apply to SCKUTC TODAY!

Sir Charles Kao UTC www.sckutcc.co.uk

EXCITING NEW OPPORTUNITY FOR 14-19 YEAR OLDS.

SIR CHARLES KAO UNIVERSITY TECHNICAL COLLEGE
OPENING SEPTEMBER 2014 IN HARLOW
REGISTER NOW!

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**INTRODUCING THE NEW
SIR CHARLES KAO
UNIVERSITY TECHNICAL COLLEGE**
OPENING SEPTEMBER 2014 IN HARLOW

- Brand new, inspiring place to learn for 14-19 year olds.
- National scheme sponsored locally by Anglia Ruskin University, Harlow College, local & national employers.
- Explore the science, engineering & technology that supports the medical and construction industries.
- See your ideas come to life: play, design, build, test, evaluate.
- Perfect mix of academic and technical qualifications.
- Direct routes into university, apprenticeships and work.

**DON'T MISS OUT!
REGISTER NOW!**



Sir Charles Kao UTC Brand Guidelines | Version 1.0

4.1 | Our Colour Palette - Primary, Secondary & Support Colours 17

OUR COLOUR PALETTE
Whenever elements of the SCKUTC are professionally reproduced the correct colour references must be used. Any variation of colour must be taken as a percentage loss of the original colour.
RGB colours are to be used for digital graphics, such as web pages or in presentations and on devices.
Supporting colours are for use as background elements only and should not feature as a focal element in any artwork.

PRIMARY COLOURS	SECONDARY COLOURS	SUPPORT COLOURS
SKY BLUE R/G/B 46/91/246 CMYK 100/20/50/0	CYAN R/G/B 0/174/229 CMYK 100/0/0/0	TEAL R/G/B 35/176/233 CMYK 75/50/50/0
SKY GREEN R/G/B 141/198/3 CMYK 50/50/50/0	DARK GREY R/G/B 0/0/0/0 CMYK 0/0/0/50	PURPLE R/G/B 135/71/156 CMYK 50/50/50/0
		PINK R/G/B 238/5/133 CMYK 0/100/50/0
		ORANGE R/G/B 234/128/44 CMYK 50/50/50/0
		YELLOW R/G/B 255/255/0 CMYK 0/0/100/0

Sir Charles Kao UTC Brand Guidelines | Version 1.0

5.1 | Our Typography - General Use 19

OUR TYPOGRAPHY
Our brand uses a combination of 'Museo' and 'Variable' in its typography. 'Museo 500' is to be used solely for headlines or titles, whereas 'Variable Bold' is to be used for main body copy.
Do not overuse bolds and use only the different weights shown below. Keep typography simple and preferably left align all text.

HEADLINE & TITLE TEXT	BODY TEXT	SUPPORT HEADER	SUPPORT BODY
Museo 500	Variable Bold	Arial Bold	Arial
ABCDEFGHIJK LMNOPQRSTU VWXYZ	ABCDEFGHIJK LMNOPQRSTU VWXYZ	ABCDEFGHIJKLMNO PQRSTUVWXYZ	ABCDEFGHIJKLMNO PQRSTUVWXYZ
(UPPERCASE ONLY)	abcdefghijklmno pqrstuvwxyz	abcdefghijklmno pqrstuvwxyz	abcdefghijklmno pqrstuvwxyz



Sir Charles Kao UTC

Guidelines and Collateral

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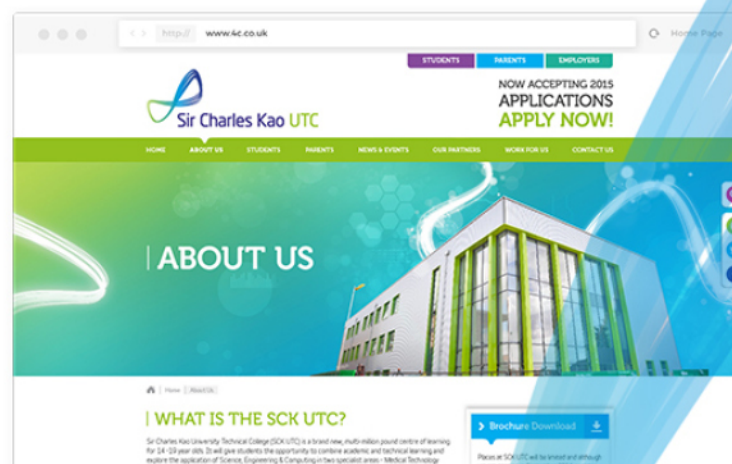
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SMITH

FLOW CONTROL LTD



SMITH
FLOW CONTROL LTD



SMITH
FLOW CONTROL LTD

Employee Name
Title Position

6 Waterside Business Park, Eastways Industrial Estate,
Witham, Essex CM8 3YQ, United Kingdom
Tel: +44 (0)1376 517901
Fax: +44 (0)1376 518720
Email: sales@smithflowcontrol.com
www.smithflowcontrol.com



SMITH
FLOW CONTROL LTD

With compliments

6 Waterside Business Park, Eastways Industrial Estate,
Witham, Essex CM8 3YQ, United Kingdom

Tel: +44 (0)1376 517901
Fax: +44 (0)1376 518720

Email: sales@smithflowcontrol.com
www.smithflowcontrol.com

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Email: sales@smithflowcontrol.com
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Smith Flow Control

Branding

DRAGON LOCK



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Smith Flow Control

Dragon Lock Branding



falanx assuria

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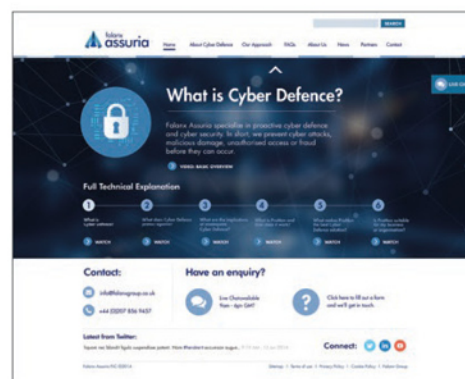
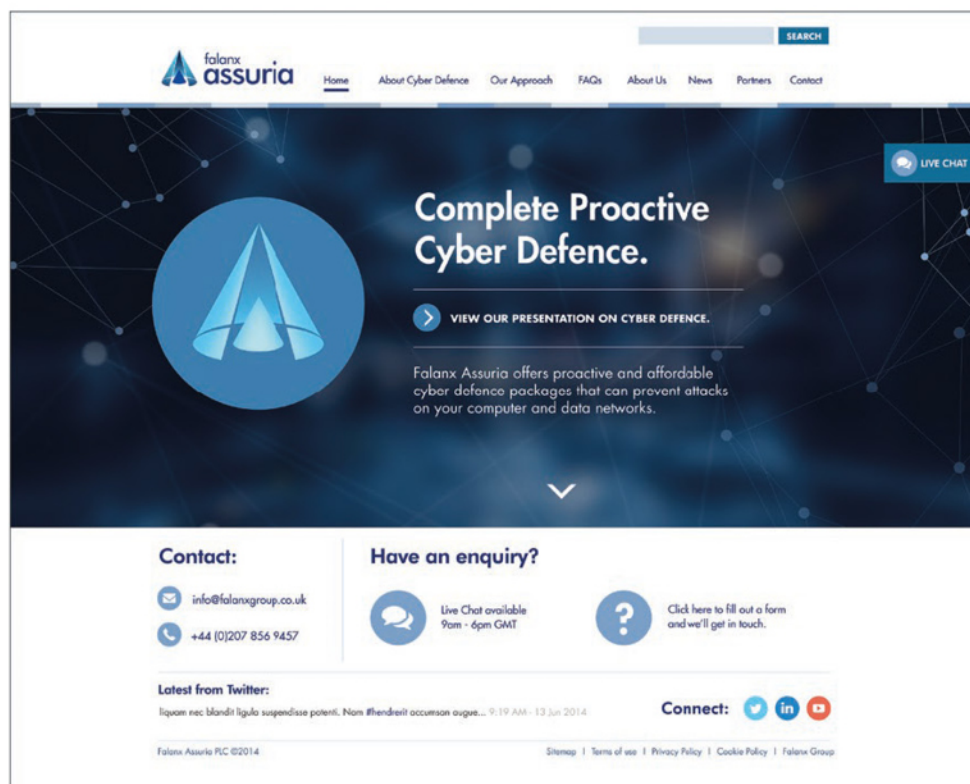
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and using a firewall to prevent external and predictable attacks.

However, attacks are now successfully carried out through new and unpredictable ways.



We are part of a new paradigm of cyber defence which is about creating active defence in depth that's invisible and unpredictable to attackers.



Cyber Defence must involve active prevention of attacks rather than dealing with the aftermath once the damage is already done.

2.

What does Cyber Defence protect against?

HACKING



Once a computer is hacked, it is possible for the hacker to obtain critical data, plant viruses or install malicious software.

FRAUD



Fraud takes place when people's data, such as personal details, bank details and secure logins are stolen.

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sempre | analytics



Sempre Analytics

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Senior Analyst, Risk Management
sector (Aviva's core business)
and a business unit responsible for
Aviva's basic, medium and long-term
adoption of OpenPages and Analytics.
"Using experts from Sempre Analytics
and MI that we needed. The transition from
data that we had collected over a long period, then
developed, helped us to very quickly take what
have also helped us to demonstrate the value
tool to internal clients across the globe."
says SICSIC, adding, "Sempre Analytics has
us to use the tool more, because being able to see
what you can produce gives us more ideas of what
we need and what we want; consequently, user
adoption has increased. This project has been a
great success."



CUSTOMER CASE STUDY

Aviva plc

Transforming Operational Risk Analysis
with IBM OpenPages and Analytics



Sempre Analytics

Corporate Brochure

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ANAPLAN FOR RETAIL

Even working with a relatively conservative store/product combination of 30 branches and 500 products, you would require 15,000 combinations to be forecast. In order to reflect seasonality of sales, it would be advisable to forecast on a weekly basis. Suddenly, the number of cells to forecast is 780,000 and it's at this sort of level that it's a struggle.

You can **import detailed actuals from** (by store and product) to form a forecast for the next year.

Best datasets, so it's a top level and changes

Easily use Anaplan models to **show the effect of store opening, closures and remodels** on the final forecast. Users can pick a Store basis to create a forecast; i.e. another similar store to the new one that has a full year of trading history.

Anaplan also provides the **ability to model the impact of more than one factor on the final forecast figures**. Although the initial forecast will be based on the prior year sales, the final forecast may need to show the impact of several other factors, e.g. major holidays, or stores opening and closing.

Sempre have delivered many successful projects in the sector so we understand your business as well as your technology.



Initial Target Setting



Sempre Analytics

Corporate Brochure

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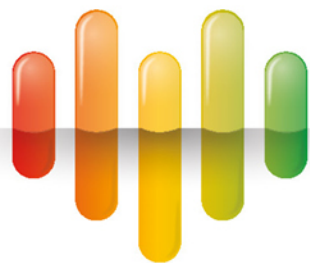
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Daily Life Tracker



Daily Life Tracker



Daily Life Tracker

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Branding



Smoke Shack - BBQ Grill & Smokehouse

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KIDS' MENU

& ACTIVITY SHEET

WORD SEARCH
FUN!
COLOURING IN

£35

Starter, Main and Dessert
 All sides are an additional £4.95

Three Course
CHRISTMAS
Set Menu

Starters

Turkey Scotch Egg

Turkey stuffing, with roasted carrot egg with cranberry relish.

Smoky Cauliflower Cheese

Braised cauliflower cauliflower cheese topped with crispy oak smoked and truffle coated bacon before a prepared crustacean.

Nacho Camembert Share
for 2 people

Naïve and dried cranberry crusted Camembert share with dipping breads, Christmas nuts and Manchego coated potatoes.

Salmon Sides Trio

Dill and rosette salmon fillets with lemon, fingerling potatoes, smoked salmon and herb-roasted tartare and breaded salmon with asparagus.

Mains

★ All main courses are served with glass full cold potatoes (except for the vegetarian option) and organic bread course ★

Gobbler Burger

Ground turkey burger stuffed with a melting brie centre, smothered sausage meat stuffing, cranberry chutney, crispy truffle coated and oak-smoked bacon, finished spring leaves in a cranberry brissole.

Wellington Burger

Our Oss Wellington beef patty enrobed in truffle coated and oak-smoked bacon then the patty and balled in the oven, topped with Brussels sprout and served by a horseradish mustard fork.

King of King Prawns Dog

Our 6" king topped with crisp, coated prawns, spicy tomato sauce, onion marmalade and a smoky maize rose sauce.

Twinkles Tart

Pigs. Ribbon, walnut and rosemary tart with garlic roast potatoes and smoky bread sauce.

