

TFA

Building better brands.

BRAND | MARKETING | DESIGN | DIGITAL



Branding & Guidelines

Building better brands.



Security Print Solutions

Branding and Corporate Guidelines

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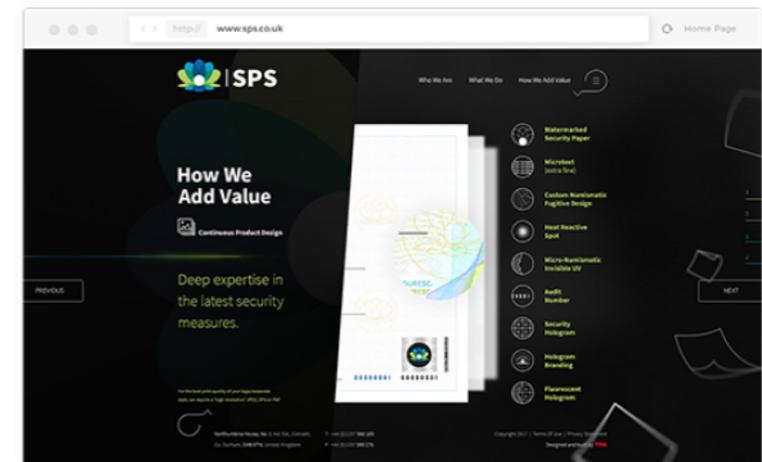
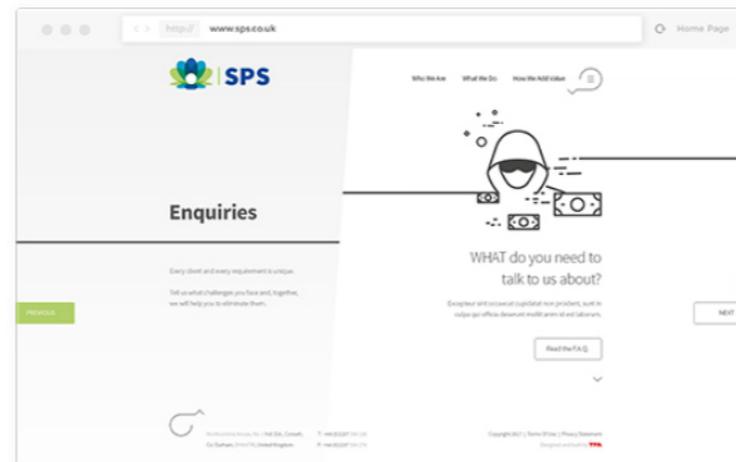
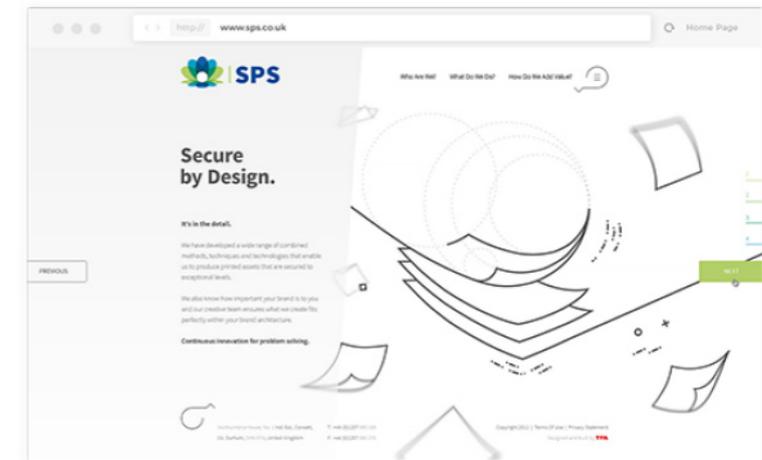
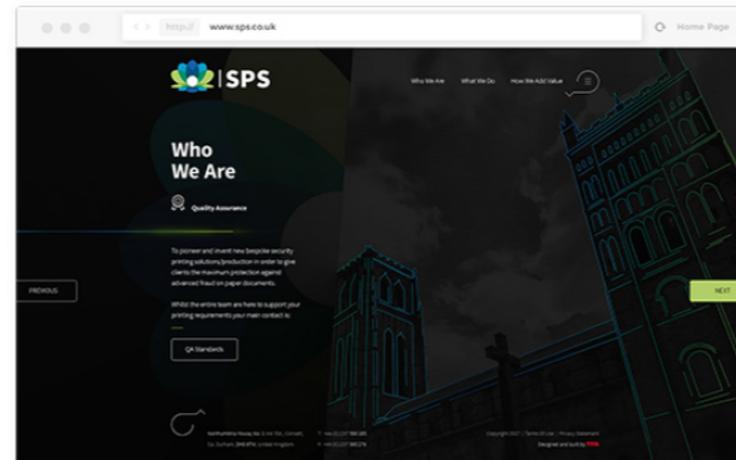
Fax 01908 262712

E-mail enquiry@tfamarketing.co.uk

TFA

The Old Courthouse
19 Market Square, Stony Stratford,
Milton Keynes, MK11 1BE

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Custom pyramid-shaped insert opens out.

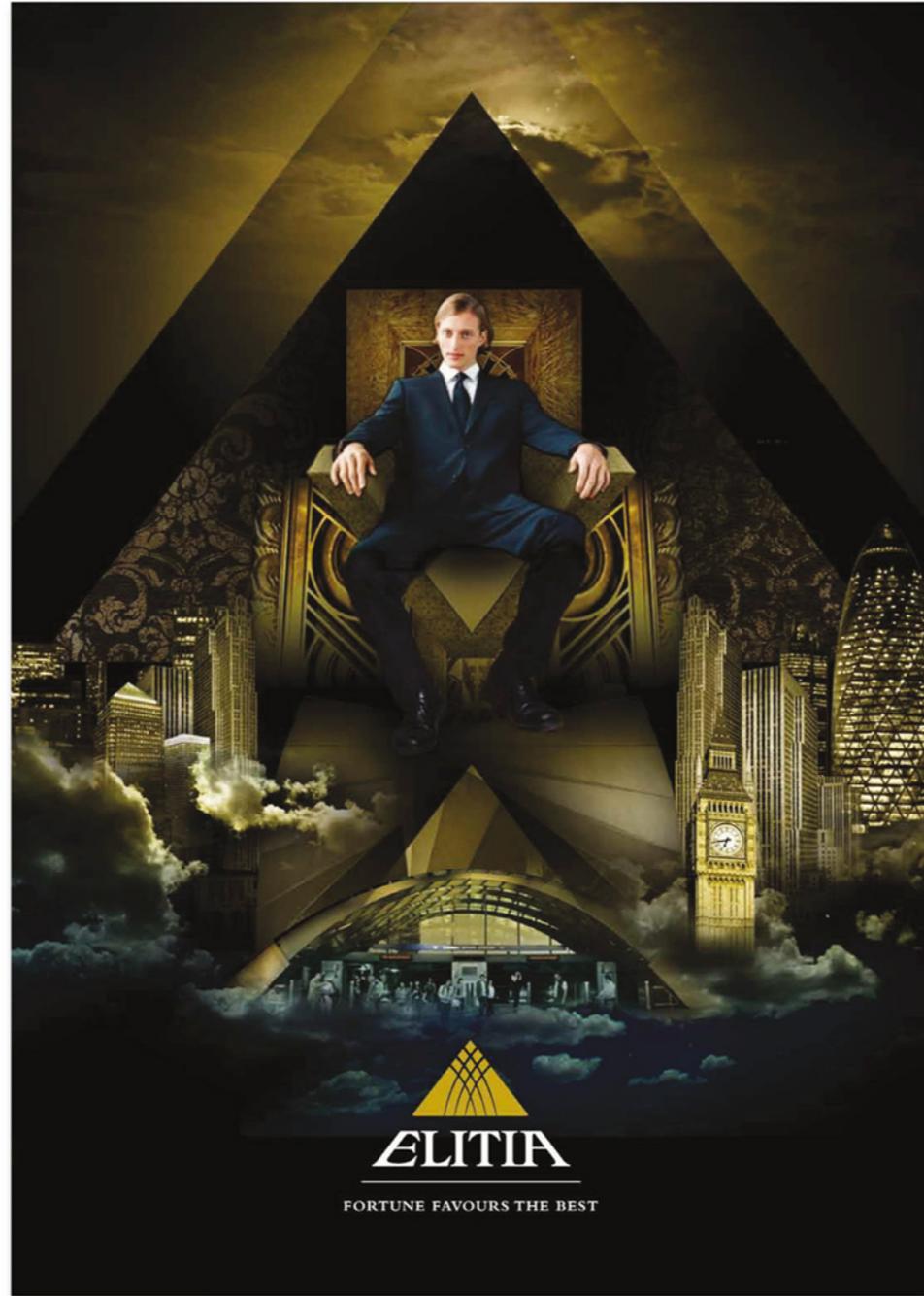
Special metallic inks and gloss varnish effects with debossing of logo on box and packaging.



