



DESIGN



CORPORATE  
SIGNAGE



DIGITAL  
SIGNAGE



AFTERSALES  
CARE



# Welcome to Butterfield Group







Welcome

History

Corporate Social Responsibility

Group Introduction

Design

Corporate Signage

Digital Signage

Aftersales Care

Our Work

Project Management

Management System

Quality

Environment

Health and Safety

Field Services

Working in Europe





# Celebrating 90 Years of **History**

Founded in 1927, we are operated today by the fourth generation of the Butterfield family and remain a privately owned entity



# Corporate Social Responsibility: It's Our **Mission...**

- To ensure Butterfield Group and all its divisions operate as a corporate and socially responsible company;
- To monitor and check our supply chain to ensure best practices are in place and they operate in an ethical manner;
- We will continually monitor, review and improve our environmental practices;
- We will deliver what we promise;
- We want and strive to be an employer people want to work for;
- We want to provide a first-class experience for all clients and be a company people want to work with;
- We will always communicate and deliver best practice;
- We will regularly monitor our performance and drive improvement across all group divisions and departments;
- We will ensure staff are specifically trained to meet each client's own individual requirements and build long term working relationships;
- We are committed to long term continual investment into people and technology to ensure we offer the highest levels of service and quality.





# Butterfield Group

Operating under  
four divisional  
banners

You can work  
for free - even  
you bank next

LEARN. WORK. BANK

**B WORKS**  
Powered by Yorkshire Bank

LEARN. WORK. BANK

Your first step to a better life

him2HW

LEARN. WORK. BANK

Your first step to a better life



**DESIGN**



**CORPORATE  
SIGNAGE**



**DIGITAL  
SIGNAGE**



**AFTERSALES  
CARE**



Butterfield Group employs 180 multi-skilled, experienced personnel operating from the Bradford main factory locations which total 100,000 square feet. In addition to the main factory the group has nationwide supply, installation and maintenance hubs located in London, Bristol, Nottingham and Stirling.

We are a founding member of the British Sign and Graphics Association (BSGA) and remain active committee members endorsing best practice and industry legislation.

We have a reputation for being one of the UK's most sign solution based organisations. This reputation has been built on our considerable experience and ability to deliver the highest of quality rollout programmes and one-off bespoke programmes to a number of high-profile clients throughout the UK and Europe.

We have retained our traditional cottage industry skills which have been complimented by and synthesised with cutting edge technology.

A percentage of our profits are continually reinvested into equipment and the professional development of our staff to ensure that we continue to exceed client expectations.

The levels of assistance required by a client can differ. Our group divisional offer is extensive and covers the following disciplines:

- Full Project Management;
- General Design and Artworking;
- Product Development;
- Technical Assistance and Recommendation of Materials;
- Prototyping;
- Site Auditing;
- Site Design Visuals;
- Town and Country Planning;
- CAD Design;
- In House Manufacture;
- Installation;
- After Sales Maintenance;
- Safety Site Inspections;
- Customer Management Online Portal.



# Butterfield Design

Few things are  
more crucial to  
your brand identity  
than the design of  
your sign







## DESIGN



## CREATIVITY

*Crea-tivi-ty*

Having the ability or power to create.



## IMAGINATION

*I-mag-i-na-tion*

The ability to confront and deal with reality by using the creative power of mind; resourcefulness.



**"We have now operated on a partnering basis for 7 years and they continue to assist with the ongoing design and development of our internal and external branding. Excellent experience!"**

*Charles L, Head of Procurement*

In most situations your brand is your first opportunity to create an impression.

Whether you have initial ideas, an outline concept or a full design manual our experienced design team are here to help.

Our professional design team are experienced, possess a wealth of industry knowledge, and have successfully assisted a number of brands in achieving their goals.

We can provide a design development assistance service in relation to general look and feel which

includes recommendation of appropriate fit for purpose materials and provision of samples, plus recommendation of manufacturing techniques to suit the sites locational environment.

We offer full prototyping services so your image can be viewed behind closed doors or in a live site environment prior to launch.

We are fully conscious of our environmental impact and social responsibilities so signage is designed to facilitate a Product Lifecycle Process.