THE SMOKE SHACK
BIRD, BARK & BACON RESTAURANT

THE Love Shack

VALENTINE'S DAY MENU

DEAL *for* TWO

3 COURSES
£30
PER PERSON

3 COURSES
with 2 Glasses of Wine or Prosecco
£35
PER PERSON

3 COURSES
*with a Bottle of Wine or Prosecco**
£42.50
PER PERSON

*Up to the value of £20. Can be upgraded to Champagne if you pay the difference.

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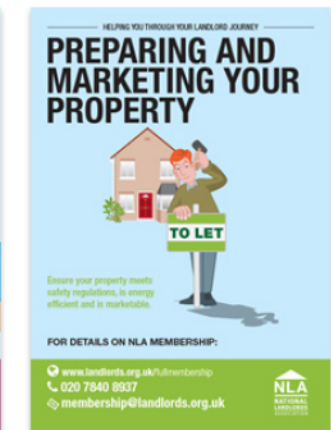




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Building better brands.





National Landlords Association

Magazine Advertising and Postcard Campaigns

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BLACK&DECKER
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AUTOSELECT
 TECHNOLOGY

OUR MOST INTELLIGENT TOOLS EVER!

PS142K2 14.4V Auto Select[™] Hammer Drill

TAKES THE GUESS WORK OUT OF DRILLING

- Select the application and the drill will automatically adjust to the correct setting.
- Perfect for drilling into wood, metal or masonry and screw driving applications.
- Battery level indicator lets you know how much battery charge remains at any time.
- Variable speed for controlled drilling and screw driving.

Call No. XXX XXXX **EXXX**

KS900SK 620w Auto Select[™] Jigsaw

OUR MOST INTELLIGENT JIGSAW EVER

- 3 settings for all your main application needs.
- Lighter, Smoother, More Powerful Motor.

Call No. XXX XXXX **EXXX**

BDLS00 Auto Levelling Laser with Digital Tape Measure

GET IT RIGHT THE FIRST TIME

- Automatically levels in less than 5 seconds, quick and easy to set up and eliminate user error.
- Projects both horizontal and vertical laser lines - ideal for all building tasks around the home.
- Laser lines can be locked, ideal for use on the floor for layout work.

Call No. XXX XXXX **EXXX**

PP360 Pivot Point Screwdriver

ACCESS ALL AREAS

- 4.8V screwdriver with revolutionary 4 position rotating drive to access hard to reach areas.
- Powerful 40mm of screwing power for tougher jobs.
- On board LED light illuminates dark work surfaces.

Call No. XXX XXXX **EXXX**

KA168K Zone Mouse

PRESSURE SENSITIVE SANDING

- All the green lights come on when you apply exactly the right pressure on the sander.
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• 18V slide pack battery

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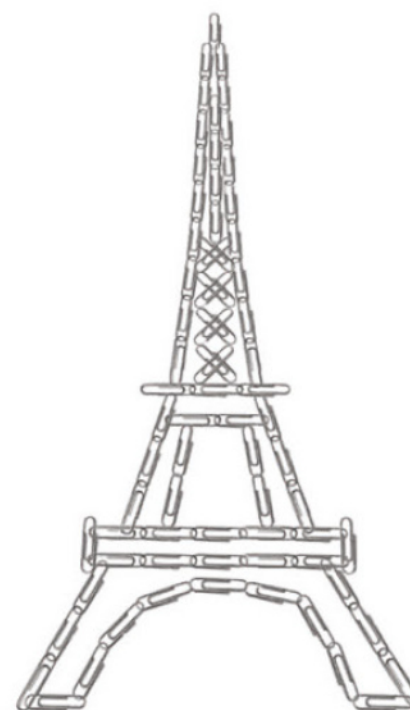
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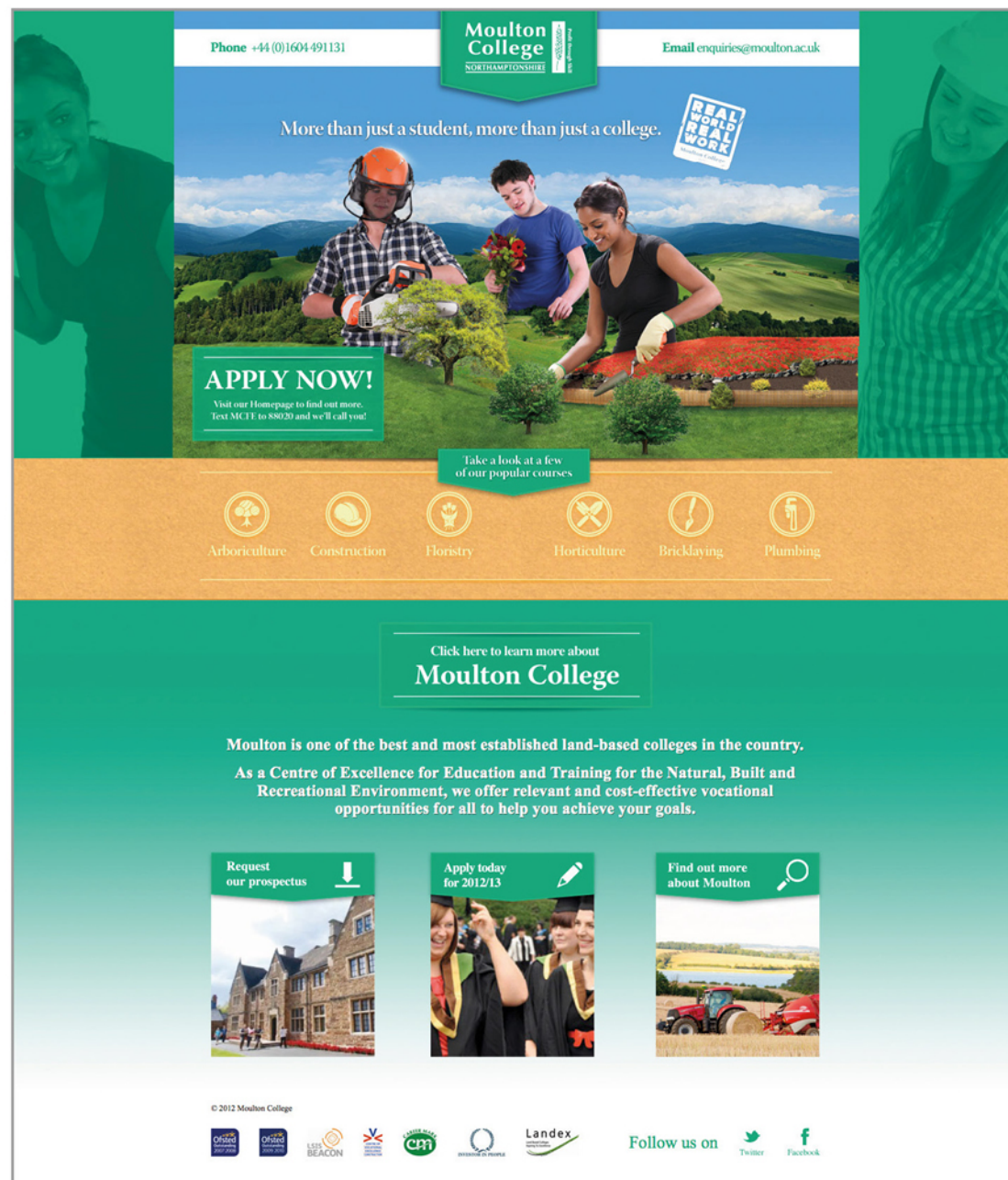
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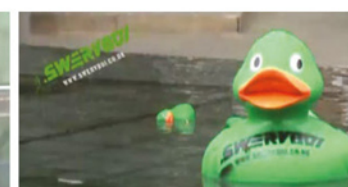
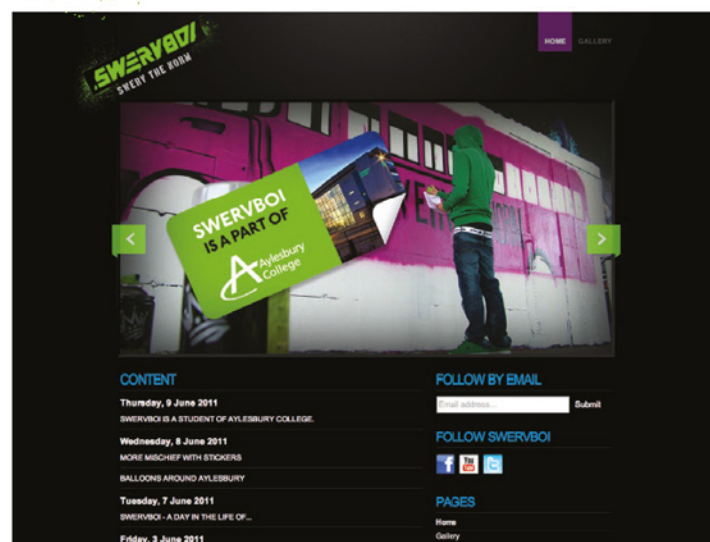
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REKO TAO ZION ... The Alien Time Traveller

The Fuel Agency was recommended to MK College who were looking for an innovative marketing campaign to drive up their application figures. Coupled with a wider strategy, Fuel suggested an edgy guerrilla campaign to capture the public's imagination.



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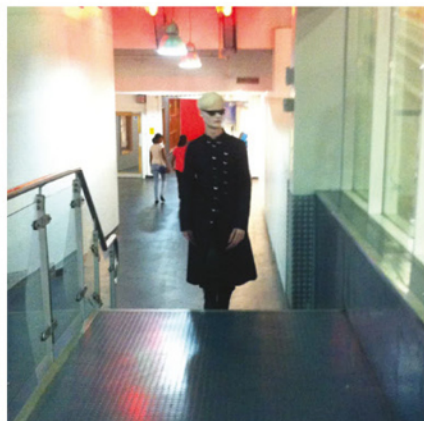
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The numbers on the card and microsite suggested a date, and a date of importance precisely 50 years in the future from rapidly approaching 21st August 2013 (GCSE results day). This was reinforced by a millisecond countdown timer on the microsite – something important was coming. Word started to spread very quickly and within just a week, social media was alight with dedicated social interest groups, blog posts and online discussions. By enlisting the top-secret support of a local radio station, a strange electronic message was played that the station said had been left for them on a bare memory card – with the full 88 minute version available on their website.



Guerrilla campaigns are relatively low-cost, but require lots of imagination and come with added risk. Planning was critical to the success of this campaign and for the public to embrace the concept, particularly when the truth was finally revealed. Reko Tao Zion was a fictionalised alien time traveller who travelled to Earth with a message for humanity: to “focus on the future as the past cannot be altered once decisions are made.” Danny, an actor from Southend, was hired and dressed as shown then walked around busy footfall areas handing out cryptic, laser-cut cards without speaking.

To give public word-of-mouth gravity, we created a microsite at www.rekotaozion.com. The words Reko Tao Zion are totally unique on Google, in that combination, and the phrase was inspired by words from Scandinavian, Chinese and Middle Eastern culture to do with the meaning of life. At the centre of our strategy was simply planting an idea in the public’s imagination, and then letting it run wild (with some periodic steering in different directions).



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With literally thousands of people wondering what would happen when the countdown reached zero, many people became detective and started trying to debunk the conspiracy – without success. The entire process was fluid and reactionary to the public's evolving perceptions and we knew the grand finale had to be something 'epic'. With this in mind, we organised an audacious snatch of Reko by Men in Black from the middle of the shopping centre, where Reko was still trying to give people his cards and his message. In a blacked out van, Reko was escorted away. However, he returned several days later, one last time, to tell people his final message was due. Clues hidden in the website code led the public to believe something would happen at set coordinates.

To our complete astonishment, hundreds of people went to the coordinates at midnight, a place called Campbell Park, to see what would happen... without any suggestion they should. Nothing happened. However, at midnight when the timer reached zero, the website switched to reveal the truth behind the campaign. This was followed by a series of interviews on the radio that morning to a stunned public.



We at Fuel, and the client, were simply overwhelmed by public interest and positive support for the campaign. Reko, even on exposure, had become something of a cult icon and Milton Keynes College was inundated with people wanting a Reko 'card' or to come into the college. The website clocked up over 450,000 hits in just 4 weeks from over 51,000 unique visitors, from all over the world. It became the story that "everyone" in the city was talking about. The buzz is still continuing a week later, and the first 4 pages of a Google search for "Reko Tao Zion" are awash with discussions.

Milton Keynes College will assess the campaign impact at the end of September but, from a success point of view, we think the pictures opposite speak volumes.



