

Spring 2004

MULTitechnic

Limited

Specialists in Photochemical Etching to the Trade.

newsletter

Racing Gaffer



All of you who tried so hard to win the Formula 1 drive in Suregrave's competition will be delighted that I (Colin) got the day out rather than you. Sue managed to win the jigsaw race, but being a woman cannot be trusted in a 500 bhp racing car that weighs less than a yogurt pot so I generously offered to do the driving.

We started the day gently with a bit of tuition in an ordinary Ferrari road car. It was then time to get used to a single seater, a Formula Ford which you could easily get flat out on the short Mallory Park circuit. Then up another notch to Formula Lotus where things get a bit more technical, more power & a bit of the aerodynamic stuff.

After a decent number of laps in these two machines you do get used to the style of driving which is totally different to a road car, but it is not enough to get a feel for the state of grip.

This then was the preparation for being let loose in the Formula 1 affair, one of the last with a standard manual gearbox. Believe it or not, it was a delight to drive, accelerating at maximum pelt you have to change gear 4 times in as many seconds but it all feels very controlled. The only problems are the lack of a long enough straight to hit anything more than 180 mph or so, and the lack of experience to corner the car hard. I would say that for maximum enjoyment at Mallory Park, stick to the Formula Lotus. If you do not have the experience, you can get much more from the smaller car & push it towards some tangible limits.

A big thank you to all at Suregrave for arranging the day, and to Sue for winning the top prize at Sign UK last year.

Mission Statement

*To Make OUR CUSTOMERS
The BEST SUPPLIERS of DECORATIVE ETCHINGS
By QUALITY of PRODUCT
&
QUALITY of CUSTOMER SERVICE.*

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Talk to us

To help you out, here is a list of who to speak to:

Progressing & Despatch of Orders:

Gina and John

Artwork:

Steve

Quotes:

Sue

MULTITECHNIC ORDER CHECKLIST

Help us to help you be more efficient....

... By providing full information, which means that we can manufacture your goods correctly; first time, every time.

There are potential delays if we are chasing missing information, or wrongly interpret vague instructions.

The information required is:

- 3 Metal Type
- 3 Metal Thickness
- 3 Colours and references
- 3 Lacquering
- 3 Date Required by
- 3 Price - if quoted
- 3 Details of delivery address if different

NB: If plain cover despatch is required, please email or post a copy of your delivery note to us for use - to positively promote the professional perception of your company.

Training

Thinking about recruiting, developing existing staff, not sure what training is available. The British Sign and Graphic Association offer NVQ level 2 & 3 in sign making. These qualifications cover a whole range of skills both on the manufacturing and fitting side. There are also modules, which cover design and quoting. There is a lot to be said for giving staff the opportunity to develop and who knows what hidden skills will appear. Training can help staff to feel valued and allow them to contribute to the development of the business.

Sometimes informal training based around the sharing of knowledge and ideas can really help, especially if you run a small business and feel that there are only you having problems. It is worth finding out if there are any small business forums or networking groups in your area, as these can be really useful. By taking time out from your business and talking to others in similar situations it can help you see your business issues and give a clearer picture. What you thought was a real issue can turn out to be the symptom and not the cause. With the real problem being something you would not have thought about. Don't be scared to ask, it is amazing how many people have come across the same issues at different stages of their career, use their experiences, they might not have the answers, but the chances are they will be happy to share their experiences and who knows you might find out how to solve the issue. You can learn from both your own and others mistakes. Who knows in future you could help someone else avoid making the same mistakes as you.

MULTI

Materials always in Stock...

STAINLESS STEEL 316 Grade

Mirror Polish

1.0mm 1.5mm (3.0mm 6.0mm special order)

Brush Finish

0.5mm 1.0mm 1.5mm (3.0mm 5.0mm special order)

Please do not ask for aluminium as we hate the stuff. It does not etch well, it rots, it generally looks pretty nasty and is not even good

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New Voices

You may have noticed new voices answering the telephones at Multitechnic. Jill has left due to family commitments and has been replaced by Gina, who has moved to the North from South Africa. John has joined the team following a career change late in life. There is also change in artwork with Colin joining as a design Modern Apprentice, confusion reigns with 2 Colins!

website

In order to assist our customers to sell etched signs, the gallery and fire sign sections of our website are available to link to your own website. These links give you unbranded areas that you can add to your own website.

Please email Sue for further details – sue@multitechnic.co.uk

Sign UK 2004

30th March – 1st April will see us exhibiting at Sign UK, at the NEC in Birmingham. An invitation is included with this newsletter, or visit our website and you can sign up online. Just click on the sign up logo on the home page.

Why not pop along to stand D76, meet the team and have a chat.

It is a great opportunity to catch up on what's happening in the signage industry, whilst having a look at just a few examples of Multitechnic etchings.

We are handily situated next to the catering area, so call in, say hello and join us for a coffee and a cake.

For extra tickets call the ticket hotline on 0870 240 6453

Artwork

There are many different software packages on the market. To help you help us to get your artwork sorted, with as much haste as possible, detailed below is a guide to artwork that we can work from:

Design programmes we use:

Illustrator 5

(ai files), later versions of Illustrator have caused some problems, so please always save back to version 5.

Freehand 10

Coreldraw 11

We prefer the file formats above, but can also accept: EPS, DXF, PDF, TIF, JPEG.

Macintosh and PC format are both fine, and you can send artwork by Email, CD, Zip and 3.5" disk.

Always remember to indicate hole positions and colours, also convert text to **paths / curves** and include linked / imported files such as tiffs and jpegs.

technic

CZ120 BRASS

0.5mm 1.0mm 1.5mm 3.0mm 6.0mm

GILDING METAL

1.5mm 3.0mm

Other materials always available.
Copper
Specialist Brasses & Bronzes
Specialist Steels

A word from the Gaffer



Poor sales, that is a very bad thing! High sales therefore must be a very good thing, or so you would think. Well not necessarily.

Overstretching yourself by taking on too much work, or a job that is simply too big, can result in rather large problems. Your cash flow will take a hammering if you have not planned your finances properly, and you will start to let down your regular customers, the very people that you worked hard to attract.

Taking on large jobs is only possible if you are prepared to work for your money, not just in terms of the work required to supply the product, but also in the planning. Before you get the order you have a plan prepared as part of your quotation process. If the job involves a number of invoices from your suppliers before you can present a single invoice to your customer at the end of the job, you need to talk to your bank and your suppliers. Your bank may be willing to help by providing finance if you involve them from the outset, they will not be so supportive if you simply run out of cash.

Talk to your suppliers, they may be able to offer you extended credit terms and an increase in your credit limit, if you ask the question. You can look to negotiate the timing to work with your suppliers schedules and limitations. This could make a real difference between a smooth and organised project and a potential disaster.

Before you get your next large enquiry, get into the habit of talking to your suppliers and bank regularly to establish good relations. Almost every customer we have had to take to court for non-payment, has happened because they have not talked to us, to let us know that they have had a problem. We do not take people to court for non-payment but either for not communicating or for making arrangements to pay and then not.

People who have "problems" with their banks tend to choose to have problems. If you involve your bank with your business in good and bad times it can save an awful lot of hassle and stress.

The biggest sin in business is poor management combined with poor communication. Do not expect your suppliers or your bank to take your business seriously if you wont.

Sorry if the word from the gaffer is a bit of a moan, but I have heard lots of moans about banks recently, so it seems that it is a topical subject.

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