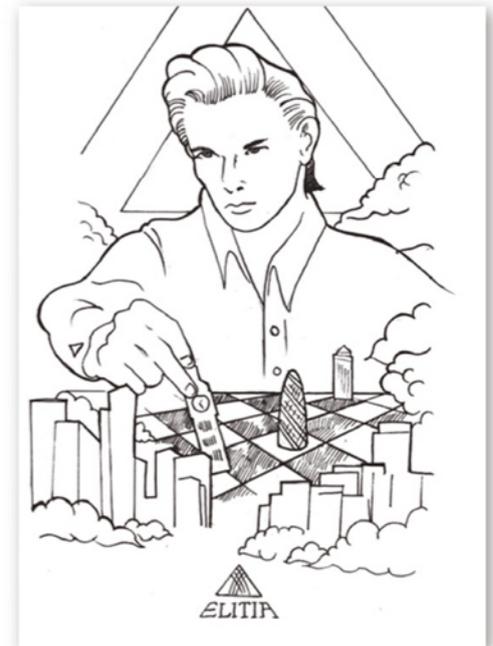
Special metallic inks and gloss varnish effects with debossing of logo on swing tags.



Custom ribbon with additional stitched label and details for shirt.



Supporting imagery for additional ad concept.



Alternate image concept featuring a chess theme with the city as your playground.



Quantum

Elitia – Style Board A

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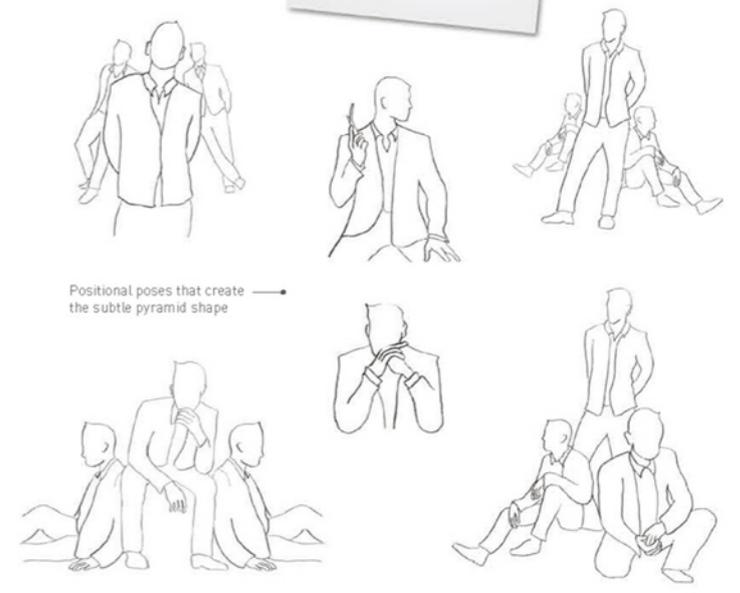
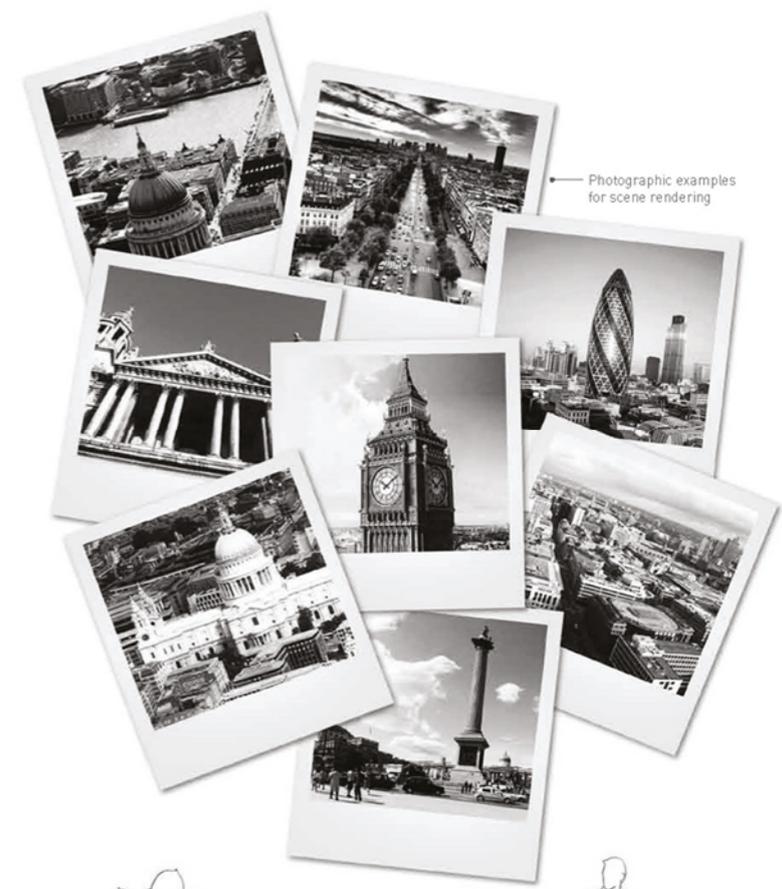
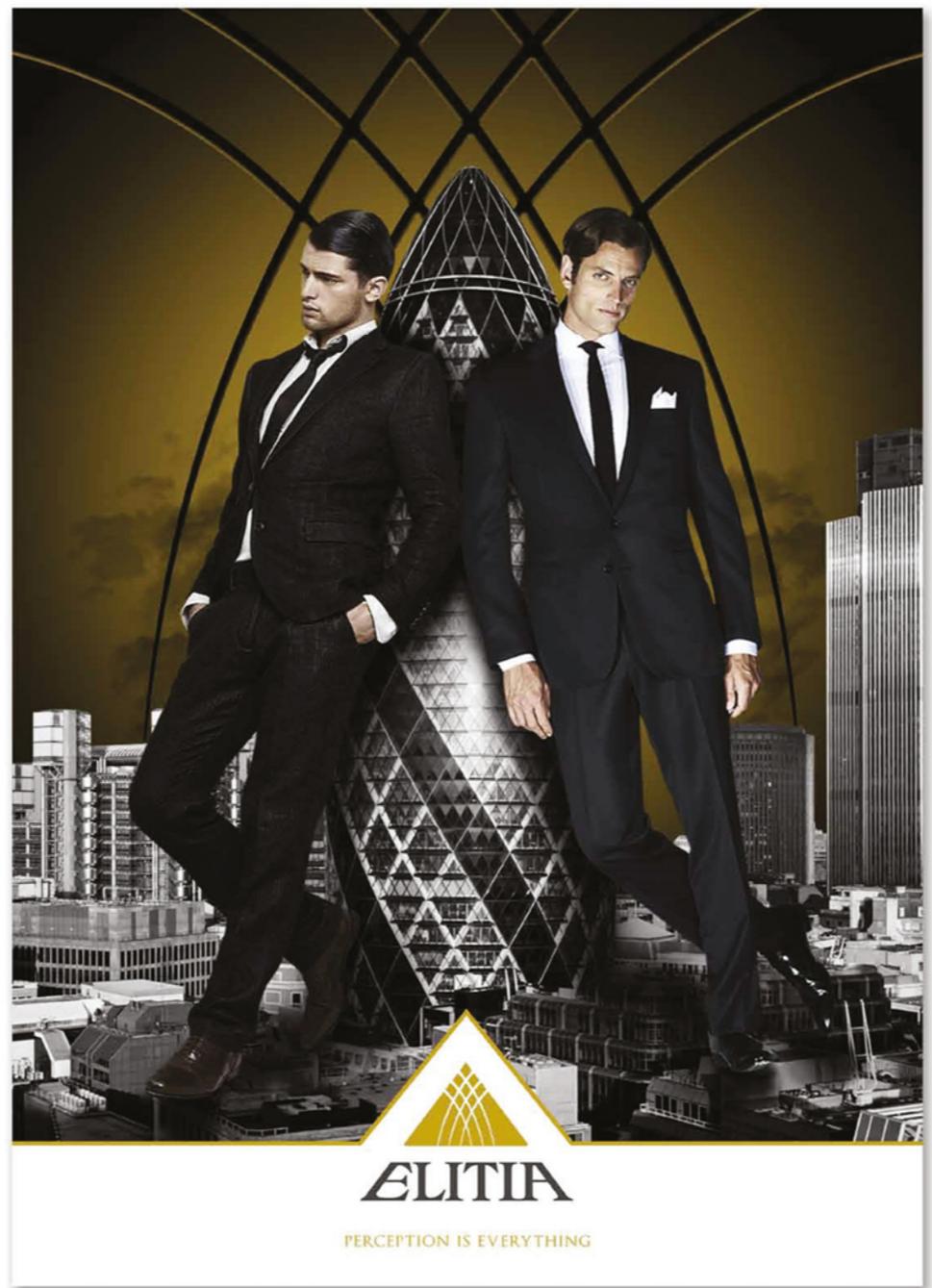
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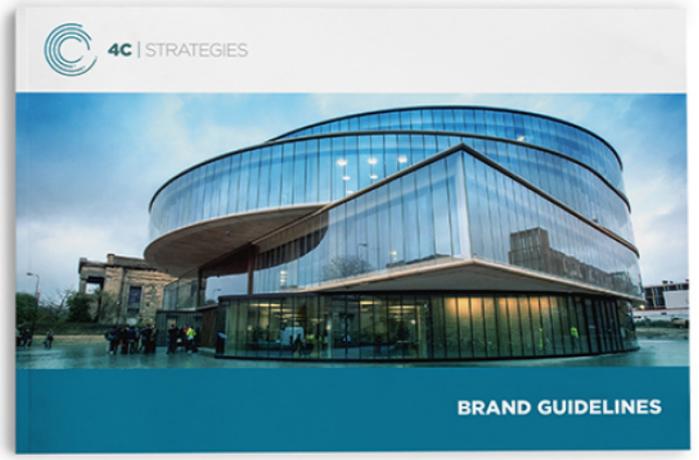
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Quantum