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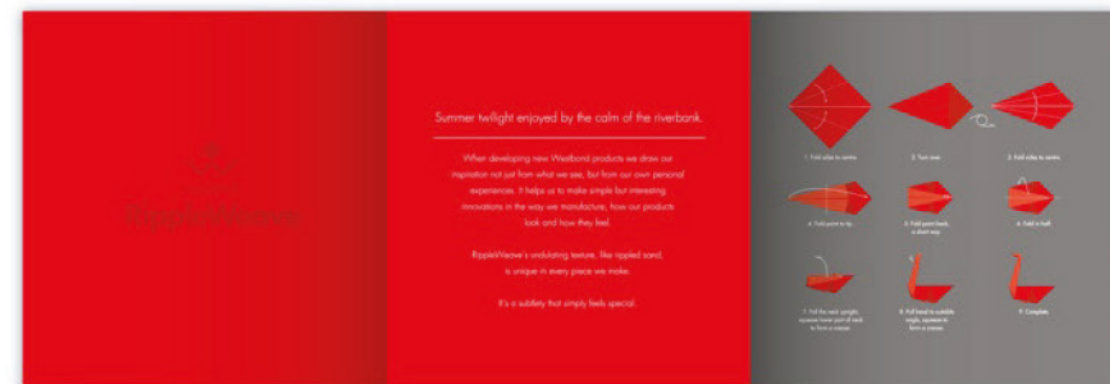
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[Course booklet \(2014 - 2015\)](#)

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- The test is affordable, quick and very reliable. The stress for the dog is very minimal and can be integrated with a standard blood test
- Heart disease can be difficult to diagnose as symptoms cannot be easily differentiated
- The test increases the ability to detect heart disease, even when there are no overt symptoms
- proBNP is a proven canine biomarker for heart disease

- The proBNP test provides an objective, quantitative tool to differentiate and confirm cause of disease from equivocal symptoms
- The test can be used in addition to X-rays and Echocardiograms to enhance detection of early stage heart disease

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DO YOU KNOW WHICH OF THESE DOGS ARE DEVELOPING HEART PROBLEMS?

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The fast, easy and reliable way to diagnose heart conditions.

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DO YOU KNOW WHICH OF THESE DOGS ARE DEVELOPING HEART PROBLEMS?

GUILDHAY LIMITED

INTRODUCING VETSIGN™ CANINE CARDIOSCREEN

Although there is no cure for most heart disease in dogs, new treatments are available. By accurately detecting heart disease earlier, more dogs are likely to live a longer, more comfortable life.

WHY USE THIS PRODUCT?

The test is affordable, quick and very reliable. The stress for the dog is also very minimal as it can be integrated with a standard blood test. Unusually, diagnosis of heart disease has been down to the vet's judgement, and symptoms may suggest it is a heart, respiratory or kidney issue, rather than a definitive, quantifiable test to assist you in:

HOW CAN VETSIGN CANINE CARDIOSCREEN HELP ME?

This blood (plasma or serum) test for proBNP also provides an objective, quantitative test to assist you in:

- Identifying if there is cardiac involvement in a dog presenting with a cough
- Where there are equivocal symptoms confirms the presence of heart disease
- Confirm a diagnosis of early stage heart disease
- Monitor at risk and predisposed breed groups for early signs of heart disease
- Confirm heart disease and failure diagnosis

WHAT DOES THE TEST DETECT?

The test detects the proBNP, a form of BNP (brain natriuretic peptide) - known to be actually secreted by the heart. BNP is synthesised as a prohormone proBNP, which is then cleaved into the blood stream and released into the proBNP and BNP

The proBNP circulating from being cleaved from the way as it is a longer but the and higher circulating blood levels than the BNP form of the protein and, therefore, analysis allows better diagnosis, accuracy and clinical performance as a diagnostic marker in heart failure patients.

HOW DOES IT WORK?

The CardioSCREEN test has been validated in a trial conducted by the Royal Veterinary College (Dr John Ross) involving 50 dogs from four specialist cardiac centres in the UK. The trial findings found that:

- Dogs with a cough but no heart disease gave a low proBNP measurement
- The use of the test as part of the diagnostic profile to clarify cause of cough will provide the vet with a simple, low cost and more economical option than X-ray and Echocardiogram

"Researchers and specialist cardiologists in the UK believe that 1 in 10 dogs have heart disease."

- The ability of the test to assist in identifying causes of a cough and to confirm the involvement of heart disease
- Asymptomatic dogs given limited results in the proBNP test
- Where there is a respiratory but limited symptomatic evidence of heart disease the test could be used as an additional tool by the vet in the diagnostic setting
- For older dogs, for example aged over five years and especially in those dogs with predisposition to heart disease, the vet may decide to use the test as a regular basis as part of a "general health screen"
- Dogs with clear symptoms of heart failure gave significantly elevated results
- Where heart disease and/or failure is suspected the test can be used as a confirmatory test

WHAT ARE THE ALTERNATIVES?

Nothing, apart from traditional checks (vet can do with a heart monitor, and then use judgement. These can be very variable and inconsistent, especially at early stages, and it is hard to tell whether heart disease or failure. These include cardiograms and x-rays.

WHY DO MY DOG-OWNER CUSTOMERS WANT IT?

Nothing, apart from traditional checks (vet can do with a heart monitor, and then use judgement. These can be very variable and inconsistent, especially at early stages, and it is hard to tell whether heart disease or failure.

HOW MUCH DOES IT COST?

Make the most of our current offer on until the end of November, and the test will only cost £10, after this date it will cost between £20-£40.

Call today for more information or to be sent a free information pack 01483 573727. Alternatively visit: www.pethearttest.co.uk

CARDIO SCREEN

To give your dog-owners added peace-of-mind, and you the VET more reliability, offer them the Cardio Screen test, for a clearer conclusion on whether or not a dog has heart disease.

- Heart disease can be difficult to diagnose as symptoms cannot be easily differentiated
- proBNP is a proven canine biomarker for heart disease
- The test is affordable, quick and very reliable. The stress for the dog is very minimal and can be integrated with a standard blood test.
- The test increases the ability to detect heart disease, even when there are no overt symptoms
- The test can be used in addition to X-rays and Echocardiograms to enhance detection of early stage heart disease
- The proBNP test provides an objective, quantitative tool to differentiate and confirm cause of disease from equivocal symptoms



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Equipment access systems

10

Heavy duty slide for wide drawers

DZ7957

Load:
Up to 160kg

Extension:
100%

Stainless steel telescopic slide

DS0330

Load:
Up to 65kg

Extension:
100%

Front disconnect for easy installation

Options:
We stock a large range of mild steel slides and can supply customized slides for volume sales.

Technical notes:
• The load ratings are based on slides mounted 1000mm apart.
• All fixing positions must be used to achieve maximum load rating.

Features	Order Code
Load rating	Up to 160kg (80,000 cycles)
Extension	100%
Front disconnect	•

DZ7957	SL	TR	A	B	C	D	E	F	G	H	I	J	K	L	M	N	W	L	(kg)
DZ7957-0002-2	304.8	304.8	-	-	-	-	-	-	-	195.4	195.4	-	-	154.2	200.2	241.3	2.35	140	
DZ7957-0004-2	315.6	315.6	-	-	-	-	-	-	-	200.2	240.3	-	-	231.0	215.0	292.1	3.40	140	
DZ7957-0006-2	406.4	406.4	106.0	-	-	-	-	236.6	242.0	281.0	300.1	-	-	285.8	301.8	342.9	3.19	180	
DZ7957-0008-2	497.2	497.2	106.0	-	-	-	-	287.4	292.8	331.8	350.9	-	-	336.6	352.6	392.7	3.62	180	
DZ7957-0010-2	588.0	588.0	106.0	171.5	-	-	-	338.2	342.6	382.6	401.7	-	-	387.4	403.4	444.5	4.03	180	
DZ7957-0012-2	588.0	588.0	106.0	171.5	-	-	-	338.2	380.0	414.4	432.4	442.0	-	432.2	454.2	495.3	4.42	180	
DZ7957-0014-2	609.6	609.6	106.0	171.5	-	-	-	379.5	409.8	442.2	464.2	480.3	-	480.0	505.0	546.1	4.84	180	
DZ7957-0016-2	680.4	680.4	106.0	171.5	-	-	-	430.3	490.6	554.0	574.3	594.3	-	592.8	615.8	656.9	5.27	180	
DZ7957-0018-2	711.2	711.2	106.0	171.5	-	-	-	481.1	541.4	595.8	615.8	634.3	-	630.6	656.6	697.7	5.58	180	
DZ7957-0020-2	762.0	762.0	106.0	171.5	-	-	-	531.9	592.2	656.6	676.7	695.7	703.2	700.9	727.4	768.5	5.98	180	
DZ7957-0022-2	812.8	812.8	106.0	171.5	-	-	-	582.7	643.0	707.4	727.5	746.5	753.7	751.5	778.0	819.1	6.48	180	
DZ7957-0024-2	863.6	863.6	106.0	171.5	349.2	-	-	633.5	693.8	758.2	778.3	797.3	804.3	802.1	828.6	869.7	6.88	180	
DZ7957-0026-2	914.4	914.4	106.0	171.5	349.2	83.7	684.3	744.6	770.0	830.3	850.3	869.3	876.3	874.1	900.6	941.7	7.29	180	

Stainless steel telescopic slides

These stainless steel slides are ideal for harsh environments where mild steel might be subject to corrosion.

• DS0330
• DS321

Features	Order Code
Load rating	Up to 65kg (80,000 cycles)
Extension	100%
Stainless	•

DS0330	SL	TR	A	B	C	D	E	F	G	H	I	J	K	L	M	N	W	L	(kg)
DS0330-0000	300	304.8	-	95	224	-	-	195	224	1.15	80								
DS0330-0015	330	334.0	-	224	256	-	-	224	256	1.35	85								
DS0330-0040	400	402.0	-	192	220	140	-	192	220	1.45	85								
DS0330-0045	450	450.0	-	224	232	192	-	220	232	1.65	85								
DS0330-0060	500	503.0	256	256	256	416	224	256	354	416	1.65	85							
DS0330-0075	550	550.5	256	220	480	256	256	416	440	2.05	80								
DS0330-0090	600	600.0	220	252	512	256	220	480	512	2.17	45								
DS0330-0095	600	600.0	312	344	408	320	312	436	408	2.30	15								



TORQUE APPLYING TOOLS

QUICKSET CALIBRATED SCREWDRIVERS

Versatile slipping tools with calibrated scale

GENERAL INFORMATION

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TIPS & ADVICE

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PRODUCT INFORMATION

Order Code	Model	Range	Drive	
016000	Quickset MinorMetric SD	20-120 cN.m	1 cN.m	158
016040	Quickset MinorMetric FH	20-120 cN.m	1 cN.m	165
016020	Quickset MinorImp SD	20-120 cN.m	1 cN.m	158
016060	Quickset MinorImp FH	20-120 cN.m	1 cN.m	165
016080	Quickset MinorImp SD	2-12 lbf.in	1 cN.m	158
016070	Quickset MinorImp FH SD	2-12 lbf.in	1 cN.m	165
016100	Quickset 8° SD	1-6 N.m	1 cN.m	340
016500	Quickset 8° FH	1-6 N.m	1 cN.m	334
016200	Quickset 50° SD	5-50 lbf.in	1 cN.m	340
016600	Quickset 50° FH	5-50 lbf.in	1 cN.m	335
016300	Quickset 9° SD	4-9 N.m	1 cN.m	340
016700	Quickset 9° FH	4-9 N.m	1 cN.m	335
016400	Quickset 80° SD	40-80 lbf.in	1 cN.m	340
016800	Quickset 80° FH	40-80 lbf.in	1 cN.m	335

PREMIUM OPTION

Ergo Quickset Calibrated Screwdrivers

Page 19

SIMILAR PRODUCTS

Torque Limiting Screwdriver

Page 19

KEY FEATURES

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Curabitur vel dui luctus leo pulvinar viverra in ut magna.
- Fusce viverra massa libero, placerat justo.
- Donec placerat massa id sapien blandit vulputate.
- Donec sed lectus in dolor vestibulum fermentum non sed augue.
- Vestibulum non est sed justo placerat feugiat eget eu.
- Praesent interdum feugiat neque, sit amet mollis enim vestibulum et.
- Ut uug fells nec magna vulputate dapibus noneros.
- In ut est faucibus sem elementum tristique.
- Ut vitae leo id purus dictum sodales a et justo.

ACCESSORIES

NEW!

