Item A - Type L Flex box
scale 1:20



ITEM A - SPECIFICATION:
2 off internally illuminated type L flex box.

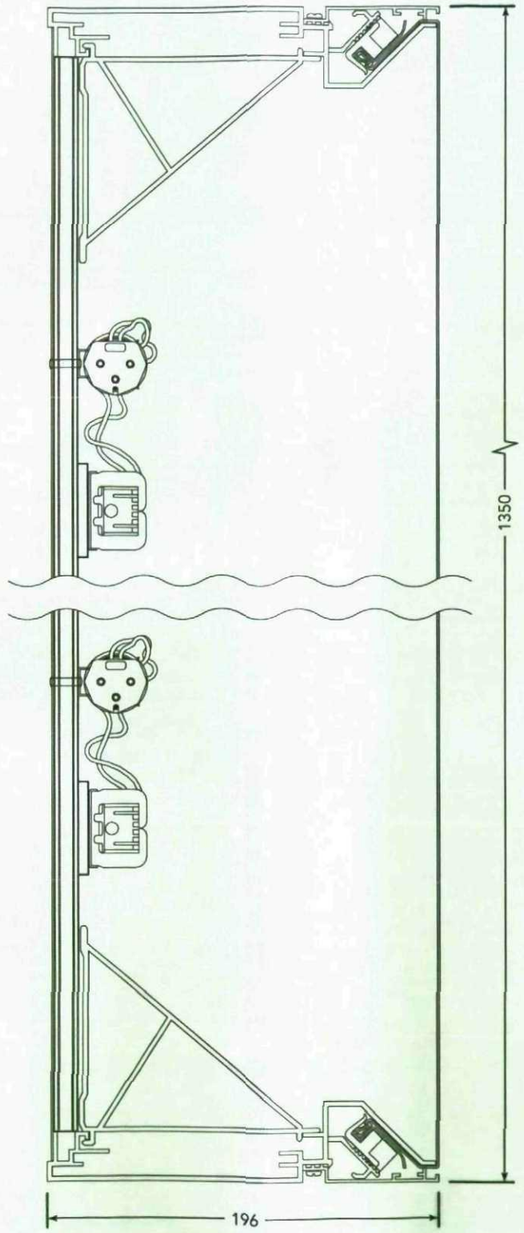
CONSTRUCTION:
Extruded aluminium box being etched and powder coated RAL 9006 (Silver) 30-40% matt finish.
Banner material to have two layers of fade graphic printed to 'Transluscent' RG 3630 20 vinyl applied, 'Iceland' text to be weeded out from face with one layer of 'Clear gloss' RG 3650 114 vinyl overlaminate to be applied to face.

ILLUMINATION:
TAll control gear to be high frequency, electronic ballast units complete with tri-phosphor fluorescent tubes running off ballast units with a 250/sqm candela rating.

INSTALLATION:
One box to be fitted to front and one to back elevation using suitable fixings (site specific).

SIZE & WEIGHT:
O/A manufacturing size of flex box - 4100mm x 1350mm x 196mm (56.686 kg).

AA Broken Section
scale 1:3



ASG DESIGN

Project manager I Bedford	Client Iceland Foods Plc	Item description Item A	
Designer P Kullova	Project Iceland - Lundwood Pontefract Road South Yorkshire, S71 5PN	Scale - A3 1:3, 1:20	Rev 04
Date 20-11-12		Dwg no. 108702 01	Sheet 01

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Item B - Type C logo
scale 1:20



ITEM B - SPECIFICATION:
1 off internally illuminated type C logo.

CONSTRUCTION:
Tablet constructed from 5mm thick Plexiglass XT ISO 7823. Two layers of fade graphic printed to 'Transluscent' vinyl to be applied to face and returns of panel. 'Iceland' text to be weeded out. One layer of 'Gloss' overlaminate to be applied to face and returns.

ILLUMINATION:
Tablet is internally illuminated via tri phosphor fluorescent tubes complete with electronic ballast units. 250/sqm candela rating.

INSTALLATION:
Tablet to be fitted centrally above store entrance of side elevation, using spacing bars and suitable fixings for background

SIZE & WEIGHT:
O/A manufacturing size of logo - 2890mm x 630mm x 100mm (45.546 kg).

Item C - Window Graphics
scale 1:20

ITEM C - SPECIFICATION:
1 off window graphics.