Elitia - Style Board B



4C | STRATEGIES

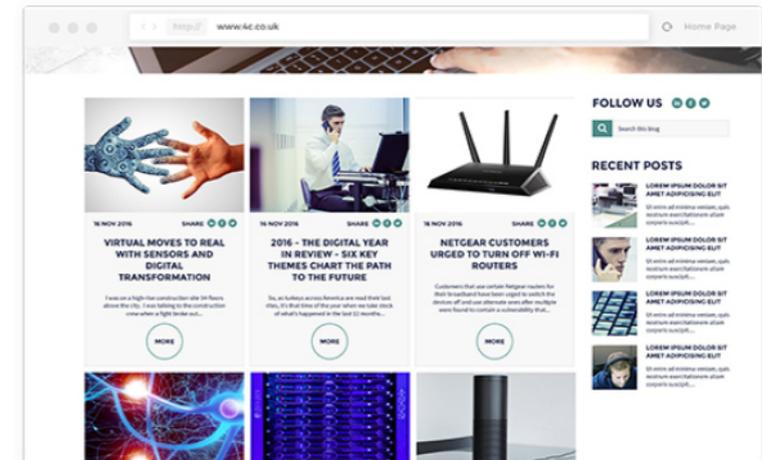
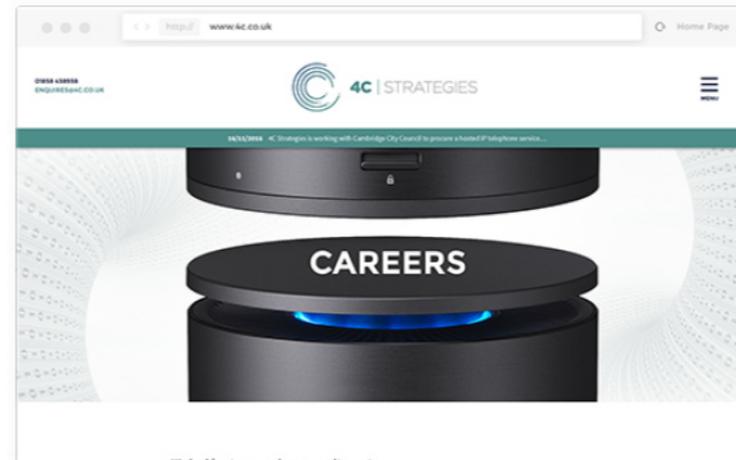
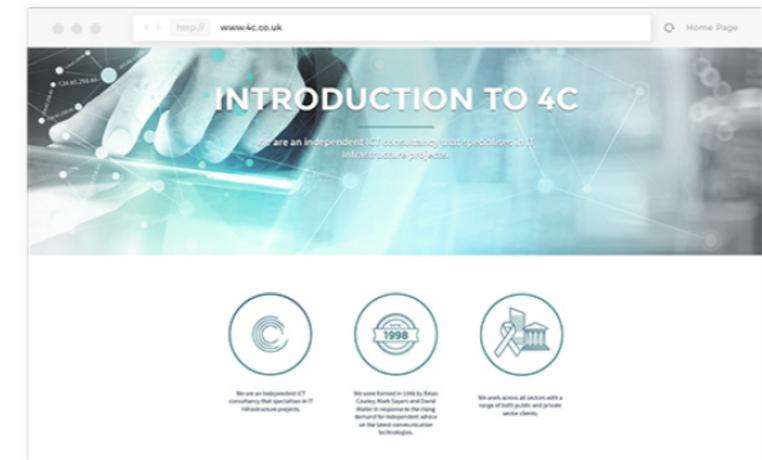
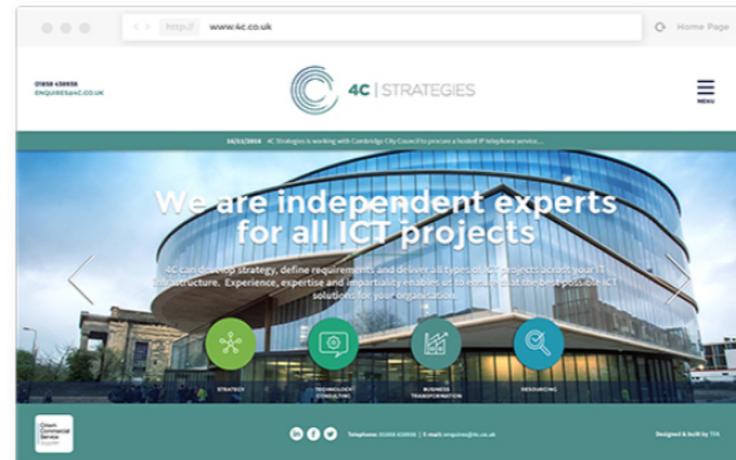