# Butterfield Corporate Signage

Supplying product  
and service to a  
host of high profile  
companies and  
organisations





## CORPORATE SIGNAGE



### PERSONNEL

We employ in excess of 180 fully experienced personnel.



### LOGISTICS

Our logistics and field services fleet operate specialist vehicles including 2 Hiab crane trucks and 5 access platforms (MEWPS).



We have in excess of 90 years of sign making history and today continue to operate as one of the UK's largest and most successful signage companies.

The company was initially built on its high-quality traditional manufacturing processes which included specialist signwriting and gilding; architectural steelwork; 3D letter fabrication and neon manufacture.

These cottage industry skills remain within the business but are supported by the latest modern manufacturing technologies including: fibre laser cutting; direct to media digital printing; CNC letter making; CNC router cutting and specialist LED lighting.

We provide a turnkey supply solution which includes design; site auditing; town and country planning; project management; installation and aftersales maintenance care.

98% of product supplied is manufactured utilising our in house, highly skilled sign making operatives, which provides us with stringent control over both quality and lead times.

Products include but are not limited to the following types of signage:

- |                             |                                   |
|-----------------------------|-----------------------------------|
| - Main ID Building Signage; | - Exterior Digital Signage Menus; |
| - Projecting/Flag;          | - Interior Signage;               |
| - Wayfinding;               | - Structural Steelwork;           |
| - 3D Letters;               | - Signwriting;                    |
| - Fascia Signage;           | - Flexface;                       |
| - Totems;                   | - Window Manifestations;          |
| - Neon;                     | - Digital Wallpaper;              |
| - Building Lighting;        | - DDA Manifestation;              |
| - Car Parks;                | - Building Cladding;              |
| - Bespoke Canopies;         | - Light Features;                 |
| - Interior Menus;           | - Flags and Banners.              |
| - Door/Room;                |                                   |
| - Faux Neon;                |                                   |

# Butterfield Digital Signage

A specialist division  
that provides  
unique design  
and custom built  
bespoke product







## DIGITAL SIGNAGE



### HARDWARE



### SOFTWARE



### TOUCH SCREEN



### CONNECTIVITY



### INSTALLATION



### CONTENT MANAGEMENT



**"What outstanding works. We were really pleased with the outcome of the whole project, carried out in a very professional manner. Thank you to the entire team."**

*Karen T, Property Strategy Manager*

We work with designers, architects and clients direct assisting with required look and feel of product to suit retail, commercial and urban environments.

The four disciplines we offer are:

- production of bespoke housing cases;
- provision of the digital screens with operating hardware;
- design of specialist content software;
- content management.

We provide units for both interior and exterior use in a single screen application or a multiple screen video wall application.

Screens are available in various sizes and brightness levels to suit location and environment.

All design, manufacture and installation services are carried out in house providing stringent control over quality and lead times.

We are able to supply hard drive and android operating systems.

Connectivity can be via CAT 5 cable or WIFI.

# Butterfield Aftersales Care

Why take a chance?  
The signage that  
promotes your  
business is your  
most visual form  
of advertising







## AFTERSALES CARE



### REACTIVE MAINTENANCE



### PRE-PLANNED MAINTENANCE



### SITE SAFETY INSPECTIONS



We are able to provide preventative maintenance programmes, ad-hoc call out services and integrity inspection tests for sign safety.

Services can be tailored to suit customer budgets and requirements. We are able to offer rates to facilitate the nature of your call whether it be a 4hr emergency call out or standard 72hr visit.

Our experienced, dedicated aftersales team offer a 24hr helpdesk service.

We utilise a dedicated system to manage the total process from initial instruction/call to final completion. All information is individually stored for each site on a secure server for future reference and we maintain a full asset register for each client.

We can and currently do work with and upload information to a number of clients' own dedicated facilities attendance management systems.

Our two-man experienced teams are strategically located across the UK operating from liveried vehicles, carrying photographic identification passes and wearing corporate uniform.

All vehicles are dedicated to maintenance services and stocked with replacement components to facilitate our philosophy of First-Time Fix. We operate five fully employed MEWPs across the UK to minimise expensive hire costs.

The Butterfield Group are one of the UK's largest sign manufacturers so repairs and replacement components are produced quickly and competitively. We apportion hours in our daily departmental production schedules to facilitate/prioritise small works repairs.