Hexagon Key Adaptor

Page 54

Hanging Loop End Caps

Page 54

Insulated Sockets

Page 54

SEE PAGES 54, 55 AND 56

22

TORQUE APPLYING – QUICKSET CALIBRATED SCREWDRIVERS

TORQUE APPLYING TOOLS

23

TORQUE APPLYING – QUICKSET CALIBRATED SCREWDRIVERS



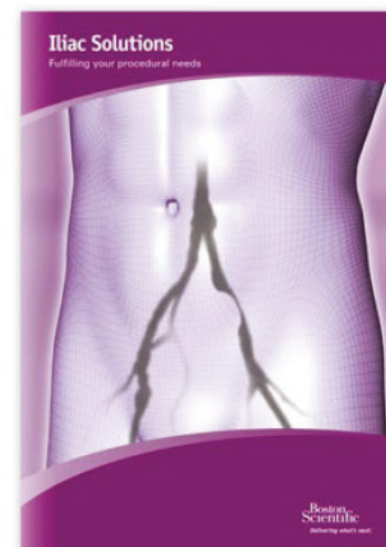
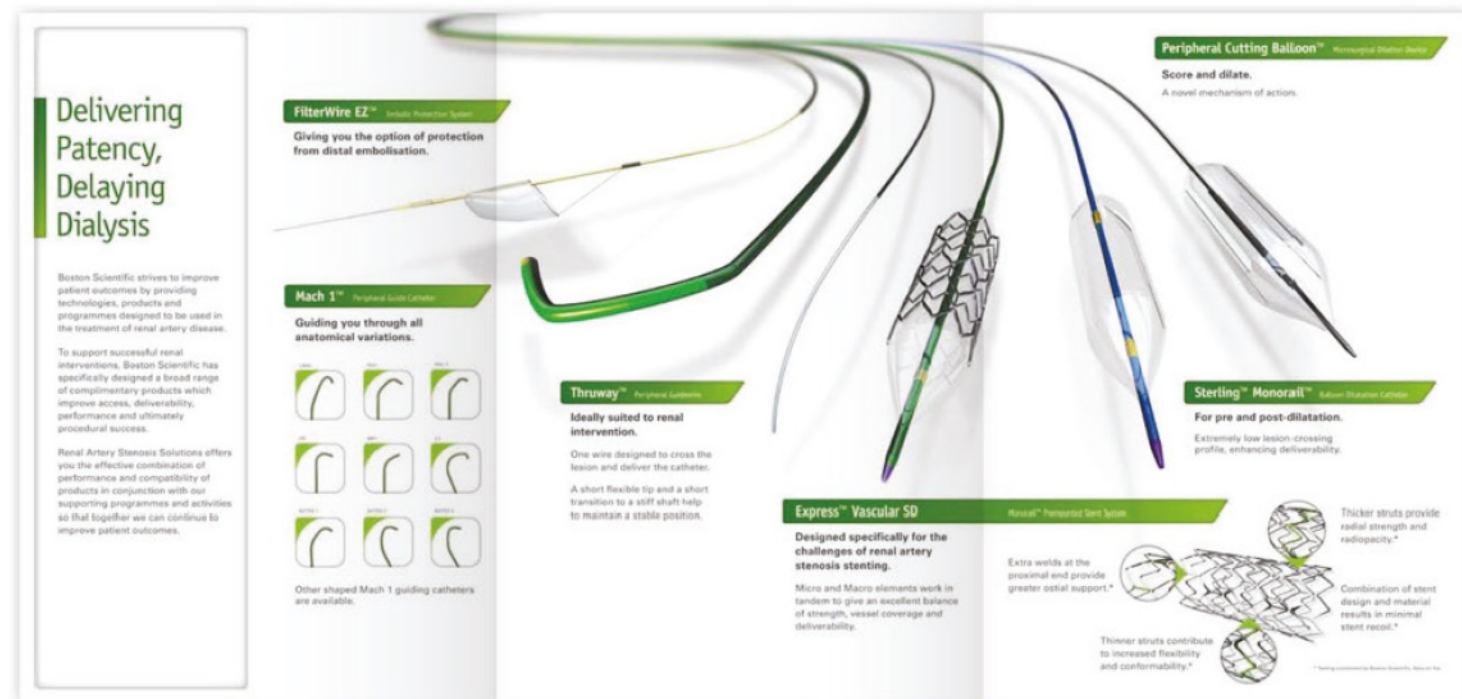
Torqueleader

Catalogue

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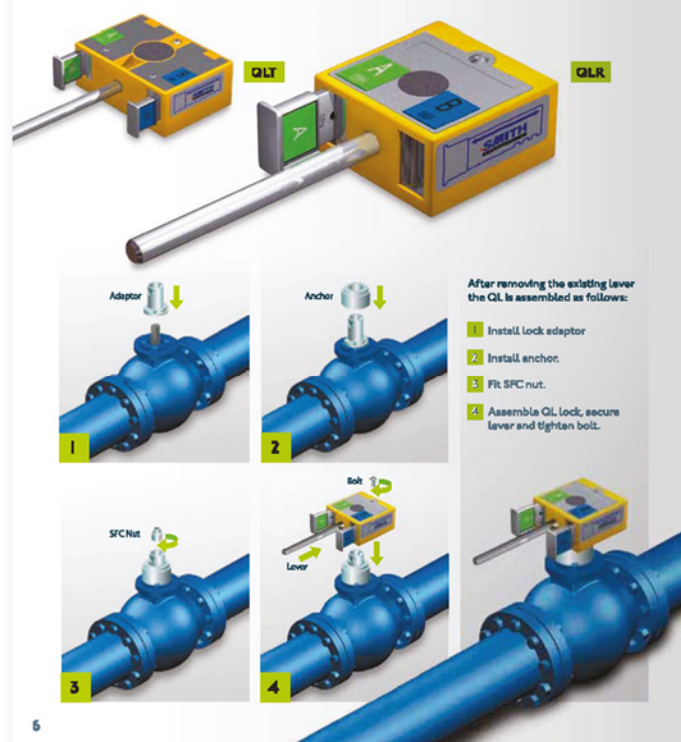
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FLOW CONTROL LTD

SFC KEY INTERLOCKS & PROCESS MANAGEMENT SYSTEMS

QL VALVE INTERLOCKS – For lever-operated valves

QL Valve Interlock (QLT & QLR)

QL valve (inter)locks suit all types of lever-operated quarter-turn valves – including ball, butterfly, and plug valves. Installing the (inter)lock on the host valve is a simple procedure as described below and requires no modification or hot-work to the host equipment as the anchor and adaptors are custom-machined to suit the valve.

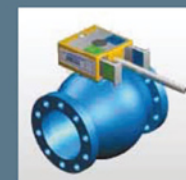


INTERNAL MECHANICAL CONSTRUCTION

Most offshore installations in the North Sea have been equipped with SFC systems as well as the majority of related onshore processing facilities throughout Europe.

PRODUCT FEATURES

- 316 Stainless steel construction
- Linear 'coded-card' key design
- Robust construction
- Proven reliability in all climates
- Single or double key versions





Hudson

'A Guide to Working Abroad' Brochure

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CHARLES WELLS
 PUB COMPANY

The
PublicLogic Partnership

Choosing Your Path to a Successful Pub

DESTINATION COMMUNITY, FOOD
 40/60

DESTINATION COMMUNITY, FOOD

40/60 pub serves customers locally and from the surrounding area, predominantly to eat.

OVERVIEW

Understanding your customers is one of the most important aspects of running a successful pub. Your customers will range from 15-45+ so it is important that the look and feel of your pub doesn't specifically target a certain age group. Your pub will mainly attract female friends, couples, business associate and families.

Zoned areas will give your customers a choice whether they would like to sit in an open spacious area to socialise in groups or sit in an intimate cubby hole for a more private chat.

OVERALL RECOMMENDATIONS

The key occasions for customers visiting your pub are:

- Coffee morning
- Luxury lunch
- Out for dinner
- Weekend lunch
- Family Sunday lunch
- Afternoon dining
- Quiet post-after work drink

LANDLORD'S ADVICE

"Herts commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis."

Supervise id velit vitae ligula vol up at condimentum. Sed quis velit. Nulla facilis. Habemus. Vitaeum pharetra posuere sapien. Nam con seductor.

BAR/RESTAURANT AREA FLOORPLAN

DESTINATION FOOD
 40/60

DESTINATION FOOD

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DECOR BRIC-A-BRAC

DETAILED RECOMMENDATIONS

WHAT TO DO	HOW TO DO IT	WHY DO IT
Artwork/Photography	Choose relevant artwork, themed around the name of your pub and local area.	This gives your pub character personality and sets it apart from your rivals pub.
Bric-a-brac	Food and drink based bric-a-brac such as weighing scales, breadboards and vintage wines.	These items will add a homely touch.
Colour scheme	Mix neutral shades along with various tones of an accent colour.	Your interior will appeal to everyone and won't look dated quickly.

LANDLORD'S ADVICE

"Herts commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis."

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DESTINATION COMMUNITY, WET LED
 70/30

DESTINATION COMMUNITY, WET LED

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EXTERIOR

DETAILED RECOMMENDATIONS

WHAT TO DO	HOW TO DO IT	WHY DO IT
Smoker's area	Your smoker's area should be covered, well lit, heated and contain plenty of seating.	1 in 4 adults smoker's area is essential for the success of your pub.
Garden furniture	Sturdy tables and chairs with a parasol.	Give your customers the same quality seating that they would have indoors.
Seating layout	Some of your tables should be well spaced out while others can be placed closer together.	This offers your customers a choice of being able to have a private chat or to socialise.

LANDLORD'S ADVICE

"Herts commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis."

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TOWN CENTRE / CHAMELEON
 70/30

TOWN CENTRE / CHAMELEON

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DRINK

DETAILED RECOMMENDATIONS

WHAT TO DO	HOW TO DO IT	WHY DO IT
Beer	Lager and keg ale must be sold within 3 days, cask within 3 days to ensure freshness.	Beer typically represents 63% of wet sales so producing the perfect pint is essential.
Cider	The cellar should be aired for 40 minutes each day.	This prevents mould growth.
Hot drinks	Offer a good selection of flavoured coffees including cappuccino, espresso, decaf and herbal teas.	A strong hot drink range is important for lunch time trade and for after dinner.

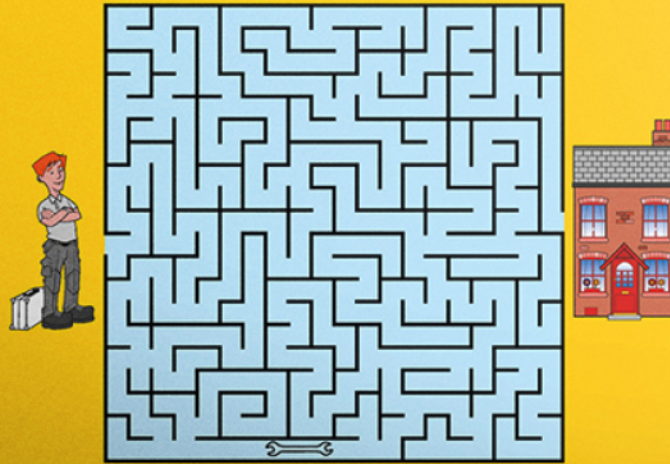
LANDLORD'S ADVICE

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Supervise id velit vitae ligula vol up at condimentum. Sed quis velit. Nulla facilis. Habemus. Vitaeum pharetra posuere sapien. Nam con seductor.

THE MIGHTY MAZE

Can you help the engineer find his way to the house?



Tangled...



Which vacuum cleaner is sucking up all the dirt?

WORD SEARCH

W	A	S	H	I	N	G	M	A	C	H	I	N	E	F
J	K	R	W	A	H	X	Q	Z	Y	V	B	I	L	P
D	R	E	N	A	E	L	C	M	U	U	C	A	V	A
Z	W	V	G	H	I	K	L	I	W	V	T	E	R	M
O	S	G	W	M	U	P	H	L	A	S	D	K	E	P
V	X	F	V	H	K	T	L	P	R	Z	C	S	L	R
E	F	R	L	W	A	O	B	S	E	B	A	M	T	L
N	Q	I	E	R	T	A	Y	G	Z	C	J	A	T	M
Z	F	D	E	T	Y	S	J	L	E	I	Y	R	E	P
A	R	G	O	V	E	T	M	A	E	I	N	E	K	S
C	I	E	E	R	Y	E	M	A	R	E	R	A	C	V
T	A	A	T	E	R	R	D	A	F	B	R	W	H	I
A	G	A	T	B	M	K	O	P	G	K	L	W	E	S
F	E	R	P	E	K	A	Z	W	E	F	G	O	C	Z
M	I	C	R	O	W	A	V	E	O	V	E	N	X	P

VACUUM CLEANER
OVEN
TOASTER
KETTLE

WASHING MACHINE
FRIDGE
FREEZER
MICROWAVE OVEN

SCRAMBLED!

Can you un-scramble these words?



ghnwsia
nachemi

KOTFA051115



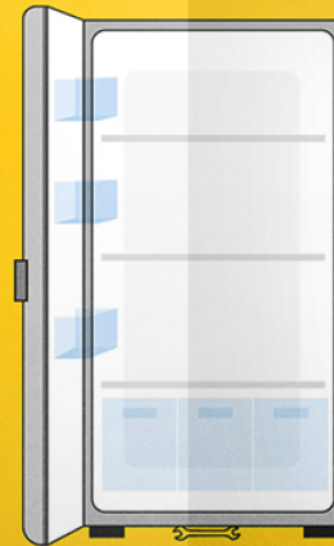
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tatreso

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FILL THE FRIDGE



Draw your favourite food in the fridge

What's Different?

