

# Print Showcases

## Client information sheet

ESI directories allow you to showcase key products and projects.

There is a strong emphasis on visual information: related technical information can be delivered online.

The adjacent layouts show some of the options.

The minimum requirement for an entry is a quarter column of text and a half column of company information.

### • Illustrations

The grid system allows you considerable control over the emphasis given to different products.

For example, one option would be to focus on a star product or project, using a single high impact shot.

At the other extreme, a page could be used to feature the maximum number of products.

In practice, a combined approach is usually taken to highlight key products and convey the breadth and choice offered.

### • Text


Text is prepared by ESI editors to a standard house style to communicate factual information as clearly and succinctly as possible.

Your editor will work with source material provided by you to produce the copy.

### • Company information

All entries have a company information panel which communicates important information. The company logo provides brand reinforcement and recognition.

### ■ Half page



**Shawcity Ltd**  
Noise and vibration monitors

Shawcity supplies and hires noise and vibration monitors for health and safety, environmental and industrial applications.

- Noise monitors
- Noise dosimeters and noise badges are offered, as well as sound level meters ranging from indicating monitors to octave band analysers.
- Vibration monitors
- Personal hand/arm or whole-body vibration monitors are available, along with software for calculating permitted exposure times.

**Contact**  
Culin Woodley  
t: 01367 246960  
f: 01367 242499  
info@shawcity.co.uk

**Web**  
www.shawcity.co.uk

**Address**  
Shawcity Ltd  
124/12  
Pinner Road  
Pinner, Middx HA5 3JU

**Accreditation**  
ISO 9001:2008

**Affiliations**  
British Occupational Hygiene Society (BOHS)

**Additional print showcases**  
See monitoring systems P 38

**For more, search 13355 at www.esi.info**







### ■ Full page



**Colas Ltd**  
Decorative surfacing: Fibredec

Colas offers Fibredec decorative surfacing, which is a combination of polymer emulsion, chopped glass fibres and aggregates, providing high-strength strength. The surfacing is applied by specially designed and patented equipment, where glass fibres are distributed between two layers of binder, offering enhanced strength and durability. The applicator vehicles have been developed to accommodate both large and small areas. In addition to its excellent engineering benefits, Fibredec also provides a prestigious finish that complements the external environment.

**Contact**  
South and Midlands  
t: 0121 561 5561  
f: 0121 561 4384  
info@colas.co.uk

**North**  
t: 0191 461 5106  
f: 0191 414 1545  
info@colas.co.uk

**Web**  
www.colas.co.uk

**Address**  
Colas Ltd (South & Midlands)  
Calsmore Road, Birmingham B45 9QU

Colas Ltd (North)  
Derwentleigh Road, Newcastle NE14 3BQ

Colas Ltd (Head Office, Crawley)  
t: 01342 711000

**For more, search 11210 at www.esi.info**












### ■ Double page spread



**Creative Glass Ltd**  
Architectural glasswork

Creative Glass Ltd specialises in the design, manufacture and installation of glass features for both interior and exterior projects.

**Technical support**  
Original designs can be produced by the in-house design team, or based on clients' own designs.

The company also provides project management for installation of artworks, working closely with artists and arts bodies to ensure artistic visions are faithfully and realistically carried to fruition.

**Projects**

- Jeger – across UK
- Zill – London
- Planet – London
- Heathrow Terminal 5 – London
- High Heaton Library – Newcastle
- Lia Earle – across UK
- Bonhamwood Arts & Leisure Centre
- Nestlé UK HQ – York





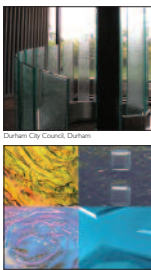


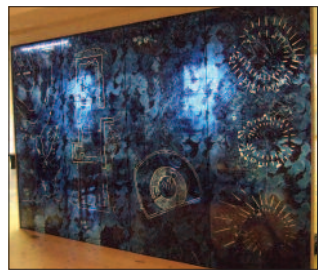
**Contact**  
Tony Campbell  
t: 01462 603545  
f: 01462 604667  
info@creativeglass.co.uk

**Web**  
www.creativeglass.co.uk

**Address**  
Creative Glass Ltd  
20-22 Lustrum Avenue  
Portrack Lane  
Stockton-on-Tees TS18 2NH

**Country of manufacture**  
UK

**For more, search 18460 at www.esi.info**

## Illustrations

Illustrations are a central component of a Print Showcase. They act as a visual guide to an entry, as well as providing information on aesthetics, suitability, design, operation and technical performance.

- **Number of images**

There is room for up to 29 illustrations on a double page spread, 13 illustrations on a full page and 5 on a half page.