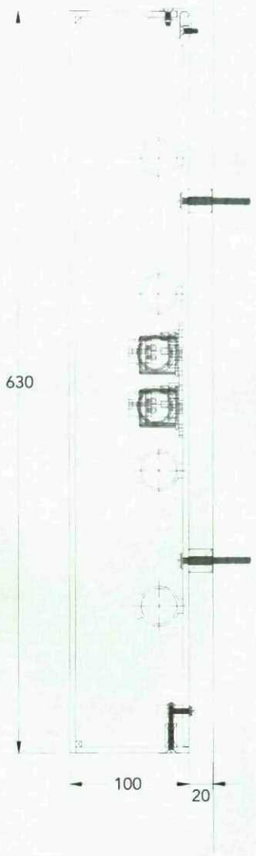
CONSTRUCTION:
Graphics to be digitally printed to face adhesive vinyl (all to standard corporate Iceland colours).

INSTALLATION:
Window graphics to be applied internally to galzing panels.

O/A SIZE:
TBC

NOTE:
Artwork TBC

BB Section Through
scale 1:5

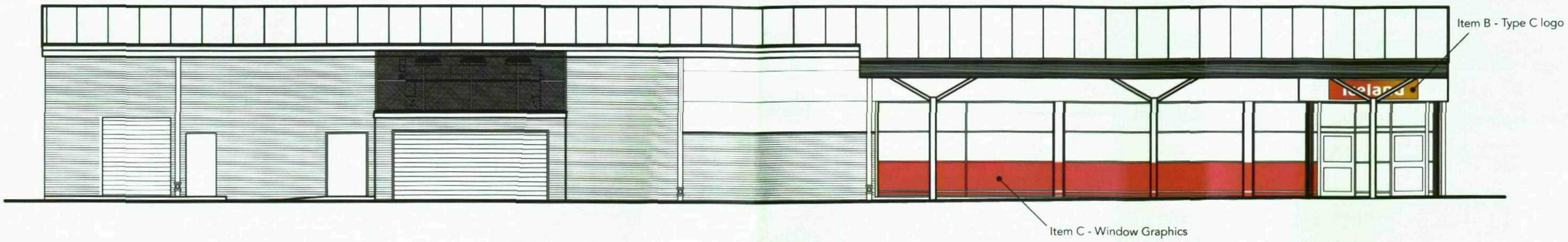


ASG DESIGN

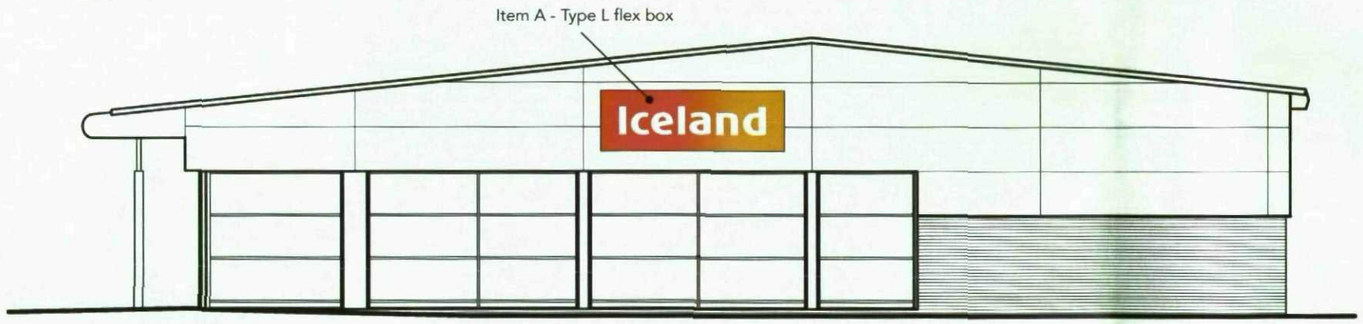
Project manager I Bedford	Client Iceland Foods Plc	Item description Items B & D	
Designer P Kullova	Project Iceland - Lundwood Pontefract Road South Yorkshire, S71 5PN	Scale - A3 1:5, 1:20	Rev 04
Date 20-11-12		Dwg no. 108702 01	Sheet 02