There are 5 things that are different between these two engineers.

Can you find them?



The engineer has lost his spanners!
Find 6 spanners hidden on these pages.



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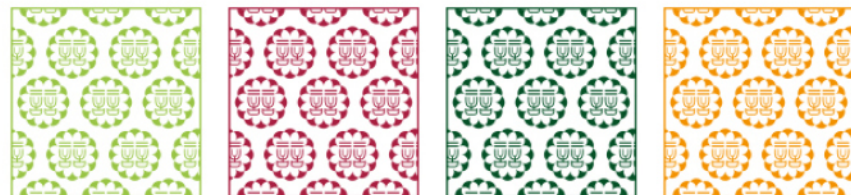
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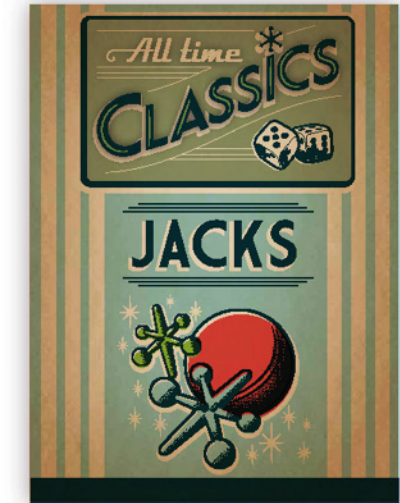
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Colours: Primary



Colours: Secondary



Colours to be printed on appropriate brown paper stock for muted appearance

Font: Market Deco

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&'()*+,-./



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Colours: Secondary



Font: Clarendon Bold

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Colours: Secondary



TFA



Font: Bebas Neue

STRESS BALL

Font: Petita Medium

getting you through



International Greetings

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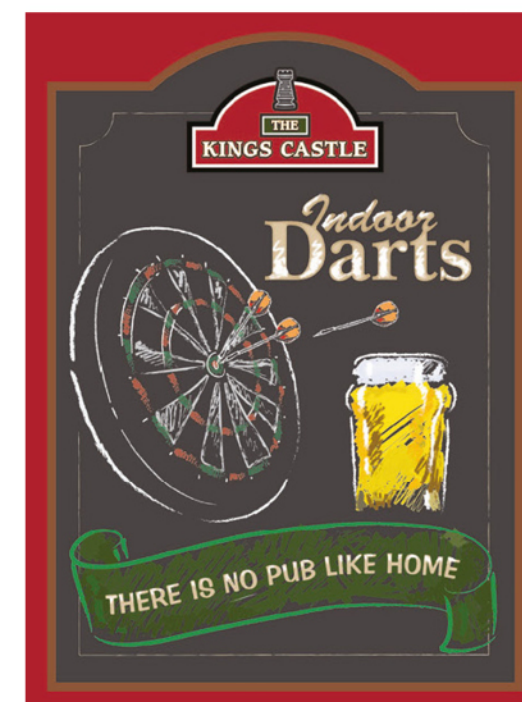


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Font: Caxton BT

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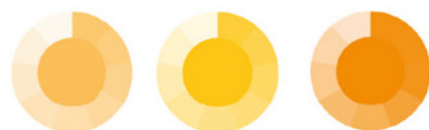


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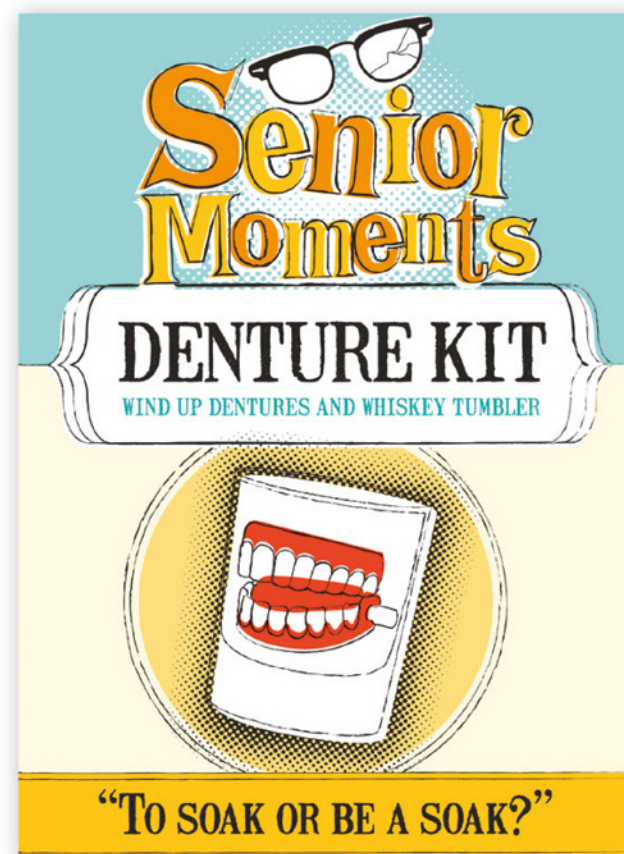
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Colours: Primary

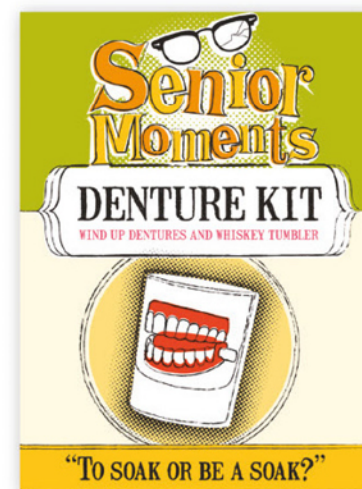
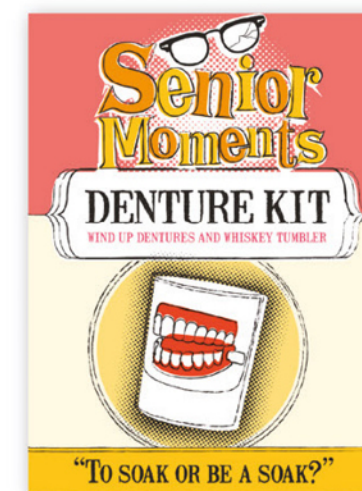


Colours: Secondary



Font: Mail Art Rubber Stamp

AABBCcDdEEFfGGHhIiJjKk
LLMMNnOoPpQqRrSsTtUuVv
WwXxYyZz



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Colours: Primary



Colours: Secondary



Font: American Typewriter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font: Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



GASTRO TABLE

GASTRO
TABLE

GASTRO
TABLE



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Crown and Rose

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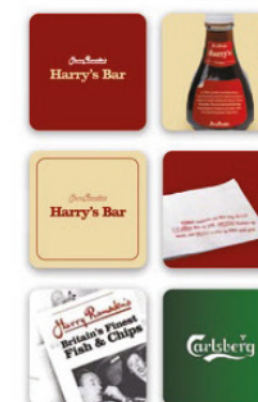
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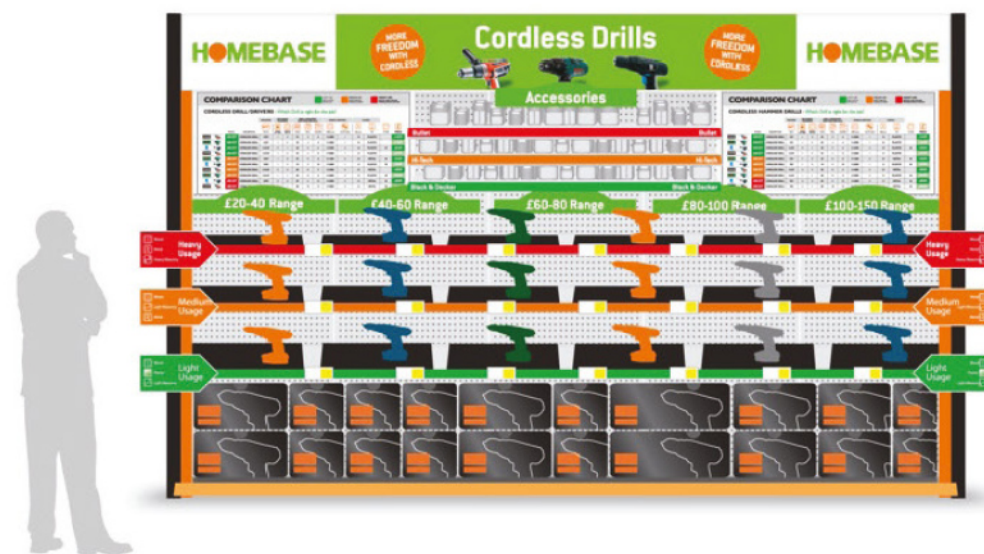
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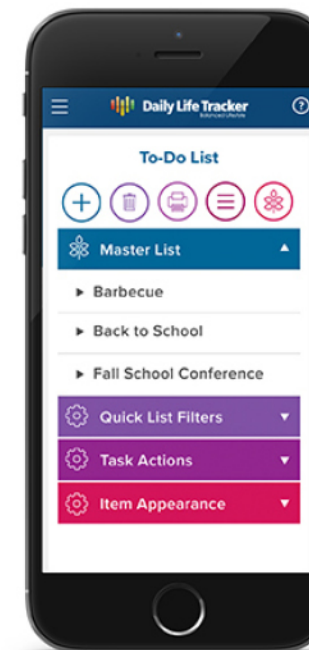
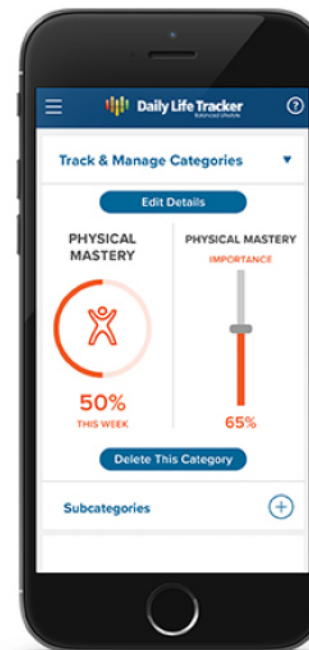
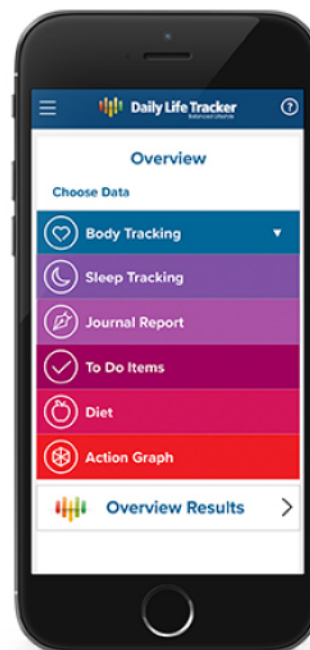
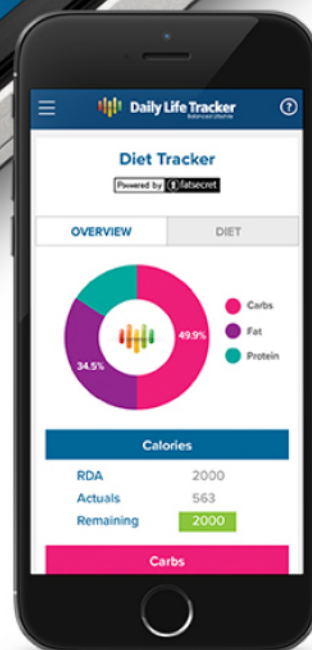