- **Grid layout**

Print Showcases are based on a grid format designed to make the best use of images. Although standardised, the layout allows you considerable freedom.

The approximate dimensions for a single image is 49mm wide x 40mm high. Double width images are 101mm wide, whilst double height images are 86mm high.

- **Supplying pictures**

Electronic images must have a scan resolution of 300dpi or higher. They should be saved as eps, tiff or jpg files for Macs.

Images up to 10Mb in size can be received by email; larger sizes should be supplied on CD or uploaded through the web using our [www.yousendit.com](http://www.yousendit.com) account\*. We can also scan slides, transparencies and photographic prints.

Digital images prepared for websites do not provide sufficient quality for publication.

\* <http://dropbox.yousendit.com/ESIEditorial>

## Suitable imagery

Suitable illustrations include project shots, product shots (photographic and illustrative), line drawings, diagrams, process schematics, swatches and technical information.

Photographic or illustrative montages, logos, or the type of imagery or annotation often used in display adverts are not included in the illustrations.

Composite images are used only if they help users make an informed comparison of a product's options or features. Products must be correctly scaled, set on a plain background and presented in an ordered fashion.



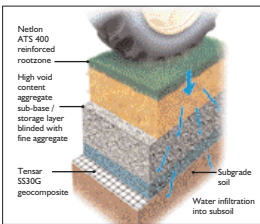
**Project shots**

- ✓ Show the product in context
- ✓ Show a product being used
- ✓ Show a service being implemented
- ✓ Show how a product integrates with its environment
- ✓ Give specifiers ideas on how to use a product
- ✓ Show prestigious projects



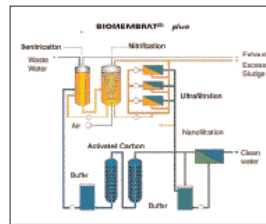
**Product: photographic**

- ✓ Show a product or product range
- ✓ Focus solely on the product
- ✓ Focus on technical data or design
- ✓ Show different product options



**Product: illustrative**

- ✓ Show how a product works
- ✓ Show how a product fits into a design
- ✓ Show what a product is made from
- ✓ Show key features
- ✓ Show hidden features



**Process schematics**

- ✓ Show how a system works
- ✓ Show how a product fits into a process
- ✓ Show technical information

| TURF NAME         | COMPOSITION                               |
|-------------------|---|
| Arena             | 20% Abernimp super-dwarf amenity ryegrass |
|                   | 20% Abernimp super-dwarf amenity ryegrass |
|                   | 30% Limousine smoothstalked meadowgrass   |
| RTF               | 20% Barrow slender creeping red fescue    |
|                   | 10% Lobi chewing fescue                   |
|                   | 45% Labyrinth tall fescue                 |
| Rubber Crumb Turf | 45% Barfelia tall fescue                  |
|                   | 10% Barrow smoothstalked meadowgrass      |
|                   | 20% Greenway amenity ryegrass             |
| Lawn King         | 20% Greenfair amenity ryegrass            |
|                   | 30% Limousine smoothstalked meadowgrass   |
|                   | 30% Barrow slender creeping red fescue    |
| Green King        | 20% Center chewing fescue                 |
|                   | 50% Barrow slender creeping red fescue    |
|                   | 30% Limousine smoothstalked meadowgrass   |
|                   | 50% Heriot browntop bent                  |
|                   | 25% Barrow slender creeping red fescue    |
|                   | 25% Bargreen chewing fescue               |

**Tabular technical information**

- ✓ Cover all models in a range
- ✓ List performance details
- ✓ List product options and variations
- ✓ ESI can prepare tables from appropriate source material

## Text

Print Showcases focus on objective technical information. To maintain the compendium's integrity all entries are prepared according to stringent stylistic and technical criteria, with due regard to BS 4940.

We will prepare the text as fluent, readable prose, and present it using standard fonts. There is room for around 320 words on a full page and 140 words on a half page.

We will organise the text beneath a series of standard headings. This enables readers to access your information quickly, as well as allowing easy comparison between entries.

It is part of our service to prepare the text for you. If you wish to draft the copy yourself, we will be happy to provide guidance. Please note however that all entries must conform to the house style and may be edited accordingly.

## Company information

- **Logo**

You have the opportunity to display your company or brand logo. If you do not have an electronic version please send a sheet of headed paper and we will scan it. Please note we only include one logo per entry.

- **Company information panel**

Please complete the company information form to ensure all this information is available for publication. If a category is not relevant, or you do not wish that information to be included in the compendium, just leave that section blank.

The information which can be included is:

- Company name
- Multiple contact details
- Web address
- Postal address
- Staff / turnover
- Accreditation
- Affiliations
- Awards
- CPD
- Operational area
- Country of manufacture