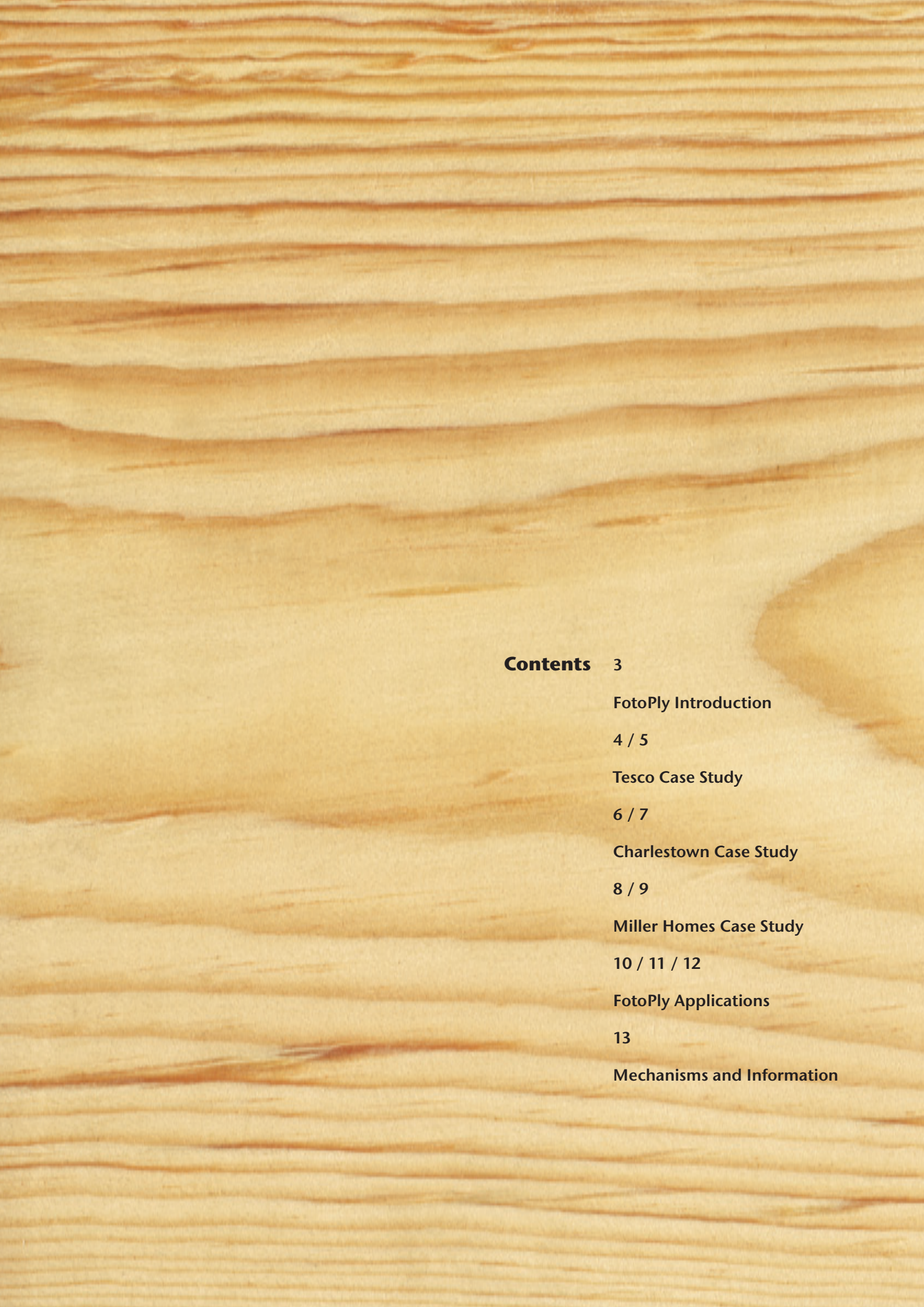




A NEW REVOLUTIONARY PANEL THAT'S
'WITHOUT LIMITS' WHERE ANY IMAGE
CAN BE APPLIED TO A PLYWOOD SHEET

FOTOPLY

AVAILABLE IN 17 MILLION COLOURS

The background of the entire page is a close-up, vertical view of a light-colored wood grain, showing wavy, horizontal lines in shades of cream and light tan.