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Daily Life Tracker



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Daily Life Tracker

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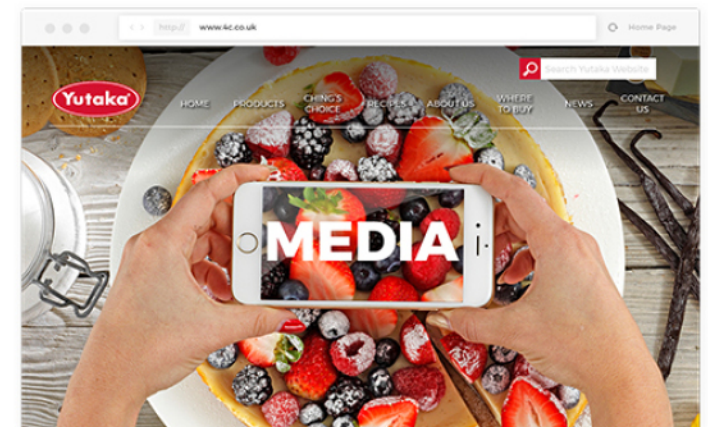
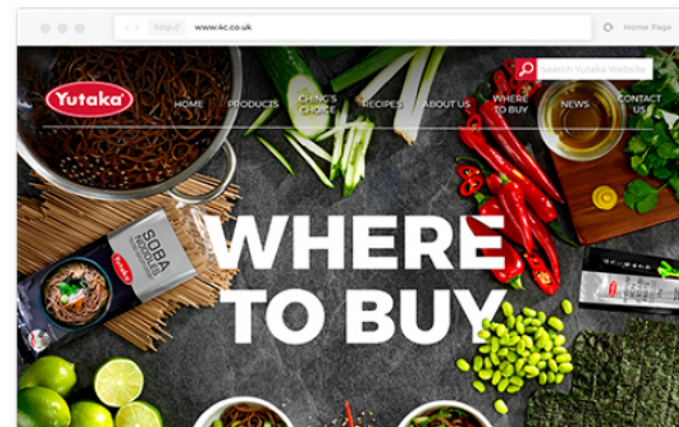
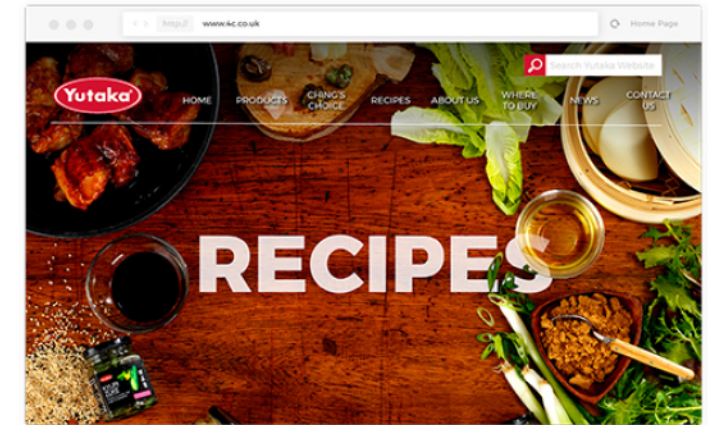
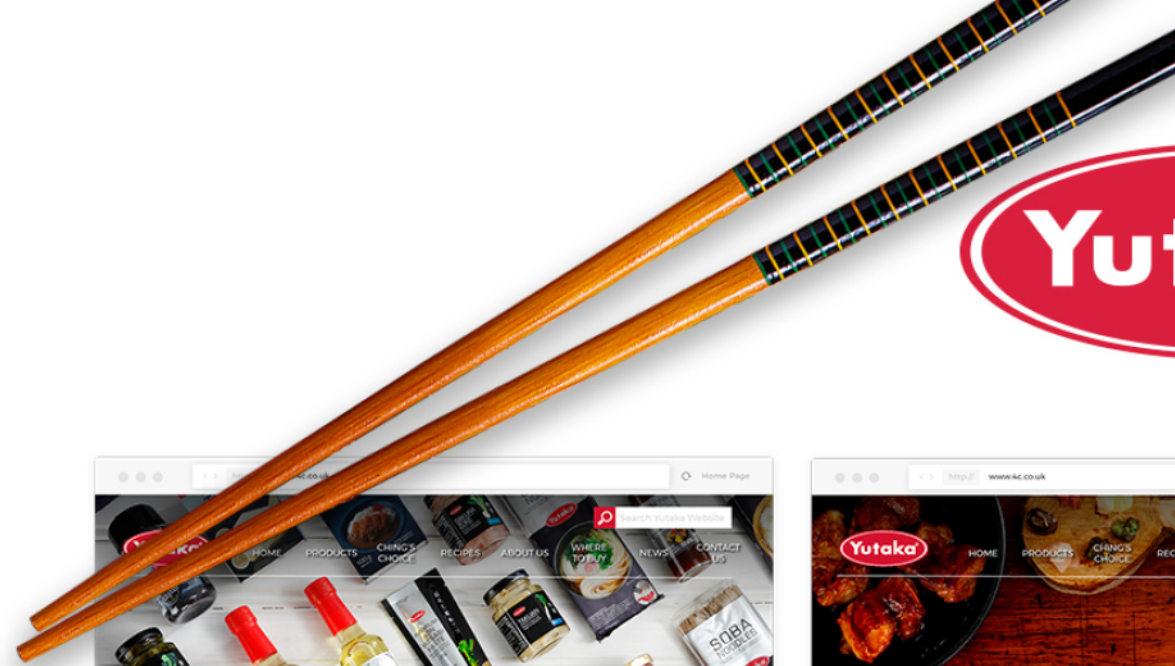
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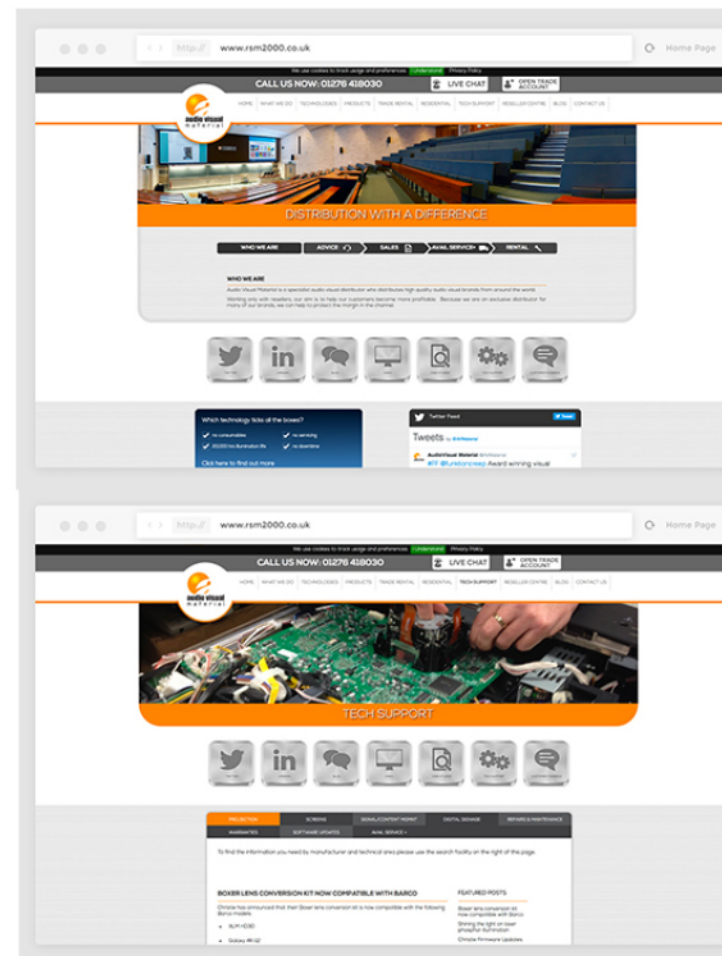
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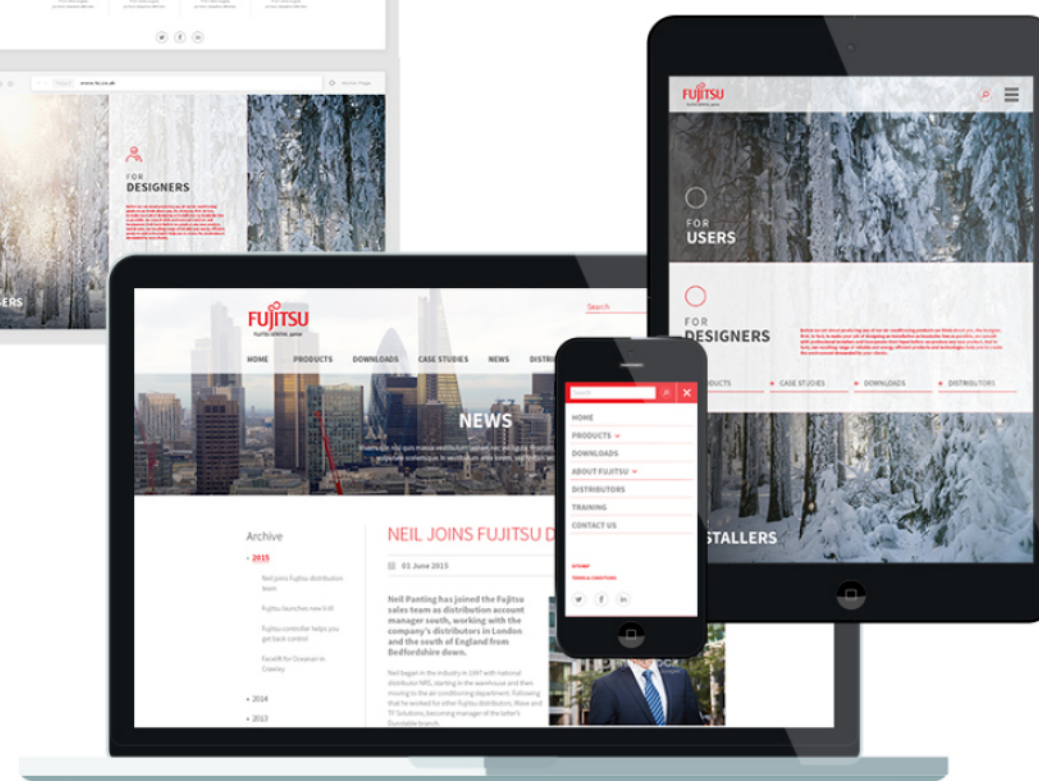
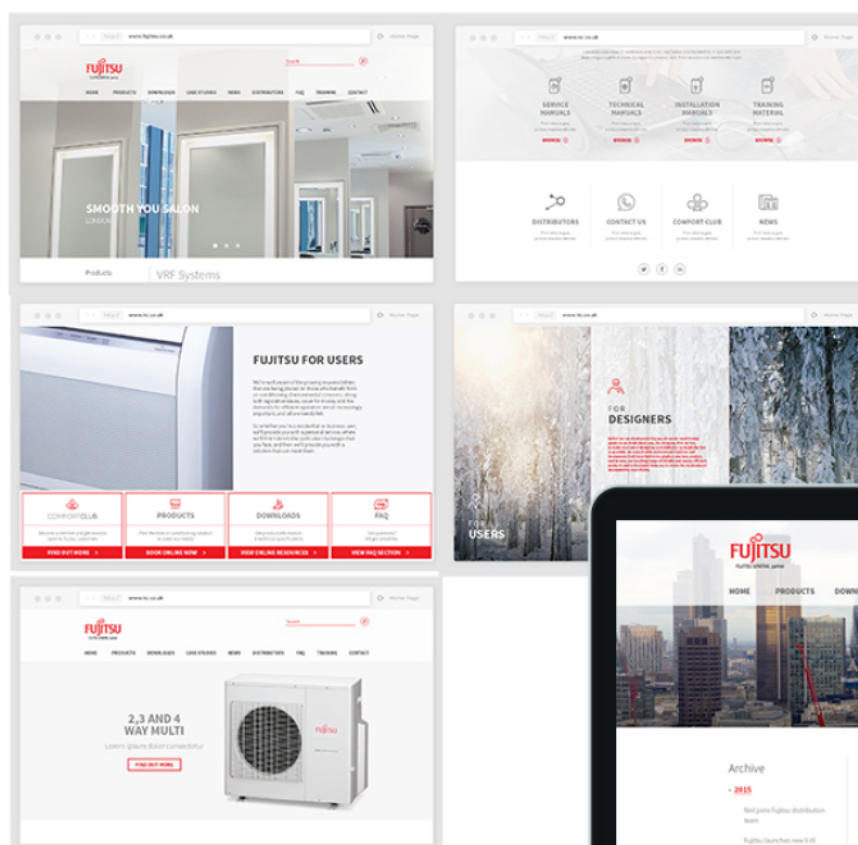
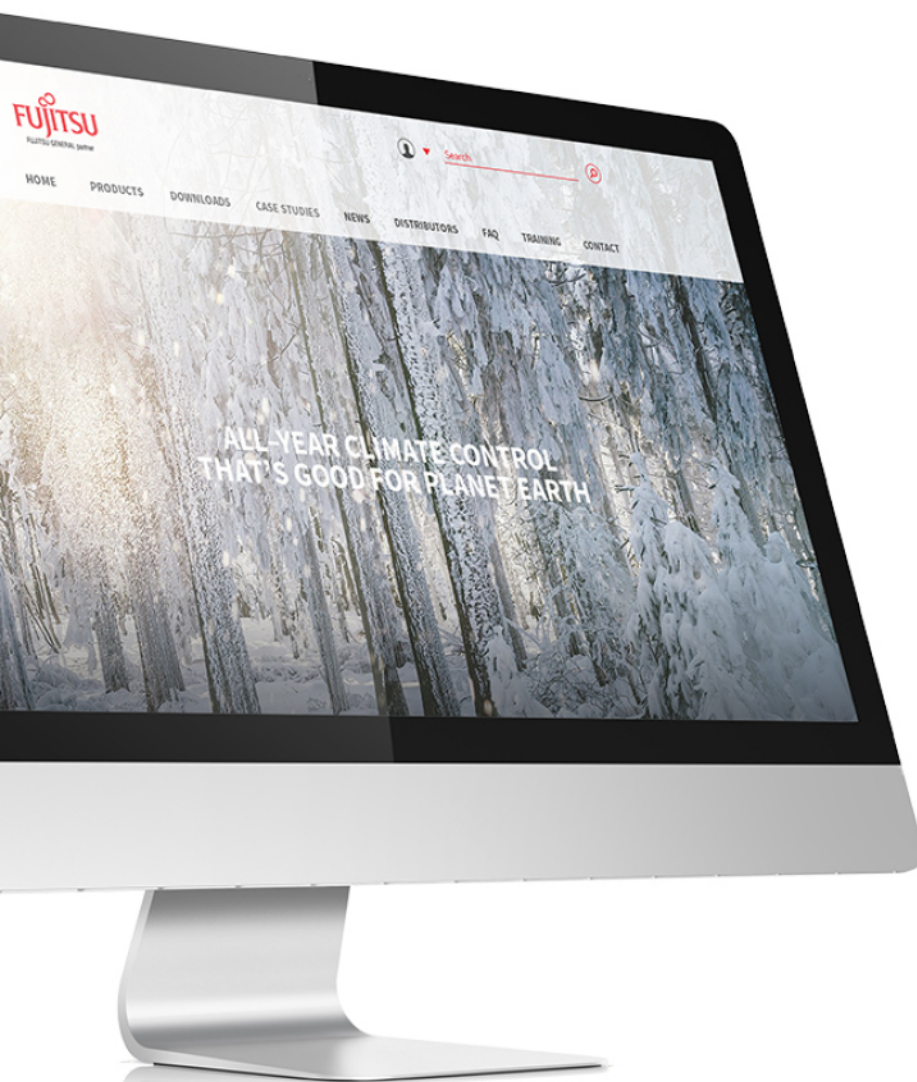
