

DESIGNFORUM

THE ALUMINIUM LIGHTING COMPANY

QUARTERLY NEWSLETTER

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Aluminium Ammonite

Early in 2002 Dorset County Council approached the Aluminium Lighting Company in regards to the re-development of the columns along the Marine Parade in Lyme Regis.

An important factor in the project was the fact that this area of the coast is now part of a world heritage site, renowned for it's geological and fossil finds. Upon hearing about the re-development scheme the residents and local businesses protested stating that the new lights would ruin the atmosphere along the sea front.

Special points of interest:

- New Product Development
- Complete in-house service from Design/FEA to structural verification and production
- 3D modelling & visual presentations
- Unique & bespoke designs
- Lighting replacement funding

Inside this issue:

Aluminium Ammonite

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Aluminium Ammonite	1	This scheme became high-profile when local author of The French Lieutenant's Woman, John Fowles, joined the protest. In a BBC News article Fowles was quoted as saying, " People from around the world come to visit Lyme Regis and the sunset, stars and moon reflecting on the water are part of the environment they and local people like. " In the same article, Mike Lewis, clerk of the town council, said the existing lamps needed to be removed and further more, " we do need a lighting scheme that's effective and sufficient and at the moment it's very patchy. "
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Although a challenging design, it both fulfilled the needs of the local authority for corrosion resistant and durable columns whilst allaying the concerns of the local residents by respecting the heritage of the area.



Above Left:: Original columns.
 Above Right: Some initial proposals.
 Below Right : Pre-production composite image.
 Below Middle : Detailed design visual.
 Below Left : Installed completed design.



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Company Updates

The Aluminium Lighting Company Ltd has undergone significant changes over the past six months that include new staff joining the company and improved technology in the factory and offices. This has enabled the business to expand, improve existing products, services and develop new products.

The introduction of the new ALC database incorporating a quotation, order and reservations system has proved to be an invaluable asset enabling improved utilisation of both man-power and resources within the company. The ALC database which works concurrently with existing 3D CAD systems to store unique/bespoke products allows accurate costing and allocation of man-hours within the factory environment. We have also found that the database has increased inter-departmental communication which has allowed us to ensure greater quality of service. Combined with the continued improvements made to our quality assurance systems, customer satisfaction and product quality remain our top priority as we evolve as a company.

The installation of a new gantry system will enable us to improve workflow processes and manage movements of stock within the factory benefiting our work force and ability to handle increased order requirements. New equipment such as digital tube forming machinery for creating complex curves in brackets combined with digital TIG inverter welding sets mean we can provide neater welds and increased penetration on more elaborate designs.

To further facilitate the expansion of the company, Chairman Mr. Barry Williams, has set about developing an apprenticeship scheme. This has proved successful with local young people looking to develop engineering skills while having the option of gaining formal qualifications in college.

Finally, we are pleased to announce the following colleagues who have recently joined the company:

Mr. David Steele - Quality Assurance Manager

Mr. Mark Edwards - Production / Design Engineer

Mr. Ben Jones - Regional Sales Manager

Mr. Christopher Thomas - Coded Welder

Mr. Dan Davies, Mr. Nicholas Jones - 1st Year Apprentices

Enquiry design service

From the initial enquiry stage with a client we look to specify the correct size and type of aluminium column together with structural calculations for each specific requirement.

Following this there may be a need or a benefit to the client for a variety of different designs to be displayed photo-realistically on site that has been proven to be an effective way of choosing the most appropriate one. This process starts with a scanned or ideally a digital photograph of the area proposed for redevelopment from the client and a specification of column, bracket and/or bench etc to be installed.

A series of 1:1 photo-realistic 3D CAD models are then produced that fulfil the brief of the project. These can then be composited into the images provided and then later used to produce accurate drawings for manufacturing. For example the scheme displayed left within Merthyr Tydfil and the Lyme Regis Marine Parade (shown on page 1). This service is inclusive of any order we undertake for a client if required.