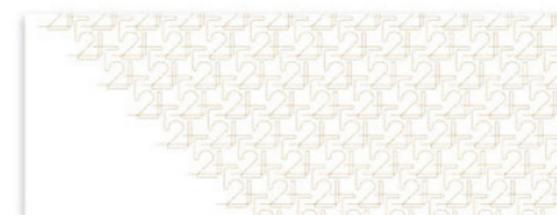
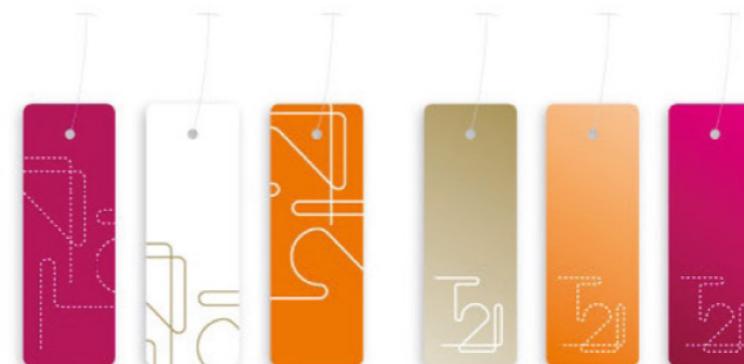
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4C Strategies

Branding, Guidelines and Collateral





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Select Retail

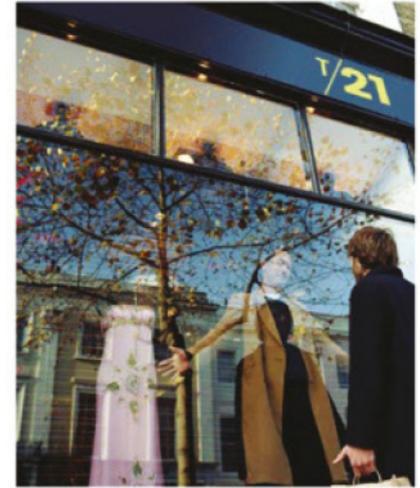
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Select Retail

T21 Identity & Branding

vedere 



Vedere

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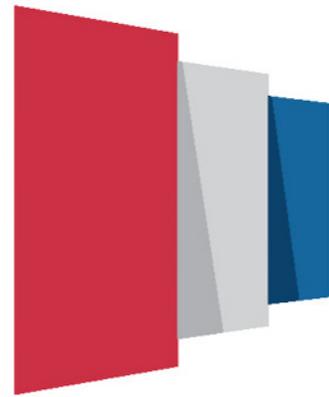


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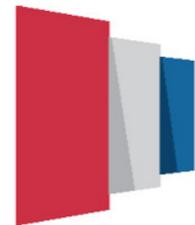
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Collateral



JEWELERS

The Mark of Excellence & Innovation



JEWELERS

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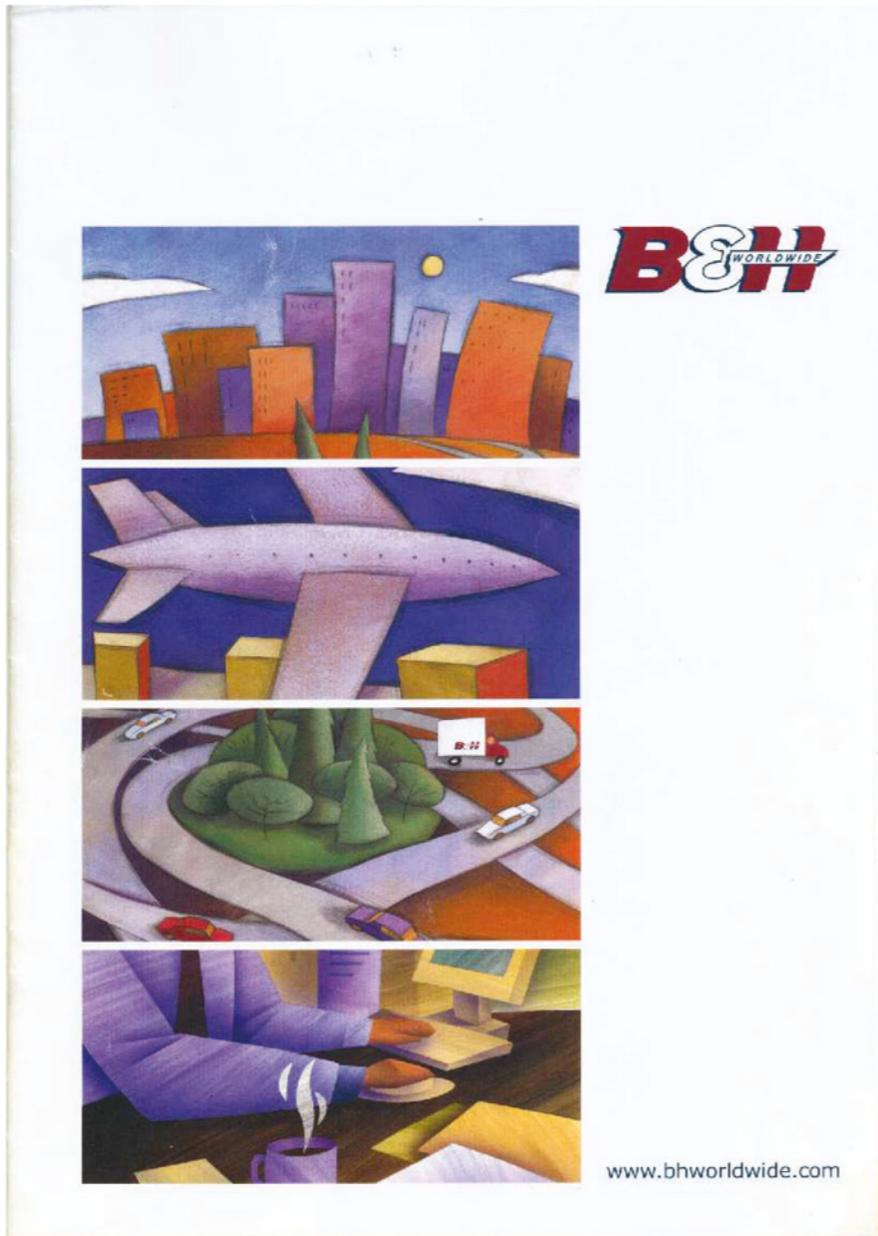
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Before



After



LEADERS IN SUPPLY CHAIN MANAGEMENT



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B&H Worldwide

Branding & Collateral



Sir Charles Kao UTC



Sir Charles Kao UTC

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Branding

Sir Charles Kao UTC | 0279 840784 | www.sckutcc.co.uk | info@sckutcc.co.uk

**OPENING SEPTEMBER 2014 IN HARLOW
APPLY NOW!**

**INTRODUCING THE NEW
SIR CHARLES KAO
UNIVERSITY TECHNICAL COLLEGE**

The Sir Charles Kao UTC (SCKUTC) is a brand new Academy that is now accepting applications for Year 10 and 11 students from early in September 2014. If you are looking for a new way to learn science, engineering and/or computer science alongside your GCSEs and A-levels then SCKUTC is the place for you. Developed with local and national employers, SCKUTC will enable you to explore the growing Medical Technology and Building Services industries, applying your learning to industry designed projects and work placements. On successful completion of your studies, you will be able to choose a range of career pathways through progressing to an apprenticeship, lower level or direct to employment. We offer a range of career and education possibilities to choose from, if really does make sense to apply to SCKUTC TODAY.

