



Readeproperty



Reade Signs: The Experts in the Property Industry

We have been working with property developers since our inception in 1980. The advances in technology during this period have been sensational; in the printing sector this has enabled full colour graphics to now be displayed on almost any surface both externally and internally. LED lighting both in the home and in signage applications has massively reduced power consumption and increased longevity, meaning lighting can be economically added where never considered before. We are now illuminating hoardings and adding solar powered lighting to signs where no mains power is available.

Reade Signs believe, however, that just because you *can* do something, that doesn't necessarily mean you *should*. Whilst we have always kept up with and invested in new technology, our enduring principle and the reason we have grown as a business - and retained long term clients - is our commitment to exceptional customer service and our consultative approach.

We'll listen to your requirements and we'll advise the best solution for your project based on our industry experience. That solution won't be based on what technology we have got available,

it will be what's best for your branding, messages and signage in a given environment.

This brochure showcases a few examples of our recent work and if you would like to learn more about how Reade Signs can help to market your developments please call or email our Sales Team:

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Royal Exchange, Kingston
Clad Hoarding





Building-site hoardings have moved on from the days when a tatty painted ply hoarding, hastily nailed up to stop the public straying on to site, were acceptable. Whilst the hoarding's function is still one of site security and health and safety it's also a huge opportunity to advertise your development to the passing public.

This hoarding at Royal Exchange in Kingston is just about as sophisticated as they get. The ply hoarding has been completely clad with lightweight printed and laminated aluminium composite panels and built up LED illuminated letters have been applied at key points where the messages will have the most impact. Situated in the

busy centre of Kingston this was not a straight-forward installation, it required considerable flexibility from our onsite fitting teams to ensure the public's and their own safety whilst working on the pavements.





One Blackfriars, Central London - Clad Hoarding

When this site underwent a rebrand across its exclusive multi-year development, Reade Signs' expert team transformed 250 meters of ordinary hoarding to a chic and elegant marketing resource.

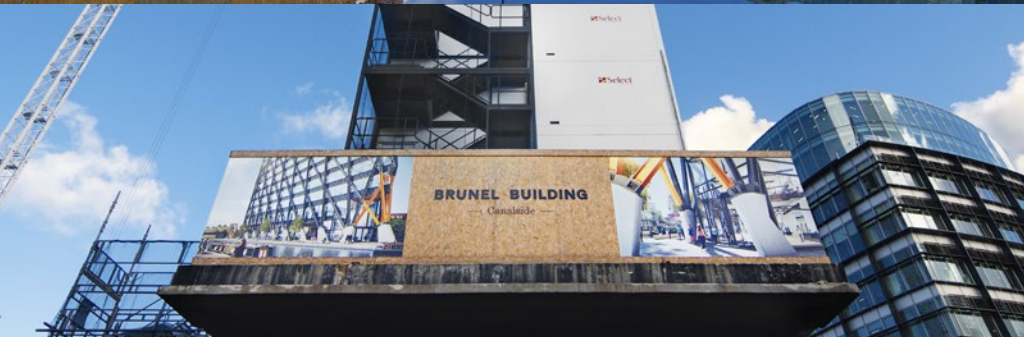
Featuring pearlescent vinyl with printed visuals, gold text and logos, illuminated flex-face boxes with built up illuminated lettering and LED downlighters housed within timber headers, the hoarding simulates the soft ambience and class of the development itself.

Paddington Canal, Central London - Hoarding Graphics



Access to install these hoarding graphics spanning across and parallel to a working canal was an unusual aspect to consider for this project. Erecting 80 meters of hoarding graphics alongside a busy waterway and 64 meters across the bustling canal footbridge required careful health and safety planning and close coordination with constructors.

The self-adhesive letters and architectural drawing-inspired designs picked out in white ultra-tack vinyl against treated Sterling Board provide an industrial elegance, look great and match our client's corporate image guidelines.





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Empire Court, Borehamwood - Clad Hoarding and Gantry Signs

This was a challenge with a difference. To provide illuminated hoarding at our client's development on Studio Way featuring an action movie theme to coincide with the launch of the latest Bond Film.

Our onsite team established a strong relationship with the Site Manager and Lead Electrician to develop a staged installation plan. The hoarding was surveyed by our team as it was built, and our studio team worked their usual magic to ensure the design fitted and followed the incline of the hoarding seamlessly.





Fulham Reach, Central London - Clad Hoarding, Banners, Marketing Suite, Wayfinding and Monolith Signage

Reade Signs managed the entire external marketing package at this exclusive development. We manufactured and installed huge vinyl graphics, cleverly designed banners the length and width of an entire apartment block, internal and external marketing suite signage, hoarding and stunning wayfinding and monolith signage throughout the entire development over a phased programme that coincided with apartment release dates.





Bartons Rise, Hampshire - Internal Marketing Suite

Barton's Rise was the first installation under the new contract for the roll out of our client's next generation of marketing suites. It's a fantastic example of how a development can be showcased at an early stage to the local community.

The space issues in the small cabin do not compromise the client's brand and the overall scheme is both welcoming and professional. Co-ordination of fitting with both sales and site teams meant a smooth and easy installation with handover on time to enable a positive and well received launch.







Shinfield Meadows, Berkshire - Internal Marketing Suite



At this popular development, we managed and delivered the entire internal fit out for the two-storey marketing suite, including graphics, furniture, health and safety signage and interactive displays. Elevating our clients brand at every opportunity throughout the fit-out was a key consideration during the design process.

The perfect blend of creativity, experience and expertise
to turn your requirements into reality.



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