Contents

3

FotoPly Introduction

4 / 5

Tesco Case Study

6 / 7

Charlestown Case Study

8 / 9

Miller Homes Case Study

10 / 11 / 12

FotoPly Applications

13

Mechanisms and Information



**FOTOPLY IS A
REVOLUTIONARY NEW
PANEL THAT IS
'WITHOUT LIMITS'
WHERE ANY IMAGE
CAN BE APPLIED TO AN
EXTERIOR GRADE,
CERTIFIED PLYWOOD
SHEET...**

This system has a number of features and benefits that helps to redefine the use of temporary structures, in terms of both practical and visual applications.

FotoPly has been through an extensive programme of research and development and is now tried and tested. It is the ideal material for use as site hoardings, emergency glazing, rain screening, signage and advertising.

This system has real benefits, as it is both robust and multi-use. It also allows for a quick 'one stage' erection process and has the capacity to display bright and vibrant images that can convey any message you require.

FotoPly is another innovative and exclusive product from Arnold Laver Timber World.

Features

- A fully exterior application
- 100% Certified (PEFC)
- Crisp & bright images that look fantastic with 17 million colours available
- Artwork applied to the whole panel and directly on to the board
- Graffiti resistant & Jet washable
- All non-cut edges pre-sealed
- Non reflective finish - reducing glare and improving visibility
- UV fast guaranteed for 3 years
- Easy fixing - using standard woodworking tools
- One price - no extra colour charges or set-up costs

Environmental

- All boards are 100% certified through the PEFC certification scheme
- Meets all the requirements against BREEAM
- Can be removed and re-used
- May have a 'second-life' use – shelving, lining, flooring etc
- End of life use as compost or bio-fuel

Benefits

- Erected in one visit
- Re-usable
- Recyclable
- Full chain of custody
- Lightweight European Spruce Plywood - reduced road miles to site
- Helps reduce carbon emissions - reduced road miles
- Saves time
- Possible additional revenue stream - via advertising

Uses

- Site hoardings
- Emergency glazing
- Rain screening
- Advertising
- Signage
- Sidings for portable buildings

Sizes

- Standard sizes: 2440x1220mm and 3050x1220mm
- Standard thicknesses - 6mm and 18mm
- Other sizes and thicknesses are available on request

THINK BEFORE YOU PRINT - WE DID



Tesco Temporary Site Hoarding

When Tesco decided to extend their Colney Hatch store, they recognised that there were a number of advantages in utilising FotoPly to act as the temporary site hoarding.

This system allowed Tesco to easily and effectively maintain their image and brand throughout the build programme, whilst ensuring that the materials used were certified, that the quality of the images was first class and that costs were minimised.

Tesco also quickly identified a second use for the panels within the store, thereby ensuring further savings in material and time.







Charlestown Site Hoardings

The Charlestown Shopping Centre and Leisure complex set about becoming one of the most progressive Retail centres in Ireland and was awarded Silver in the Irish Retail Property Awards in 2008.

From the outset the developer recognised that the use of innovative products such as FotoPly would help support their drive to promote a green agenda, by using a certified material that was completely recyclable.



Miller Homes Temporary Site Hoarding

With their new development at Stonebridge Fold, Miller Homes recognised the value in using FotoPly to showcase the various house-types and convey a picture of how the final community would look.

By using FotoPly, Miller Homes were able to utilise a certified panel that helped to:

- Reduce costs
- Improve installation time
- Reducing their carbon footprint
- Deliver the right message

In addition, Miller Homes were pleased by the flexible approach of the supply chain, which allowed them to receive the finished panels within a very short lead-time, thereby surpassing their expectations.



Site hoardings
Emergency glazing
Rain screening
Advertising
Signage
Sidings for portable buildings

