

Slim, simple and elegant

Sign World went to Biggin Hill to take a look a new concept in illuminated sign-systems that should prove to be a real high-flyer.

Have you ever looked at something new and just known that it was going to be a success? The first man that fitted a wheel to his cart instead of using rollers probably didn't think that he was doing anything that spectacular, but imagine the world today if he hadn't bothered. Where would we be if the genius that thought of cutting fish fillets into precise oblongs and coating them with breadcrumbs had bitten into his first fish-finger and thought, nah, these will never catch on.

Which brings me to a company called Transcity based in Kent, just by the runway of the old Battle of Britain airfield of Biggin Hill, and a man called Rob Shirley who is holding a light box in his hands that is as slim as a CD case, and he is asking me if I think there is a market for them.

Rob likes light boxes, his core business has been building exhibition units and he found himself always wanting to incorporate them into the displays. For years he has been looking for the holy grail of a light box that is light-



conditioning, and unlike fluorescent tubes they contain no mercury, so they enable specifiers to meet the most stringent environmental regulations. In fact they require far less energy to manufacture than most other light sources,



customers.

The main reason for this is the great potential of the LEDs themselves. The manufacturers claim that you can leave them turned on constantly, twenty-four hours a day, every day and you will get ten years of optimum use out of them. Personally I think we can realistically say 60,000 hours or about six years, and at current electricity prices that electrical drain will only cost about £8.70 a year, as opposed to about £50 for a standard system like tube lighting.

Unlike a fragile and easily broken normal bulb the LEDs used in Liteframe are encased in virtually unbreakable high-strength optical grade resin. There is no filament to burn out, which makes them perfect for demanding environments or places where access is difficult

The LEDs run cold, so in a department store they help keep down the need for air

so overall they have so little impact on the environment that they are being considered for the first Carbon Trust accreditation in their field, and that is about as energy saving and low carbon as you can get."

Which says a lot about Liteframe's ecosmarts, but nothing about what an elegant eye-catching system it is. All of the above are great reasons, put together with the price, to get in touch with Transcity and order the system straight away,



efficient, cost efficient and ecologically efficient – but there wasn't one out there. The next step was to get one made. His job had carried him all over the world and he had got to know a lot of manufacturers very well, so he knew the man to go to and how to explain exactly what he wanted.

The process of development and design took almost nine months, a fitting period for this new baby, and now Rob is the sole importer to the UK. The product is called Liteframe, and prices start at less than £100.

So what is it? Rob explained, "Liteframe is a range of ultra-slim light boxes that use LEDs and a new patented light-spreading technology to create an effective display tool perfectly designed for retail and public areas as well as displays and exhibitions, and to do it cost effectively both for the signmakers and their



but no amount of tree-hugging Earth friendliness is going to get this light box into your customers display area if it demonstrates the clunky visual appeal of a Russian-built car from the 1950's.

Don't worry, at just 10mm thick and with a glittering clear effect given by the even light spread across the graphic, Liteframe really looks the part, enhancing the appeal of even the most sophisticated image in a way that brought a light to even Sign worlds jaundiced and world-wary eyes.

They are available in a wide variety of sizes including custom panels, and they can be fixed to the wall, freestanding or cable/rod suspended. Quite simply, Liteframe is a great and affordable product, which is perfect for any kind of budget and any kind of project requiring hard-working and good looking lightboxes.

You can find out more by going to www.liteframe.co.uk