UTC An initiative of and promoted by the Baker Deering Educational Trust

Sir Charles Kao UTC | www.sckutcc.co.uk

EXCITING NEW OPPORTUNITY FOR 14-19 YEAR OLDS.

SIR CHARLES KAO UNIVERSITY TECHNICAL COLLEGE
OPENING SEPTEMBER 2014 IN HARLOW
REGISTER NOW!

UTC An initiative of and promoted by the Baker Deering Educational Trust

Sir Charles Kao UTC | www.sckutcc.co.uk

INTRODUCING THE NEW SIR CHARLES KAO UNIVERSITY TECHNICAL COLLEGE
OPENING SEPTEMBER 2014 IN HARLOW

- Brand new, inspiring place to learn for 14-19 year olds.
- National scheme sponsored locally by Anglia Ruskin University, Harlow College, local & national employers.
- Explore the science, engineering & technology that supports the medical and construction industries.
- See your ideas come to life: play, design, build, test, evaluate.
- Perfect mix of academic and technical qualifications.
- Direct routes into university, apprenticeships and work.

**DON'T MISS OUT!
REGISTER NOW!**



Sir Charles Kao UTC | Brand Guidelines | Version 1.0

4.1 | Our Colour Palette - Primary, Secondary & Support Colours 17

OUR COLOUR PALETTE
Whenever elements of the SCKUTC are professionally reproduced the correct colour reference must be used. Any variants of colour must be taken as a percentage loss of the original colour.
RGB colours are to be used for digital graphics, such as web pages or in presentations and on devices.
Supporting colours are for use as background elements only and should not feature as a focal element in any artwork.

PRIMARY COLOURS	SECONDARY COLOURS	SUPPORT COLOURS
SCB BLUE RGB 48/89/246 CMYK 100/20/50/0	CYAN RGB 0/174/229 CMYK 100/0/0/0	TEAL RGB 35/176/153 CMYK 75/50/50/0
SCB GREEN RGB 141/198/63 CMYK 50/0/100/0	DARK GREY RGB 0/0/0/0 CMYK 0/0/0/90	PURPLE RGB 135/71/156 CMYK 55/85/50/0
		PINK RGB 236/9/133 CMYK 0/100/50/0
		ORANGE RGB 241/128/44 CMYK 5/85/90/0
		YELLOW RGB 255/255/0 CMYK 0/0/100/0

Sir Charles Kao UTC | Brand Guidelines | Version 1.0

5.1 | Our Typography - General Use 19

OUR TYPOGRAPHY
Our brand uses a combination of 'Museo' and 'Variable' in its typography. 'Museo 500' is to be used solely for headlines or titles, whereas 'Variable Bold' is to be used for main body copy.
Do not overuse bold fonts and use only the different weights shown below. Keep typography simple and preferably left-align all text.

HEADLINE & TITLE TEXT	BODY TEXT	SUPPORT HEADER	SUPPORT BODY
Museo 500	Variable Bold	Arial Bold	Arial
ABCDEFGHIJK LMNOPQRSTU VWXYZ	ABCDEFGHIJK LMNOPQRSTU VWXYZ	ABCDEFGHIJKLMNO PQRSTUVWXYZ	ABCDEFGHIJKLMNO PQRSTUVWXYZ
(UPPERCASE ONLY)	abcdefghijklmno pqrstuvwxyz	abcdefghijklmno pqrstuvwxyz	abcdefghijklmno pqrstuvwxyz



Sir Charles Kao UTC

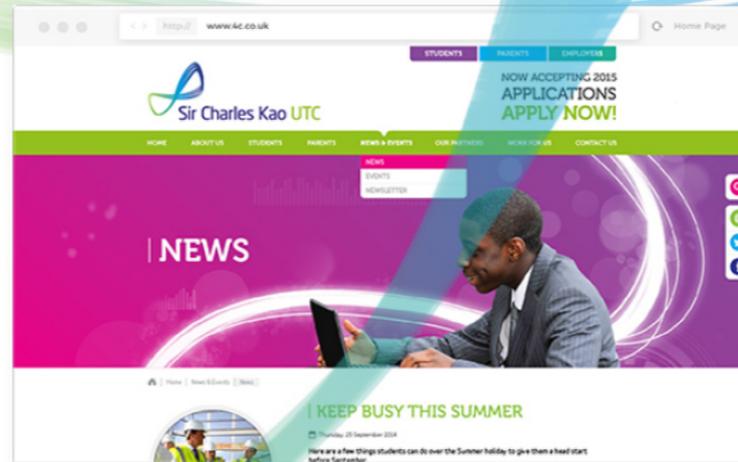
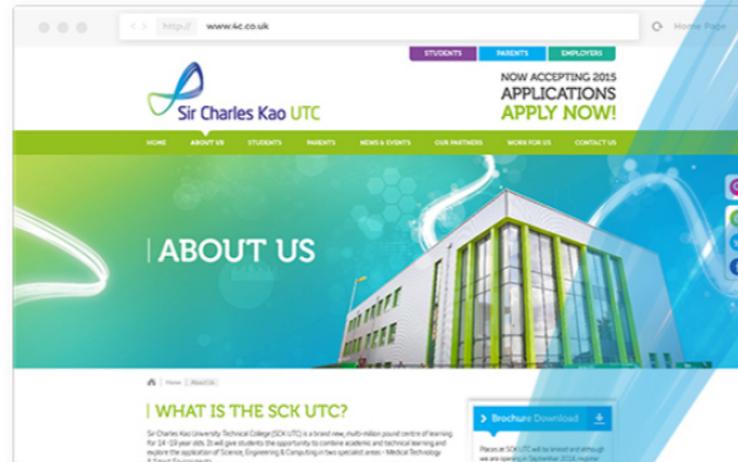
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Sir Charles Kao UTC



Sir Charles Kao UTC

Website

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SMITH

FLOW CONTROL LTD



SMITH
FLOW CONTROL LTD

Employee Name
Their Position

6 Waterside Business Park, Eastways Industrial Estate, Witham, Essex CM8 3YQ, United Kingdom
Tel: +44 (0)1376 517901
Fax: +44 (0)1376 518720
www.smithflowcontrol.com Email: enq@smithflowcontrol.com

SMITH
FLOW CONTROL LTD

With compliments

6 Waterside Business Park, Eastways Industrial Estate, Witham, Essex CM8 3YQ, United Kingdom
Tel: +44 (0)1376 517901
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Email: sales@smithflowcontrol.com
www.smithflowcontrol.com