Our manufacturing facility covers all aspects of production and houses the latest high-tech equipment, accompanied by traditional skills including neon tube production and signwriting.

# wilko



















## Project Management: A Wealth of Experience in Delivering Your Branding

We operate a secure customer client services portal to communicate all project information.

As a group we are able to offer both project and programme management services tailored to suit each client's own individual requirements.

Our divisional teams are highly experienced and successful in delivering projects in a number of market sectors that have included both fast track and phased termed rollout programmes; design led initiatives; and one-off bespoke projects.

Our teams will assist from initial brief through all disciplined stages including design; development; site auditing; prototyping; manufacture; installation and aftersales care.

Reporting and operational control of all in house company processes is via our bespoke BOSS management system.

**"The Butterfield project management team were the key to the success of our recent rollout programme, from initial brief the programme was expertly driven and managed to meet all targets and exceed expectation."**

*Caroline P, Retail Manager*



# BOSS



**COMMERCIAL  
EVALUATION**



**FACTORY PLANNING  
AND SCHEDULE OF  
DEPARTMENTAL  
WORKLOADS**



**MANAGEMENT  
OF DEPARTMENTAL  
PROCESSES**



**ARCHIVING OF  
DOCUMENTATION**



**PROGRESS  
REPORTING**



**MANAGEMENT  
OF STOCK**



**COST  
CONTROL**

## Management System: It Really is The Boss

We operate a bespoke management system to ensure seamless visibility for each project from inception to completion.

The management system has been developed through years of experience in delivering varied programmes to some of the world's largest blue chip organisations.

We continue to develop and improve the system to ensure our best practice policies continue to surpass client expectation.

The system is viewed in real time and disciplines included are:

- Cost Control;
- Factory planning and scheduling of departmental workloads;
- Management of departmental processes;
- Progress reporting;
- Management of Stock;
- Commercial evaluation;
- Archiving of documentation.

The system evaluates and reports which assists further with:

- Reduction of material waste;
- Analysing and achieving any further efficiencies;
- Monitoring use and storage of raw materials;
- Purchasing efficiencies;
- Control of finished goods;
- Managing logistics to reduce Carbon Emission;
- Monitoring of quality checking;
- Managing field services efficiencies.



## Quality: It's Everybody's Responsibility

Copies of our company procedures and assurance manuals are available on request.

We are fully committed to a continual improvement programme in quality management.

It is our intention to provide the highest levels of quality in delivering customer service and product and all staff are responsible for maintaining these levels.

Because we value our customers, we strive to exceed customer expectation and have established a quality management system which provides a framework to measure and improve our performance.

As a company we promise to:

- Train and develop our staff;
- Continually invest in the latest technology and champion best practice;
- Regularly gather and monitor customer feedback;

- Hold management review meetings on customer feedback and implement change;
- Regularly audit our internal processes;
- Measure quality objectives that reflect long term business goals;
- Monitor and measure the performance of our raw materials supply chain.





GO THE  
extra  
MILE.  
IT'S NEVER  
CROWDED

## Environment: Our Solution is to Reduce Pollution

We operate as an ISO 14001 fully accredited environmental organisation.

- We are fully committed to the ongoing nurturing and development of our staff to understand our potential to impact and also protect and care for our environment;
- We will ensure compliance with all local and national legislation and try to exceed good environmental practice;
- We will design and produce signage within a Product Lifecycle Process;
- We will work with our supply chain to ensure they also operate good environmental practice and behave in an environmentally responsible manner;
- We are fully committed to creating a cleaner and greener environment and the practice of Reduce, Reuse and Recycle;
- We will monitor, evaluate, recommend, action and continually improve upon our environmental management processes.

**“Really engaged with our design team to ensure we delivered the best brand solution across our network, whilst minimising potential environmental impact.”**

*John R, Retail Implementation Manager*



## Health and Safety: Is Taken Seriously

We directly employ an in house certificated Health and Safety Officer to monitor all factory and field service activities.

Our group accreditations include:

- OSHAS 18001;
- Eurosafe (CDM compliant) Certification (SSIP);
- Safe Contractors Certification (SSIP);
- Members of the British Safety Council.

All staff receive an initial Health and Safety induction.

Regular tool box talks are provided by our Health and Safety Officer to all staff to update them on the latest legislation and safe working practices.







