HAVERHILL AT WORK

Signpost Paints

Signpost Paints came to Haverhill in the late 1960's. They built their own factory at Rookwood Way and over the years expanded, taking over the former factory and nearby site previously occupied by Hopkin and Williams and KJ Products.

Signpost shows the way

WITH ten highly successful years at Haverhill under their belt, Signpost Paints are planning big extensions that will double their production area and provide many more jobs in the town.

The planning go-ahead has been received from St Edmundsbury Borough Council. Now the firm, Langston Jones and Samuel Smith Ltd, who trade under the Signpost name, are budgeting on a half-million pound outlay in the next 18 months to two years.

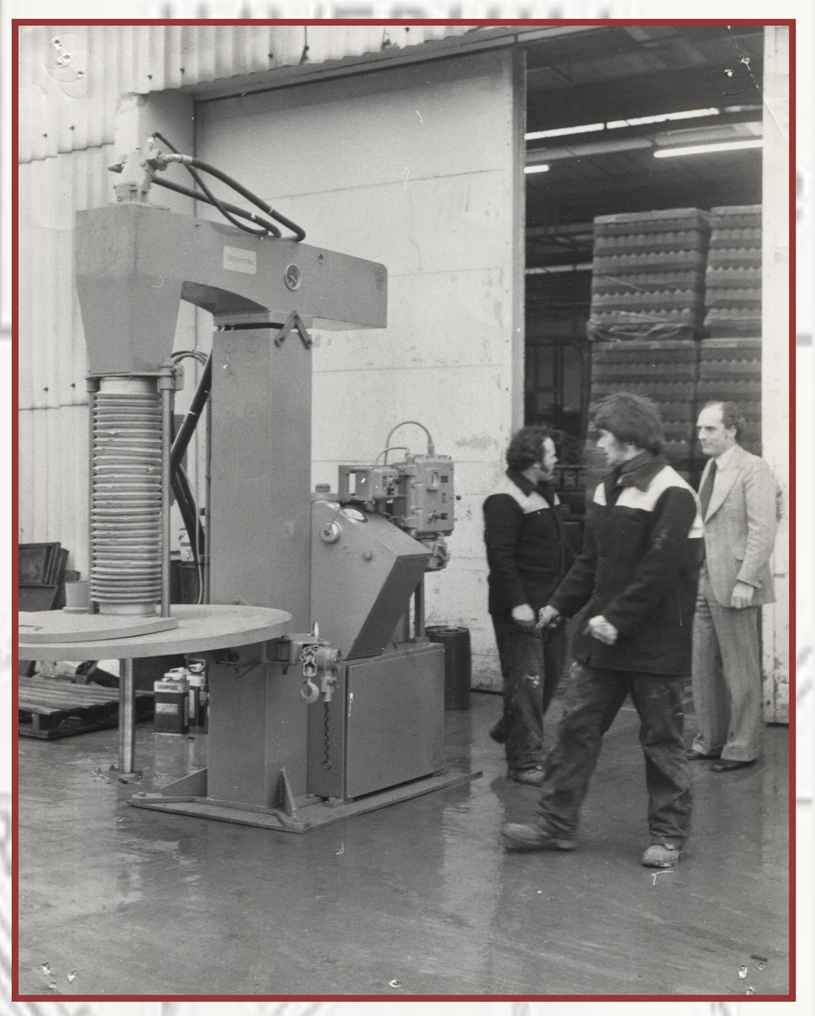
"Our springboard into the 1980s" was how marketing director Mr Alastair Walters summed up the ambitious programme this week.

There will be a 20,000 square foot extension for manufacturing use to the factory at Piperell Way which will include a 10,000 square foot steel production platform, and a further 4,000 square foot is being added to the former Kay Jay Products factory which Signpost took over about three years ago. There will also be a 3,000 square foot commercial garage.

The company also have planning consent for a tank farm to store 120,000 gallons of wood preservatives and solvents.

The former Courtenham factory of 30,000 square feet is now wholly occupied by Signpost as an overflow storage area. They have an option to lease it for three to five years and two large storage air houses at Piperell Way have been in use for some time.

Signpost produce industrial and household paints for home and export markets and according to managing director Mr Richard Wallis, they were making provision for increased and efficient production











Signpost chief Richard Wallis handing over the keys of the new truck to driver Les Voller.

SIGNPOST TAKE ON A BRIGHT NEW LOOK

SIGNPOST Paints of Haverhill are out to get themselves noticed when their trucks are travelling the roads and motorways of the country.

On Thursday they took delivery of the first truck and its eye-catching livery certainly made an impact on the workers and staff of the Rookwood Way firm.

On a background of deep burgundy are the colourful signs that make up the logo which Signpost have been introducing on their package and cans over recent months.

The name is in large gold letters emblazoned across the truck.

The Mercedes truck is not only an eye-catcher, but brings some refinements in the cab for the driver, including facilities for sleeping plus CB and ordinary radio.

The truck cost about £20,000 and is the first of a fleet of 12 which will be built up by gradual replacement over the next year.

Alastair Walters, the marketing director, said as their trucks travelled all over the UK it was a wonderful way of getting themselves noticed. "The new design is very up market. We are very delighted with it," he added.

Meet our Staff



Mr. DENNIS FRANKLIN

Sales Office Manager

Very few of you will have met Dennis, but most of you will, at some time or other, have spoken to him on the telephone. He takes all incoming telephoned orders and is here to advise you with price queries, delivery schedules, etc.

He has been in our Sales Office for nearly four years having moved with us from Bow, and is now settled in his new house here at Haverhill.

1982 Workers were given a champagne thank you for giving up their holidays so that a £300,000 export order could be met.

Let us start with THIS MONTH'S SPECIAL OFFER!

On all orders either given to our representatives or received at these offices during the month of April 1970

PINK, WHITE AND ALUMINIUM PRIMERS

12-1 pint tins of any of the above (advise us of your choice) **COMPLETELY FREE** with every order of 12 gallons. Orders MUST be for carton lots of each colour, but the 12-gallon order can consist of mixed sizes/colours.

N.B.—Carton Lots:
2-1 gallon tins 4-½ gallon tins 12-1 pint tins
24-½ pint tins 6-¼ gallon tins
If you order 60 gallons—then you get 60 1-pints FREE!

These are top quality, alkyd-based primers, packed in attractive lithographed tins, and are extremely competitively priced.

RECOMMENDED RETAIL PRICES:

	1-gln.	½-gln.	¼-gln.	1-pint	½-pint
PINK AND WHITE WOOD PRIMER	47/6	24/9	12/9	7/–	3/9
ALUMINIUM PRIMER (for metal and wood)	56/–	29/–	15/–	7/6	4/3

DON'T DELAY — 'PHONE OR WRITE TO US TODAY!

SIGNPOST

Bring back Real Paint Values to Gloss, Vinyl Matt and Vinyl Silk emulsion

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