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Smith Flow Control

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DRAGON LOCK



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Smith Flow Control

Dragon Lock Branding



falanx
assuria



TFA

falanx assuria

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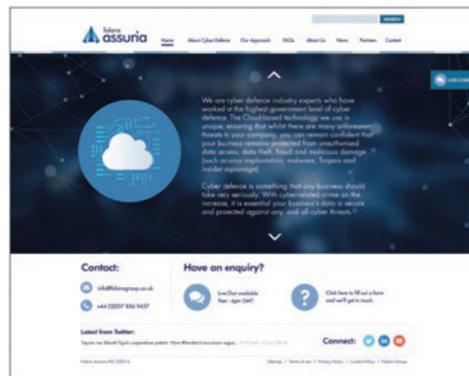
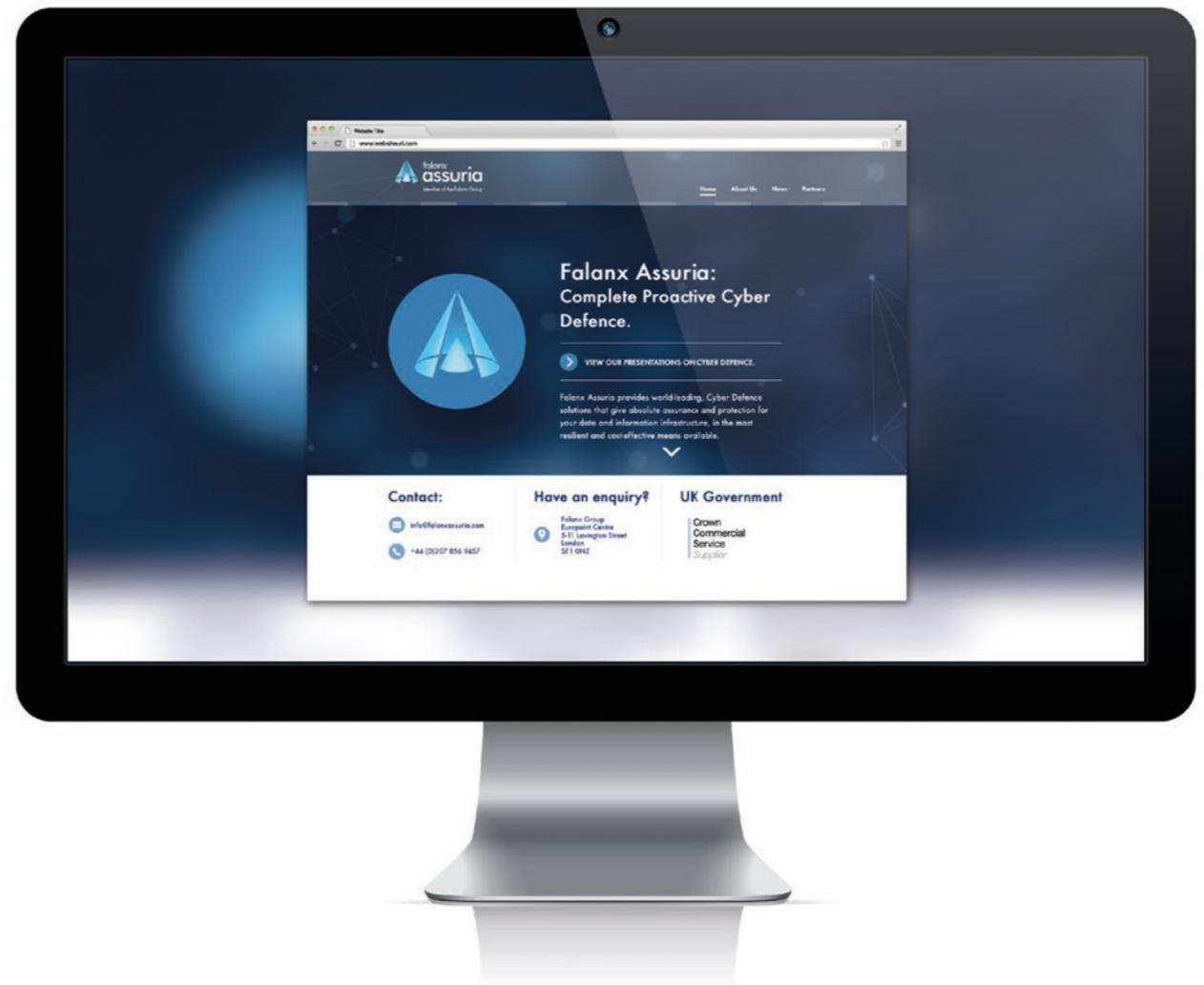
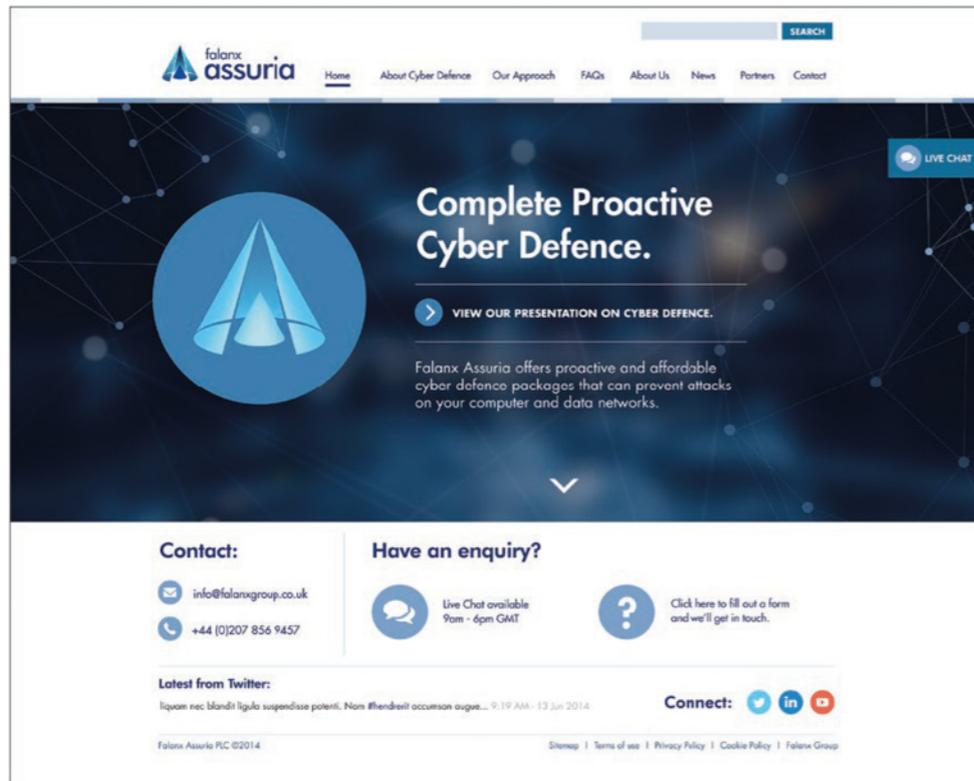
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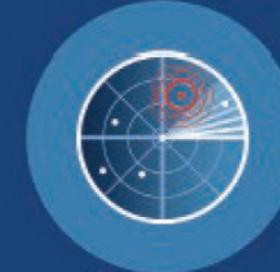
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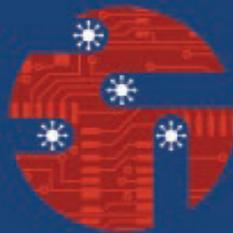


and using a firewall to prevent external and predictable attacks.

However, attacks are now successfully carried out through new and unpredictable ways.



We are part of a new paradigm of cyber defence which is about creating active defence in depth that's invisible and unpredictable to attackers.



Cyber Defence must involve active prevention of attacks rather than dealing with the aftermath once the damage is already done.

2. What does Cyber Defence protect against?

HACKING



Once a computer is hacked, it is possible for the hacker to obtain critical data, plant viruses or install malicious software.

FRAUD



Fraud takes place when people's data, such as personal details, bank details and secure logins are stolen.