Below - Internal advertising application

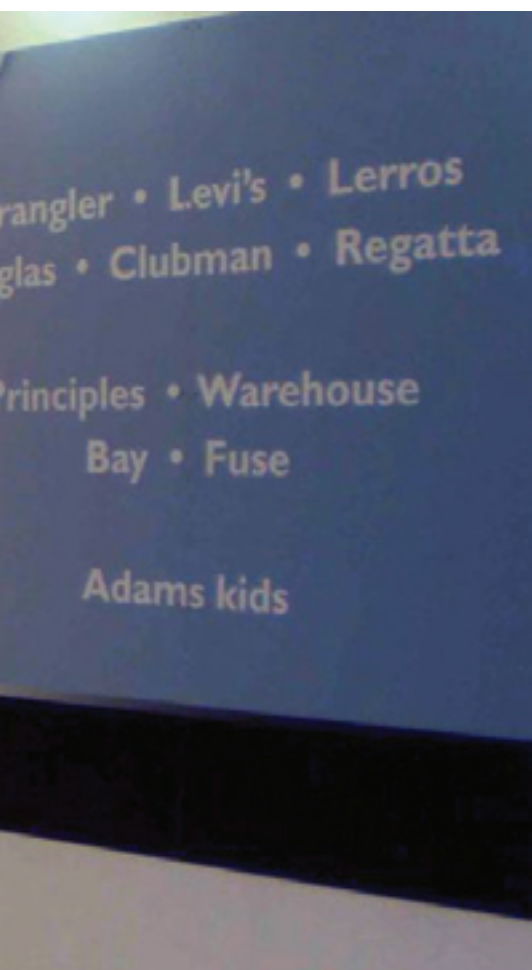


Fotoply Applications

Advertising

With its non-reflective finish and fantastic image resolution, FotoPly is ideal for use as advertising, providing a striking visual representation of your product, event or service.

In addition, FotoPly is flexible as it is designed to be used in both interior and exterior applications.



Below - Billboard application



Billboard

Large format images can easily be applied on to FotoPly panels allowing for key messages and images to be conveyed.

Images will not fade, with the panels guaranteed to be UV fast for up to 3 years.

Below - Exterior signage



Signage


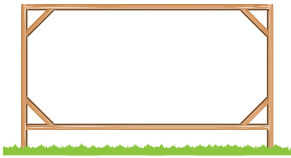
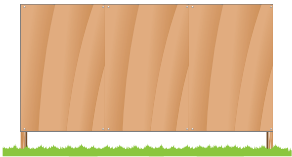









FotoPly is a fully exterior application that will stand the test of time. The panels are jet washable and graffiti resistant.

With a non-reflective finish that reduces glare, directional signage - made from FotoPly - remains easily visible.

The lightweight nature of the panel also means that it is easier to erect.

Mechanism

Here's how FotoPly compares to a traditional hoarding system when considering the mechanism employed for erection:

Stages	Traditional Method	FotoPly
1. Post and rail timber frame erection		
2. Fitting of hoarding plywood		
3. Painting the plywood		Completed at Stage 2
4. Apply Health and Safety signage		Completed at Stage 2
5. Marketing sign boards added		Completed at Stage 2
6. Printed film/Anti graffiti film added		Completed at Stage 2
7. Maintenance FotoPly - Graffiti removal if needed Traditional Method - removal, damaged/warped plastic panels, printed films peeling off, health and safety sign replacement if needed.		
8. Removal and disposal		

At stage 2 the FotoPly hoarding is finished and the entire hoarding is environmentally certified. The marketing message is up and working for the client, all health and safety signs are embedded in the artwork and are part of the panel so cannot be removed. The images are all UV fast and will not fade over time and the surface is already anti graffiti. If any third party advertising is present, the revenues start coming back to the client/contractor from this stage onwards.

Delivery Lead Times

FotoPly is available from all Arnold Laver Timber World branches. As all FotoPly panels are 'bespoke', each board is manufactured on an individual basis, with a delivery lead-time of – up to - 14 days, from receipt of artwork.

Artwork Guidelines

Our printers use a variation on the four-colour process printing system. We will endeavour to match any colour swatches or pantone references supplied – however, there are limitations to the process, which may mean that we cannot obtain an exact match. If no colour specifications are supplied, our machine technician's decision will be final, and no responsibility will be accepted for incorrect colours.

Please supply a colour printout for reference, with sizes marked. If any specific finishing is required, please supply relevant information.

We can accept MAC and PC files in the following file formats:

- Illustrator (up to CS2 version)
- PhotoShop (up to CS2 version)
- Quark (up to version 7)
- Indesign CS2

Artwork must be supplied on either CD or DVD. As a general rule, artwork should be created at size with at least a 300dpi. Scans should be CMYK, and saved as an .EPS file with maximum quality jpeg compression.

Contact Details

If you require additional information or wish to clarify any points then please contact the Marketing Dept on:

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*COC Certified



Arnold Laver **TIMBER WORLD**
www.timberworld.co.uk

We all have a responsibility to the environment. At Arnold Laver Timber World we are committed to protecting the environment. We strongly believe it is our corporate and social responsibility to preserve world forests and promote effective forestry management. We have accepted the principles of sourcing materials from legal, sustainable, well managed forests and mills. All Arnold Laver Timber World branches in the UK have Chain of Custody implemented, independently evaluated and certified, to provide our customers with environmental assurances.