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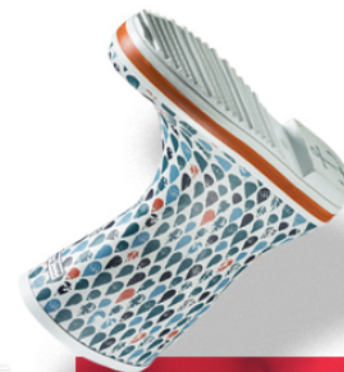
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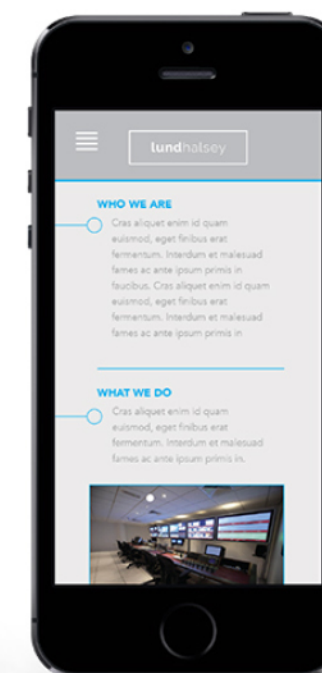
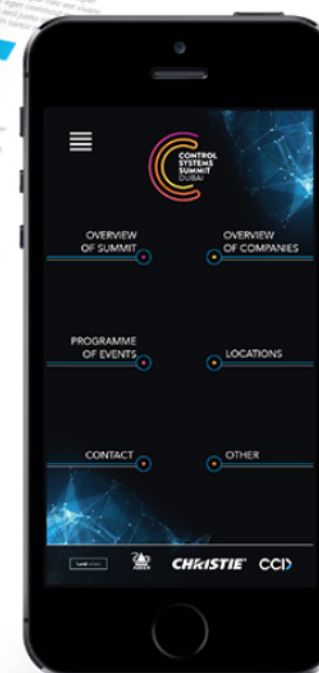
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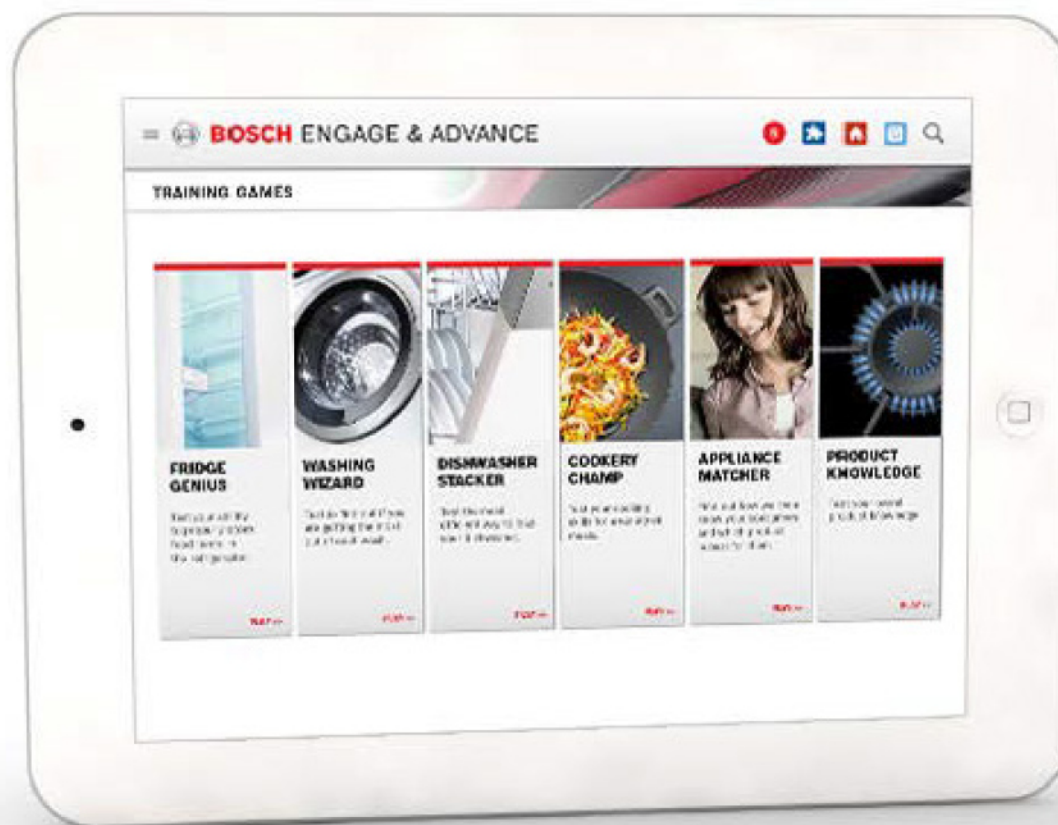
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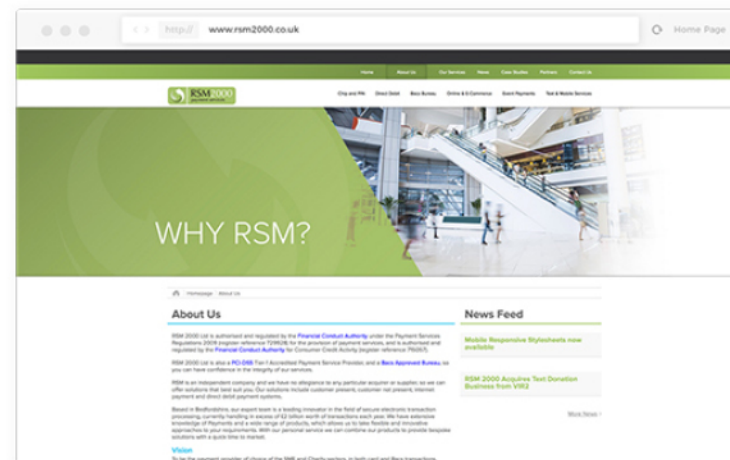
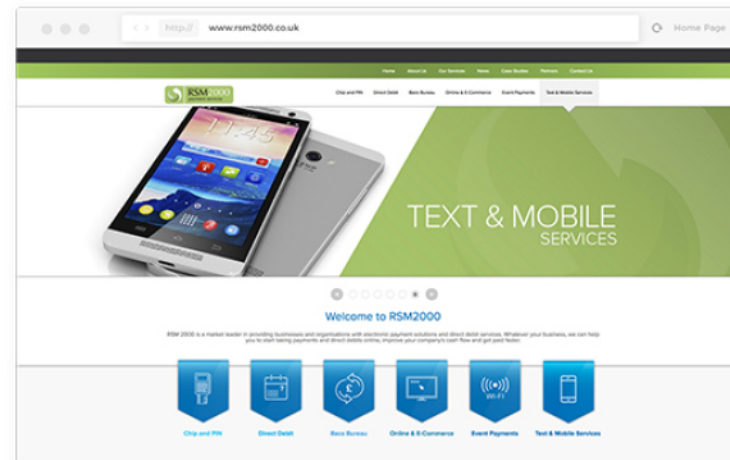
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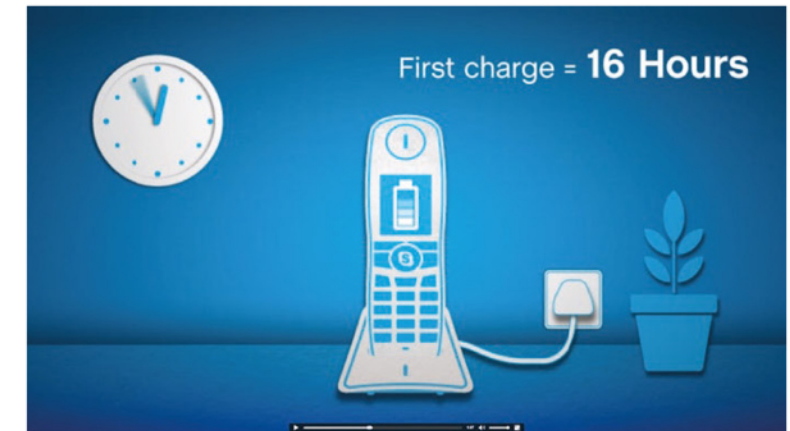
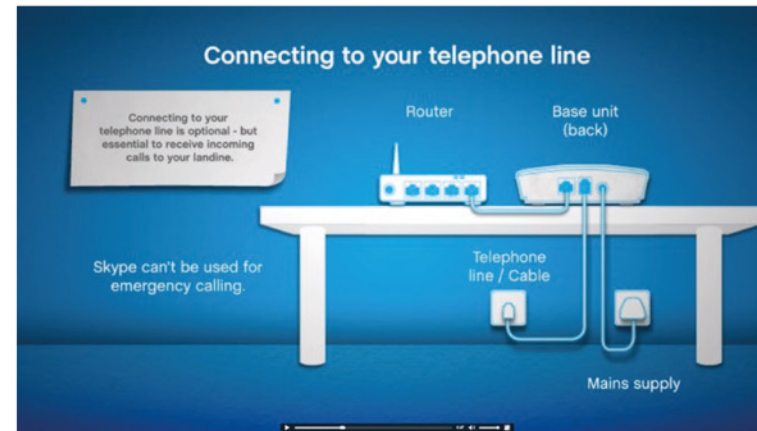
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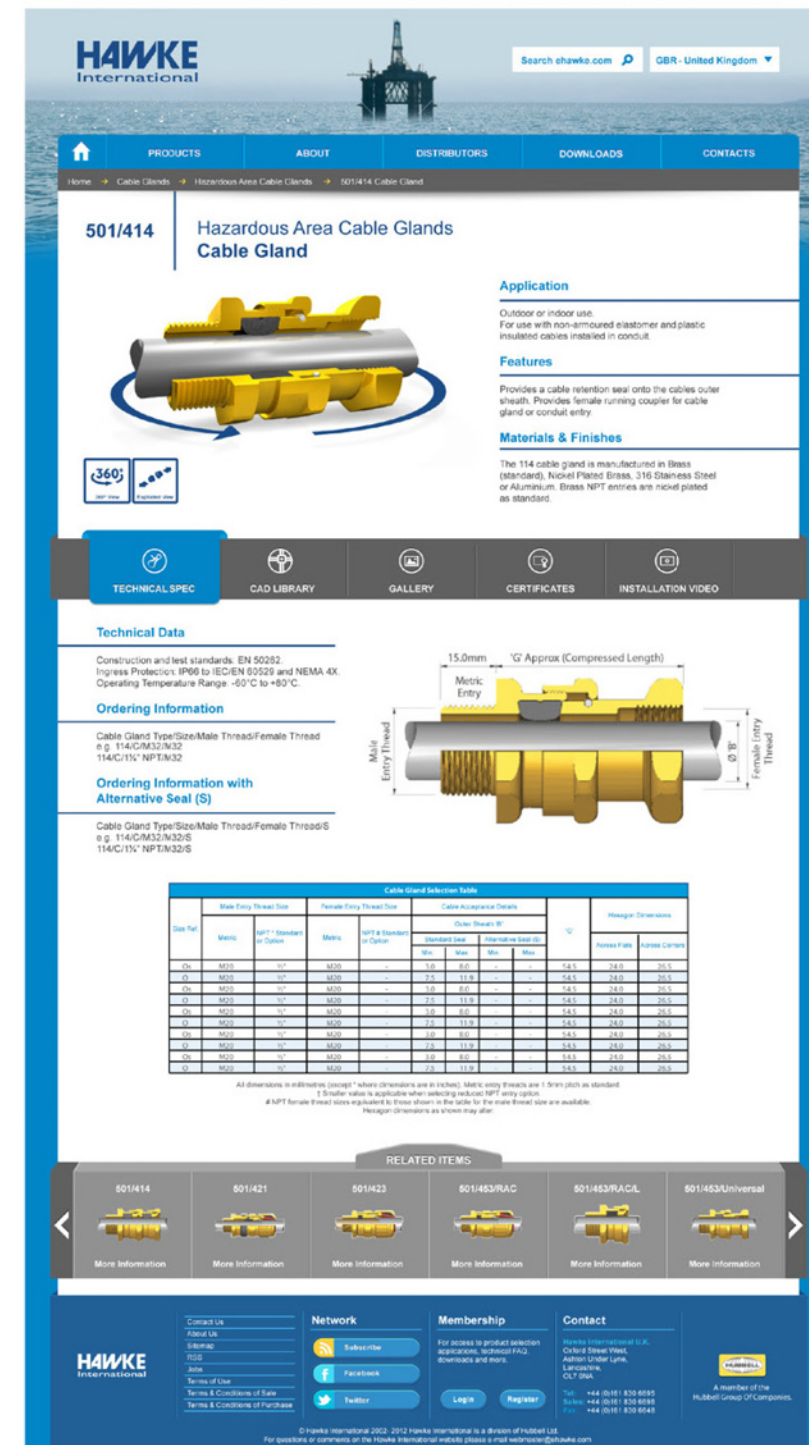