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Sempre Analytics

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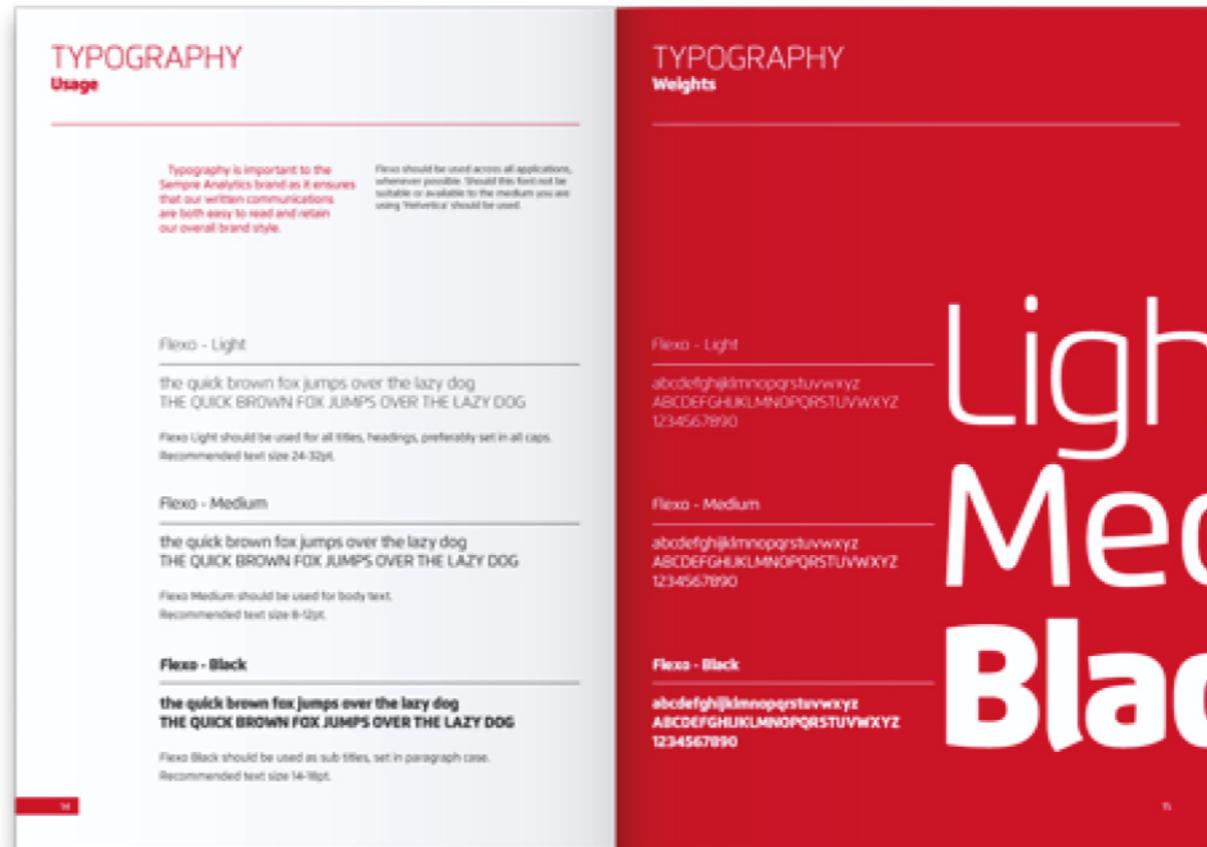
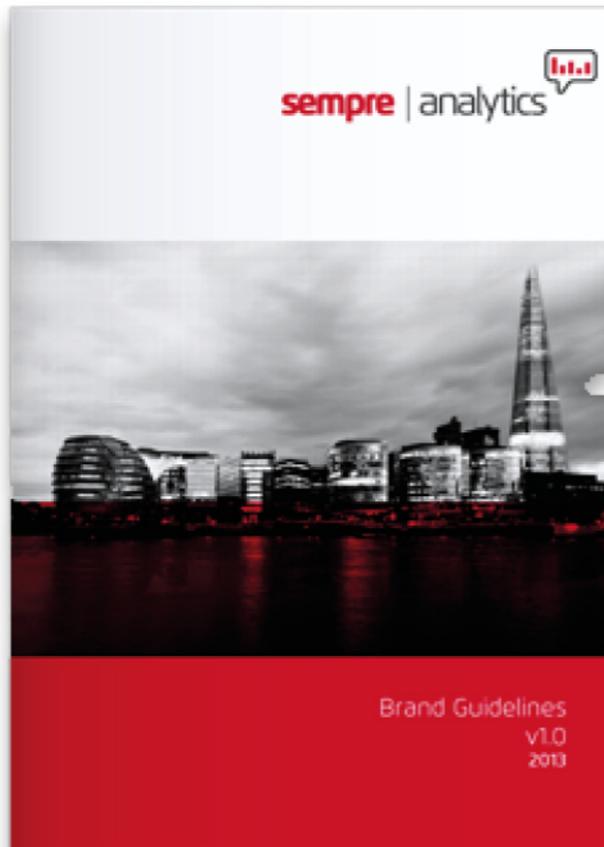
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Sempre Analytics

Corporate Guidelines



Senior Analyst in the
sector (London)
and a business
Aviva's basic
adoption of OpenPages
accelerate the process to develop the
and MI that we needed. The team
data that we had collected over a long period. Our
have also helped us to demonstrate
tool to internal clients across the globe.
says SICSI, adding, "Sempre Analytics has helped
us to use the tool more, because being able to see
what you can produce gives us more ideas of what
we need and what we want; consequently, user
adoption has increased. This project has been a
great success."



CUSTOMER CASE STUDY
Aviva
Transforming Operational Risk Analysis
with IBM OpenPages and Analytics



Sempre Analytics

Corporate Brochure

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ANAPLAN FOR RETAIL

New Store Modelling

Even working with a relatively conservative store/product combination of 30 branches and 500 products, you would require 15,000 combinations to be forecast. In order to reflect seasonality of sales, it would be advisable to forecast on a weekly basis. Suddenly, the number of cells to forecast is to 780,000 and it's at this sort of level that it's to struggle.

You can **import detailed actuals from** (by store and product) to form a forecast for the next year.

Import datasets, so it can be changed at a top level and changes

Easily use Anaplan models to **show the effect of store opening, closures and remodels** on the final forecast. Users can pick a Store basis to create a forecast; i.e. another similar store to the new one that has a full year of trading history.

Anaplan also provides the **ability to model the impact of more than one factor on the final forecast figures**. Although the initial forecast will be based on the prior year sales, the final forecast may need to show the impact of several other factors, e.g. major holidays, or stores opening and closing.

Initial Target Setting



Sempre have delivered many successful projects in the retail sector so we understand your business as well as your technology.



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Sempre Analytics

Corporate Brochure



Trinity

Branding

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Daily Life Tracker



Daily Life Tracker

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Branding



Smoke Shack - BBQ Grill & Smokehouse

Branding & Collateral

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Branding & Collateral

STARTERS

Shack Nachos £2.95
Generous to the point! Spread out and smothered with melted cheese, melted cheddar, chunky Shack sauce and guacamole, sour cream and tangy jalapenos. Balance your craving with more than a bunch of frybread!

Shack-Smoked Ham Hoek Terrine £7.95
Deliciously chunky, slow-cooked and smoked. Served with house-made potato salad and wholegrain toast.

Shack Smoked Salmon £8.95
Our house-cured and smoked salmon, served with crispy soft-boiled quail eggs, balsamic puree, roasted mushrooms and toasted rye bread.

Extra Toppings £1.95 each
Why not try them all - Smoked rib meat loaded in a hot sauce sauce
Chick-shack chili
Fried pulled pork and crackling pieces
BBQ pulled pork
Smoked chicken with black truffle bacon lardons
Cheddar cheese sauce

Shack Wings £1.95 each
Tender and juicy free-range chicken wings, roasted then fresh fried and coated in your choice of mild, hot or very hot sauce. Served with cooling blue-cheese dip and fresh celery sticks.

6 Wings £3.95
12 Wings £7.95

BURGERS

Made from the finest cuts

Our burgers are made by a traditional British Smoke Shack recipe. They are lean thick so you get the perfect bite and sit at the barbers in one hit, without making a mess. No oily stack - you can actually pick it up and eat it!

All burgers are served with Shack Sauce, salad garnish and your choice of skinny fries or triple-coated, skin on chips. They are served in a complimentary bun but you can choose from the following if you don't like our recommendation: BUCHE, CIABATTA, FOCACCIA, SOFT-SEED.

Everyday I'm Trufflin' £11.95
Shack recipe hot smoky wild beef burger topped with a 500g smoked Full mushroom.

Maniac Cop £12.95
Shack recipe hot beef burger topped with black mushroom and melt-smoked bacon then topped with melted Swiss cheese and served in a glazed donut bun. An unusual yet deliciously pleasurable experience!