## Field Services: Not All Contractors Are Created Equal

Our external field services staff are regularly monitored and site audited to ensure compliance with all general Health and Safety legislation and any client specific requirements.

Our own teams of engineers are directly employed and operate from liveried vehicles, wearing corporate uniform and carrying identification passes.

We operate our own liveried Hiab installation vehicles and various sized MEWPs.

Field services teams certification includes:

- IPAF;
- PASMA;
- CPC Operators licence;
- UKATA Asbestos Awareness;
- SPA Working on Petrol Forecourts;
- CSCS;
- SSSTS Site Supervisors Safety Training Scheme.

**"They tailored their offer to meet our budget and delivered to expectation."**

*Chris J, Maintenance Manager*



# Butterfield Group Working in Europe

Trusted locally  
and overseas

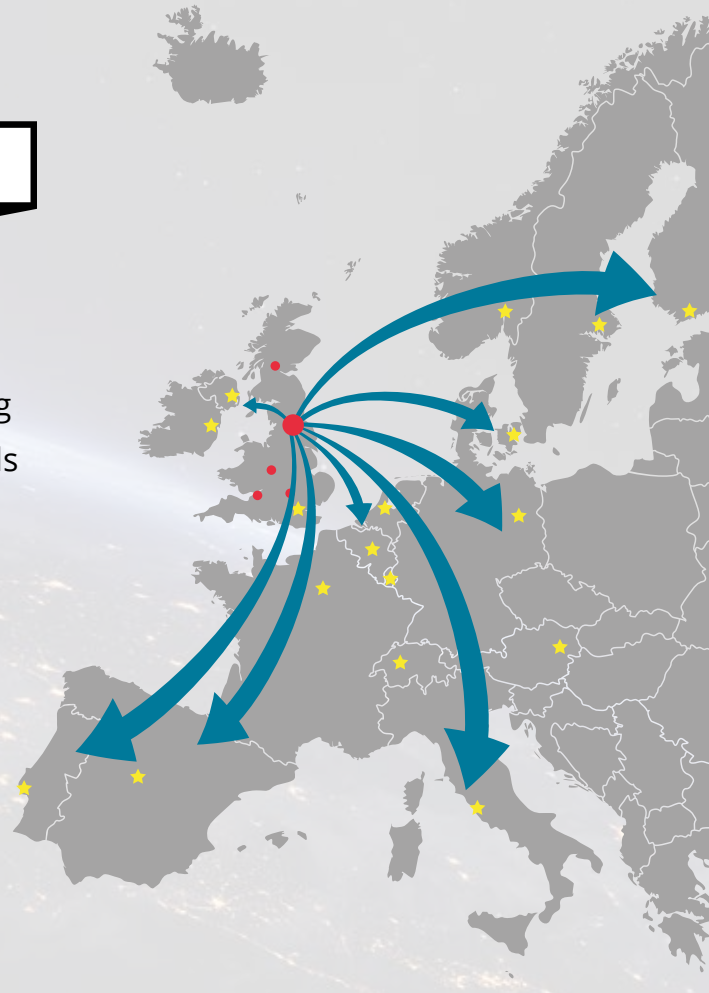




**STAY CONNECTED:**

- ★ Germany
- ★ France
- ★ Switzerland
- ★ Spain
- ★ Portugal
- ★ Italy

- ★ Luxemburg
- ★ Netherlands
- ★ Belgium
- ★ Denmark
- ★ Norway
- ★ Sweden
- ★ Finland



We operate throughout Europe for a number of our clients by working with installation partners. Local knowledge of working practices and legislation is key to the success of any overseas programme so over the last 15 years Butterfield Group has built a network of successful and trusted partnerships to facilitate local site activities.



## BUTTERFIELD GROUP

- Design
- Corporate Signage
- Digital Signage
- Aftersales Care

174 SUNBRIDGE ROAD  
BRADFORD  
BD1 2RZ

T: +44 (0)1274 722244

F: +44 (0)1274 848998

E: [enquiries@butterfieldsigns.co.uk](mailto:enquiries@butterfieldsigns.co.uk)

W: [www.butterfieldsigns.co.uk](http://www.butterfieldsigns.co.uk)



@butterfield\_group



butterfield\_group



butterfield\_group