3D CAD visualisations of some recent designs



3D CAD composites for Merthyr Tydfil

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Product Development

Raise & lower column

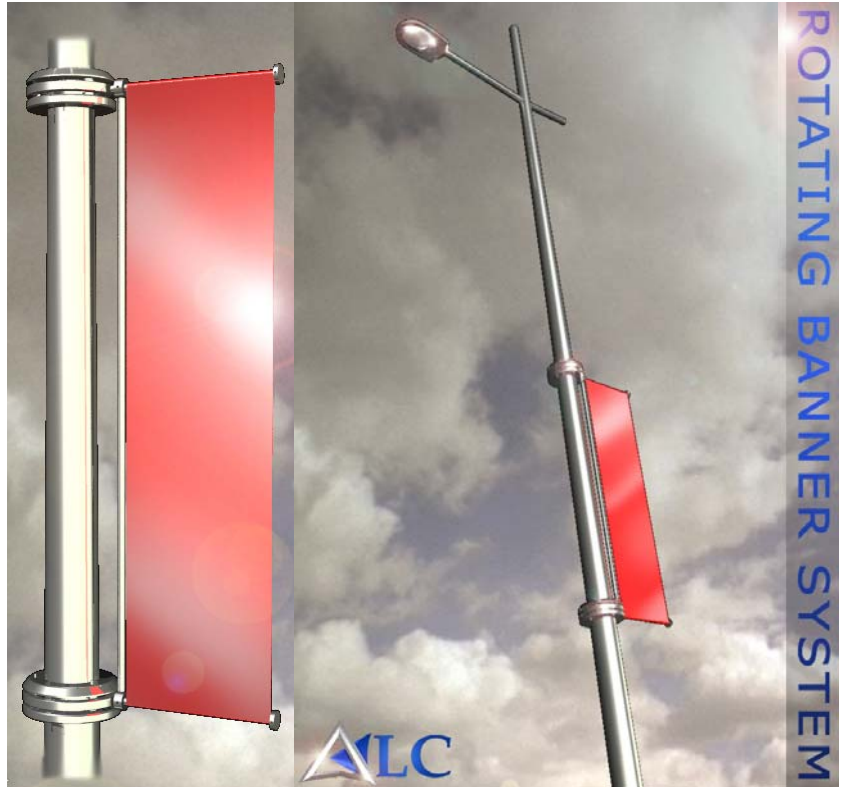
Over recent months we have been working to perfect our innovative design for a raise and lower column. During the development of the project we have addressed the many issues raised by clients concerning safety, security, and the aesthetics to come up with an unique and cutting edge product.

A product that offers both high performance and high security in an attractive cost effective package. Soon to be available on the market after completion of full field testing trials.

A change of direction... Rotating banners.

Due to an immediate demand, our recently developed revolutionary rotating banner system has been ordered for Merthyr Tydfil town centre by the Lighting Engineer, Mr. Jeremy Morgan.

The innovative design allows advertising and promotional banners to be fitted without affecting the integrity of the column's strength. Due to our systems agile ability to react to wind direction there is no longer any force applied directly to the column allowing larger banners on smaller columns. (Shown to the Right)



Product Enhancement

Over the past year we have developed many additional options which customers can choose from that both add to and enhance our portfolio of products.

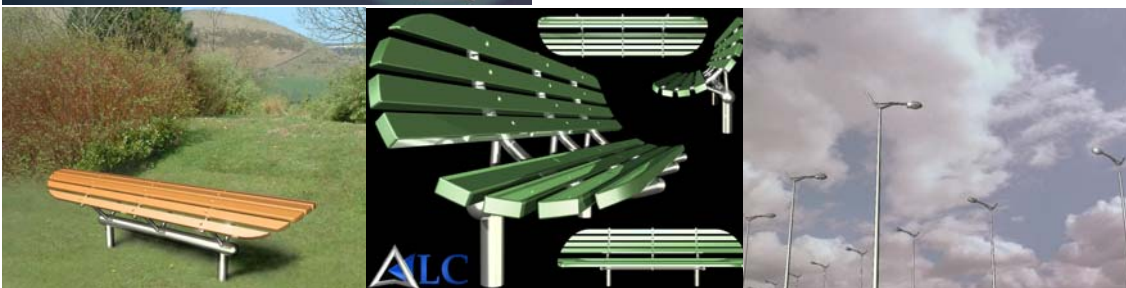
Decorative additions to existing columns such as cast aluminium embellishment kits enable standard aluminium 6000 series stepped columns to be enhanced to achieve a more traditional style while still having all the advantages of modern aluminium columns.

Additional enhancements that are available to our standard columns are for example the increased security afforded by double locking doors and the lengthened inner tube which provides extra strength against nuisance knocks.