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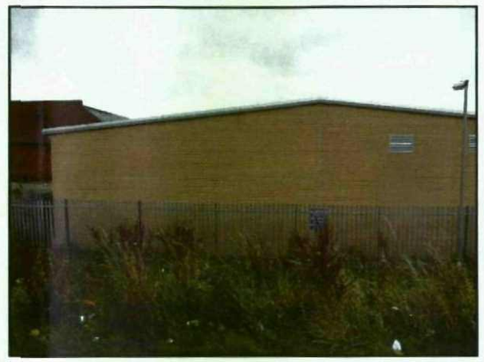
Items B & C - Side Elevetaion (to car park)
scale NTS



Item A - Front Elevetaion (to Pontefract Road)
scale NTS



Item A - Rear Elevation - Type I flex box - Existing Visual



Item A - Type L flex box - Rear Elevation - Proposed Visual



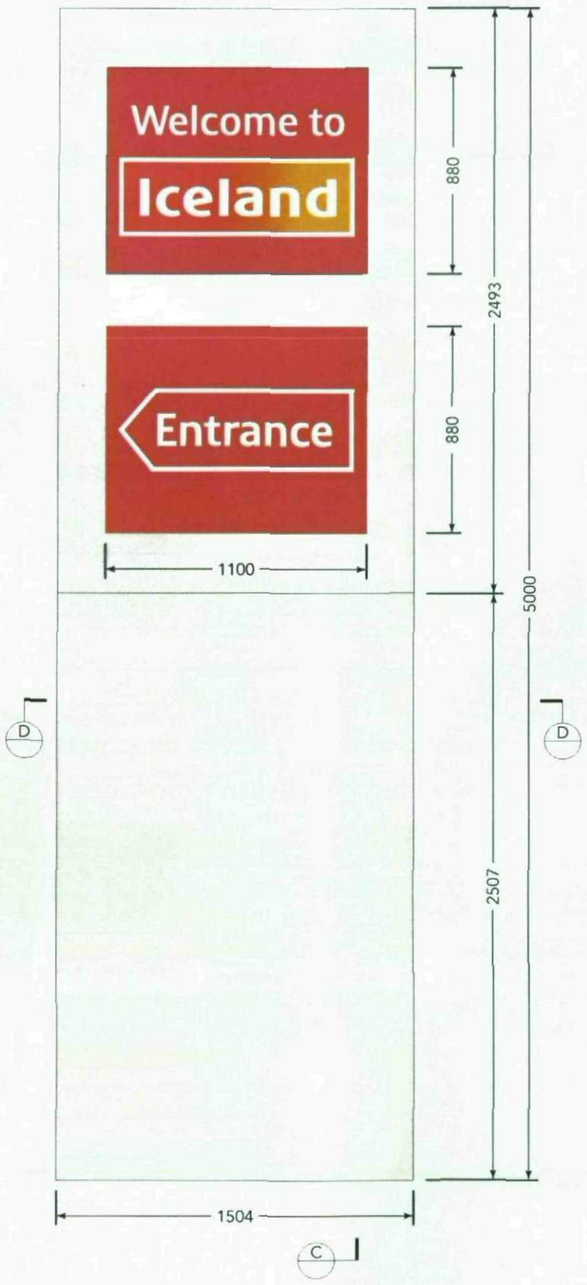
Note: Photo visual provided as elevation drawing is unavailable.
HTUS to be confirmed.

ASG DESIGN

Project manager I Bedford	Client Iceland Foods Plc	Item description Elevations	
Designer P Kullova	Project Iceland - Lundwood Pontefract Road South Yorkshire, S71 5PN	Scale - A3 NTS	Rev 04
Date 20-11-12		Dwg no. 108702 01	Sheet 03

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Item E - Gantry Panels
scale 1:25



ITEM E - SPECIFICATION:
2 off internally illuminated panels to gantry sign.

CONSTRUCTION:
2 off panels constructed from 2.5mm aluminium being etched and powder coated RAL 9006 (Silver) 30-40% matt finish with 128mm returns having apertures cut to face.
Panels are backed in 5mm ICI Perspex® 050 (Opal) having all details to face from IJ40-10 3M™ Scotchcal™ Graphic Film Series with one layer of 3M™ Scotchcal™ Clear View Graphic Film 8150 vinyl overlaminate to be applied to face.