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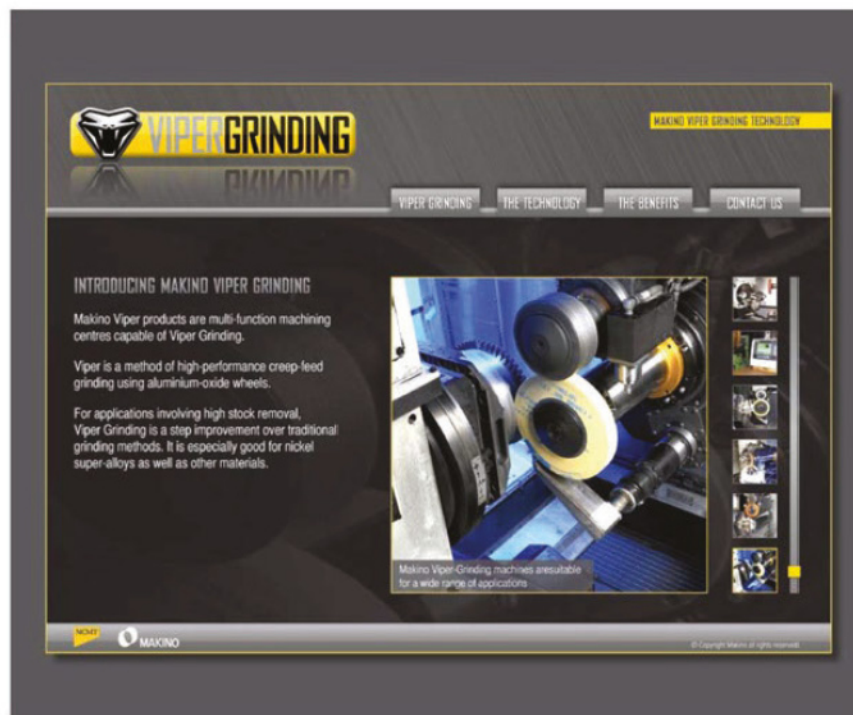
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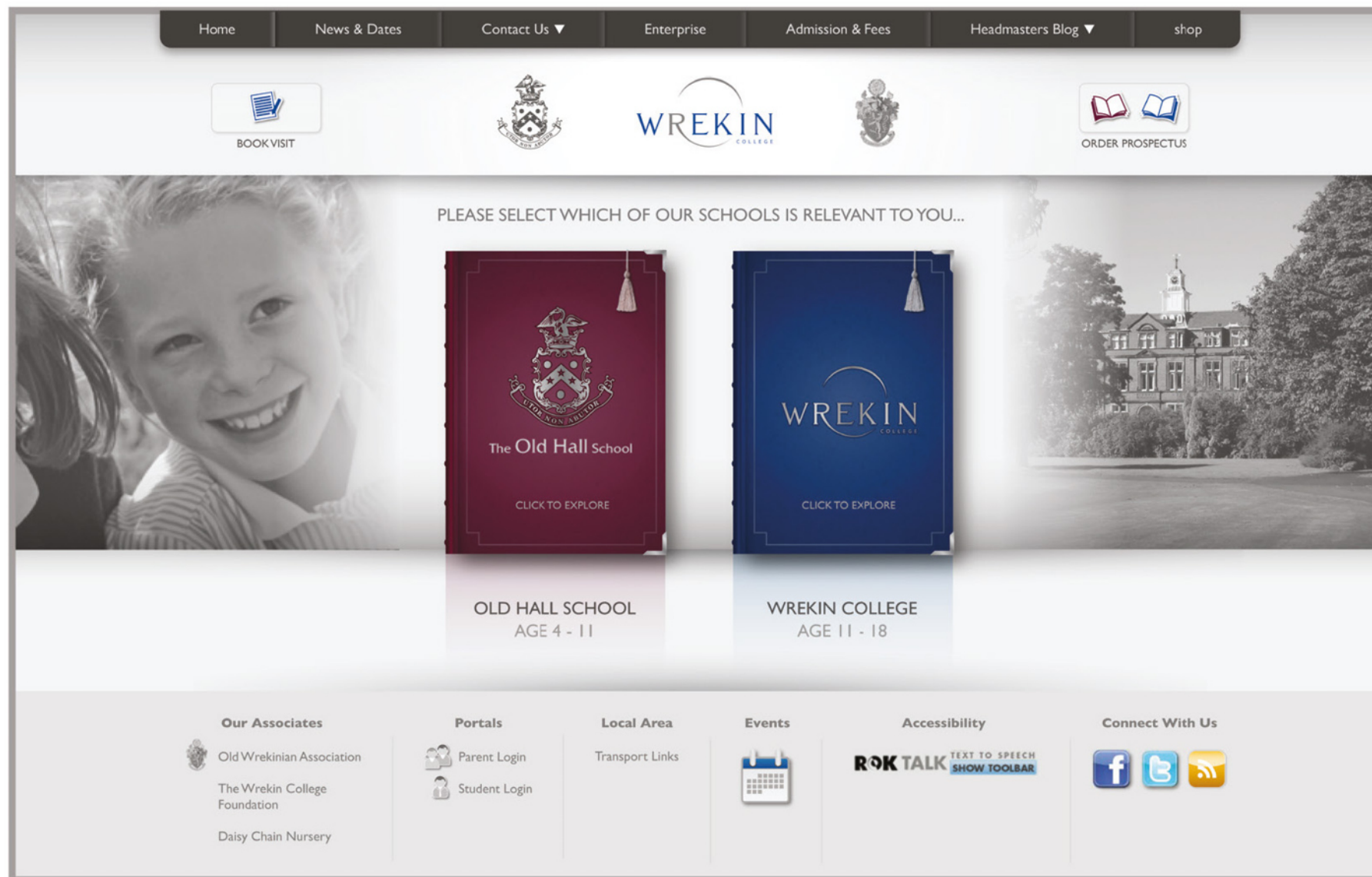
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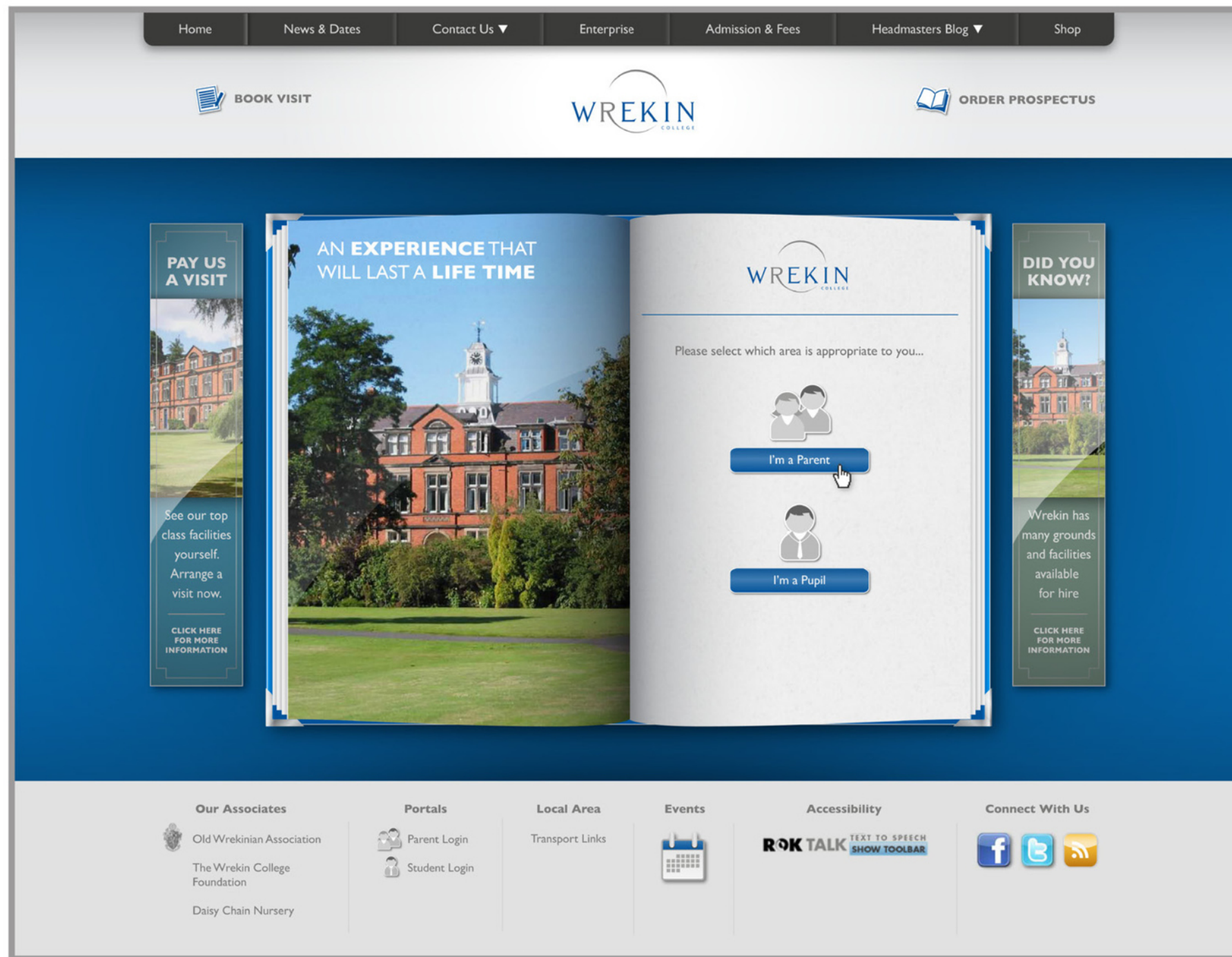
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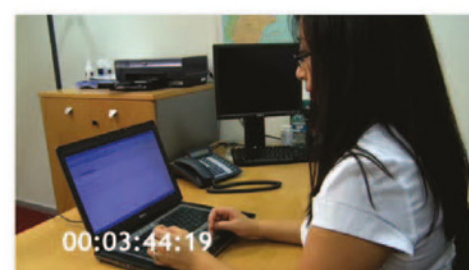
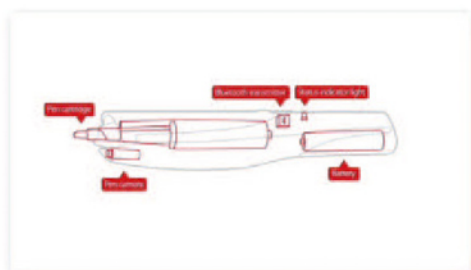
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