Also available is the option to have enlarged cable entries in the columns ordered to better aid electrical connection during installation for differing specifications of cabling that exist, for example in Scotland where they use a three cable system.

The Aluminium Lighting Company has also expanded its range of products to include several different bench concept designs available to be commissioned for schemes around the country. These bench concepts provide inspiration for specific bespoke customer requirements as well as providing off the shelf designs for installation in existing schemes.

As part of our continued programme of development we are also investigating various different ways of providing a larger range of product finishes. These include sand blasting, anodising and improved machine finishes.



Middle Left: West Berkshire/ Vale of Glamorgan five metre stepped column with ladder arm & embellishment kit.

Bottom left : Composite image of ALC Ltd bench concept.

Bottom middle: ALC Ltd bench concept design.

Bottom right: Visualisation of bracket concept .



COMPANY PROFILE

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Proposed C.P.D seminar

By early September 2003 we are looking to run a series of seminars relating to European standards as well as BSI British standards on column/bracket design, testing and production. Please reply if you are interested in attending.

The Aluminium Lighting Company Ltd have supplied 6000 series lighting columns to the public and private sectors for the past nine years. Based in a 36,000 sqft. factory we stock in excess of 3,000 lighting columns from 3.5 to 12 m in height.

Our manufacturing operation includes products ranging from architectural lighting columns, bespoke bracket/column designs, street furniture and sign systems.

We are pleased to have been involved in designing and supplying products for major projects that have included the Cardiff Bay Development, Lyme Regis Marine Parade Scheme, National Air Traffic Systems at Prestwick and Vodaphone World Headquarters.

Over the past six years we have been developing a strong relationship with local authorities throughout England, Scotland and Wales, working towards addressing their needs. ALC Ltd is seeing a huge benefit being involved with these local authorities both to build on new specifications and develop our products to specific requirements of all of our clients.

Our English friends are leading the way on design and architectural projects that have led us to take ground breaking steps in our design abilities to satisfy their needs, whilst always increasing the demands to push us forward with our products.

The canny Scottish have seen the light and are leading the way with orders that have forced the change with specifications that are becoming a U.K. standard as the benefits are becoming clear to all with their insistence of durability with functionality.

In God's own country (Wales) we have had the most amazing support for introducing new/ innovative products and are now building a higher company profile as we work with some very forward thinking lighting engineers. ALC Ltd is proud to have been involved with the Welsh Development Agency to assist us in bringing continued employment and prosperity back to the area of South Wales.

We would like to thank all of our clients in the U.K. regions for their support and business over the last year that has allowed us to continue to push the boundaries within the industry.

Benefits of lighting replacement funding (LRF), The alternative to PFI.

Restrictive budgets, reactive maintenance and failing lighting stock. This description could be attributed to many UK. local authorities.

Maintenance free equipment with a longer life expectancy would improve this situation. However an investment would be required. In basic terms equipment that requires higher capital with no maintenance versus lower capital and ongoing maintenance regimes.

ALC have recognised this problem and formulated a flexible finance package, in conjunction with one of the largest financial institutions in Europe, to assist the purchase of more cost effective solutions.

We are currently working with several pilot authorities to ensure that this solution meets their requirements exactly. Our initial discussions with local authorities raised the following points:

The package must have the capability to encompass all lighting equipment, connection charges and installation.

The lighting engineer must have the capacity to change the equipment specification to account for technological advances within the industry.

The leasing requirement must be completely flexible within each twelve month period

Any "final purchase" contract must be agreed at a fixed rate at the outset of the contract.

Total control over contractor appointment.

After careful consideration, of the above, a finance package has been proposed to several local authorities.

The package ensures flexibility throughout and control of each aspect including specification, finance requirement, term and contractor appointment. All these areas remain wholly and solely under the control of the local authority.

To ensure optimum performance from LRF budgets it is proposed that by using signage and banner systems developed by ALC it will be possible to dramatically offset the cost of purchase by leasing advertising space out on columns installed.

Those councils who are currently considering this package see the benefits of a potentially self financing program of street lighting renewal that both benefits the local residents as well as the local authority.

Next Issue:

CPD seminar update.

Raise & lower column production report.

More new concept designs.

New Product Development.

Company expansion Update.

Profile of an enlightened Lighting Engineer .

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