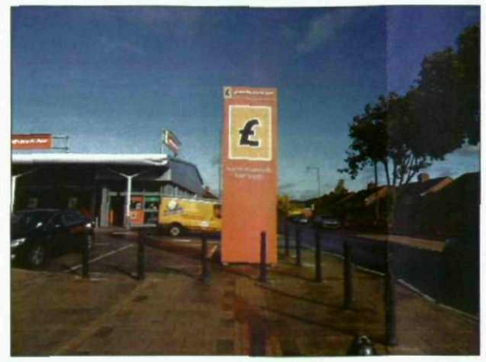
ILLUMINATION:
All control gear to be high frequency, electronic ballast units complete with tri-phosphor fluorescent tubes running off twin and single ballast units with a 250/sqm candela rating.

INSTALLATION:
2 off panels to replace existing panels fixed to existing gantry supports having *bottom returns of bottom panel being cut around posts.*

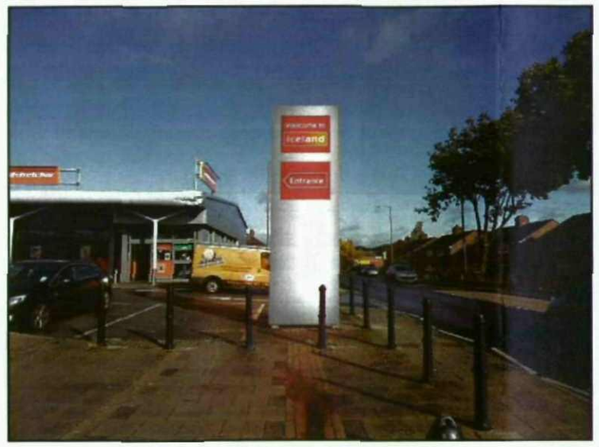
SIZE & WEIGHT:
O/A manufacturing size of panels - 1504mm x 5000mm x 128mm.

NOTE:
Suply 25 x 25 x 3 mm aluminium angles and 5mm thick Clear polycarbonate strips for fitting lamps and ballast units.
Bars to be positioned to suit panel layout, lamps to suit aperture in panels.
Artwork TBC.

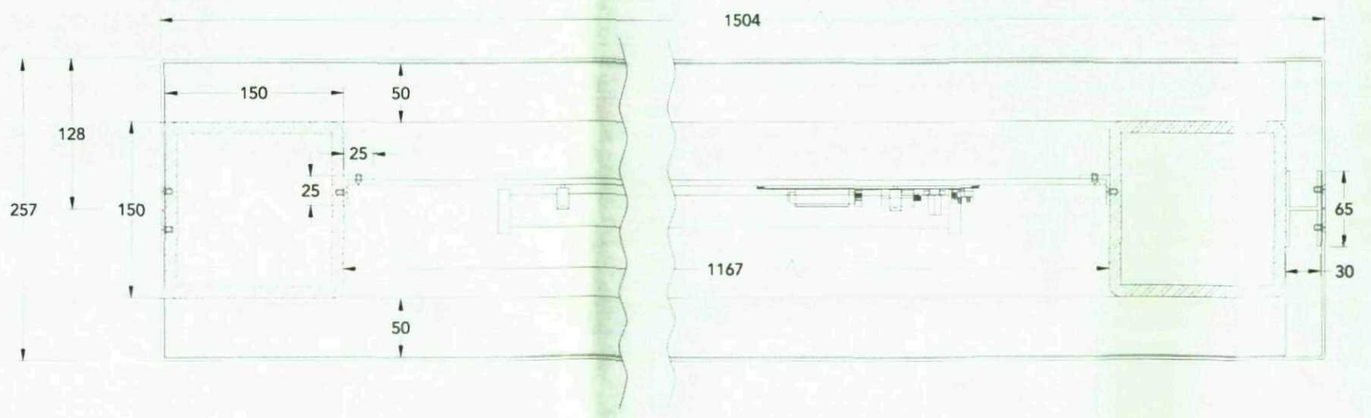
Item E - Gantry Sign - Existing View



Item E - Gantry Sign - Proposed Visual



DD **Broken Section Through**
scale 1:5



CC **Broken Section Through**
scale 1:10



ASG DESIGN

Project manager I Bedford	Client Iceland Foods Plc	Item description Sign E	
Designer P Kullova	Project Iceland - Lundwood Pontefract Road South Yorkshire, S71 5PN	Scale - A3 1:	Rev 04
Date 30-11-12		Dwg no. 108702 01	Sheet 04

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