Oh Deer £12.95
Shack recipe hot beef burger topped with melted cheese and a crisp levelled finish.

Parky's £11.95
Shack recipe hot beef burger, BBQ pulled-pork from our smoker with house-crafting pickles and melted mazzarella.

Sweet Potato Fries Add £1 supplement

THE XXX SCORPION WING BOX £9.95
Can you eat 6 of our XXX Scorpion Wings in 5 minutes? Then to top it off, wait another 24 hours before you have a drink? Weighing in at a mouth-melting 2,500,000 Scoville units, if you're strong enough to try, you'll need to sign our waiver form! Beat our current gold-edition shirt and your photo on our Wall of Fame - are you ready to face the challenge?

THE DROP YA JAW BURGER £24.95
A colossal beast of a burger comprising a Shack recipe 24oz beef burger, topped with 10oz of smoked rib meat cooked in a chiu-chiu sauce, 6 slices of Swiss cheese and 8 portions of skinny fries or triple-coated, skin on chips. Finish it with 20 minutes to beat the challenge, via a gold-edition Smoke Shack Champion T-shirt and your gorgeous photo on our Wall of Fame. This must be pre-ordered at least 24hrs prior and a waiver must also be signed (in case your belly disagrees!).

FISH DISHES

Surf & Turf £14.95
Char-grilled garlic long prawns with chilli-rubbed, level-fillet cod portions and your choice of skinny fries or triple-coated, skin on chips with side salad and garlic butter.

Super-Swanky Fish & Chips £12.95
Smoked tempura battered sea bass fillet served with crushed and steamed peas. Finished tartare sauce and your choice of skinny fries or triple-coated, skin on chips.

Big Shack Salads

Smoky Chicken Caesar £10.95
Romana lettuce topped with Shack-smoked chicken breast, black truffle and oak-smoked bacon lardons, parmesan croutons and a tangy Caesar dressing.

Shack Smoked Salmon £13.95
Fillet of Shack-smoked salmon with lemon and pepper dressed croutons, avocado, cucumber and pickled red onions.

Optional Salad Dressings
Don't like our sauce recommendation? No problem! Switch it to one of the dressings below and enjoy it your way.
Ranch, Honey & Mustard, Balsamic Vinaigrette, Caesar

SIDES

Smoky Chipotle Tempura Onion Rings £3.95
Chewy and juicy, covered in our special smoke-infused chipotle tempura batter.

Smoked Shack Mac 'n' Cheese Bowl £3.95
Classic macaroni cheese with a little Smoke Shack twist!

Shack Skin on Chips £2.95
Prepared using our three-ingredient process that guarantees you'll never taste Give them up and let us know!

Shiny Fries £2.95
Classic American french fries that are the original way.

Sweet Potato Fries £3.95
Skin-on, orange sweet potato fries with a delicious balance of sweetness balanced with a scattering of sea salt flakes.

Smoked Applewood Shack Slow Cooker £2.95
Our slow cooker collard greens with a hint of applewood smokiness.

Charred Corn on the Cob £2.95
Sweet, charred and juicy with a bit of extra flavour from the chippies!

BBQ Pit Beans £2.95
A blend of beans with a tangy barbecue sauce, baked beans, Texas style!

SIDES
Shack Special Sauce - Give it a try. It's not as bad as it sounds! £1.95 with Dillins, Mashed, Creamy Peppercorn, Jalapeno Cheese, Smokey BBQ, Smokey Gravy Dipping Pot. Help your bread or your sandwich (it's 300% you won't be disappointed!)

SHACK DOGS

As with the rest of our menu, all our dogs are made from the very best ingredients and have been prepared to a signature recipe. We think they have the perfect balance of flavour, texture and snap. All dogs are served with smoky Shack Sauce, your choice of skinny fries or skin-on, triple-coated chips, and are served in a sub roll designed by Matthew (our head baker).

Wiener Wiener Hotdog Dinner (All American) £10.95
The American classic. Our simple and tasty pork dog topped with fried onions, sauerkraut and mustard.

Chilli Billy £10.95
Our mighty meaty beef dog wrapped in skinny bacon, covered in smoky Shack chili and topped with melted cheddar and mazzarella. A spicier experience!

Full English £10.95
Our classic pork dog topped with crispy smoked bacon lardons, melt black pudding pieces, sautéed mushrooms and finished with hollandaise. Decadent to say the least!

THE ANACONDA DOG £24.95
How much do you like hot dogs? Thank you like them enough to take down two 12" dogs and 4 portions of skinny fries or triple-coated, skin on chips? Finish it with 20 minutes to enjoy yourself a gold-edition Smoke Shack Champion T-shirt and your gorgeous photo on our Wall of Fame. Must be pre-ordered at least 24hrs before your visit and you will need to sign a waiver.

Shack Mac 'n' Cheese £10.95
Our classic pork dog topped with melt-smoked Shack mac 'n' cheese then finished with a pinch of paprika.

LIKE OUR SAUCES? WHY NOT BUY SOME!
Our Shack Sauces are available to buy either separately or as a combined gift pack! Please ask a member of our team for prices and availability.

ONLY SERVED FROM 11PM
All drinks are served with smoked Shack Sauce and either using honey or maple-sweetened, skin-on chips.

Baby Back Rib Rack £12.95
A full rack of tangy-braised ribs, rubbed with our secret spice blend, finished with our signature glaze, to smother our crew with our trademark glaze.

Spare Ribs £10.95
Tender pork ribs, wrapped with honey butter then rubbed with our secret spice blend, slow-cooked and sautéed. Finished on the chippies and finished with our trademark glaze.

Half Rack £16.95
Full Rack £16.95

Rump (10oz) £14.95
Sirloin (10oz) £17.95
Porterhouse T-Bone (14oz) £22.95

Fillet (10oz) £22.95
Sauces £1.95 each
Creamy Peppercorn, Dillins, Mashed

Chilli Billy £10.95
Full English £10.95
THE ANACONDA DOG £24.95

Shack Special Sauce - Give it a try. It's not as bad as it sounds!
Dillins, Mashed, Creamy Peppercorn, Jalapeno Cheese, Smokey BBQ, Smokey Gravy Dipping Pot. Help your bread or your sandwich (it's 300% you won't be disappointed!)

SPECIAL DIETARY REQUIREMENTS?
We do the extra mile to cater for special diets. Just choose the meal that suits you and ask the team member to help you. We have a range of gluten-free options in all daily line dishes, among other special requirements.

KIDS' MENU & ACTIVITY SHEET

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£35 Starters, Main and Dessert
All sides are an additional £4.95

Three Course CHRISTMAS Set Menu

Starters

Turkey Scotch Egg £4.95
Turkey stuffing, soft-boiled egg with creamy sauce.

Smoky Cauliflower Cheese £4.95
Smoked applewood cauliflower cheese soup with stringy smoked and truffle-crusted bacon lardons or peppered croutons.

Nacho Camambert Shaker £4.95 (7 people)
Mashed and dried camembert crusted Camambert cheese with dipping breads, Christmas nuts and Wasabi-honey cream sauce.

Salmon Steaks Trio £4.95
Dill and coriander salmon steaks with lemon pepper mayo, smoked salmon and herb-roasted potatoes and breaded salmon with cranberry sauce.

Mains

All main courses are served with green leaf salad potatoes (except for the veggie option) and smoky bread sauce.

Golden Burger £12.95
Crispy turkey burger with a melting cheddar, smoky sausage meat stuffing, cranberry sauce, stringy truffle-crusted and melt-smoked bacon, balsamic special sauce in a smoky bun.

Wellington Burger £12.95
Our best Wellington beef patty, wrapped in truffle-crusted and oak-smoked bacon then the really good stuff - the sauce, topped with Swiss chard and served in a herb-crusted roll.

King of King Prawns Dog £12.95
Our King of King prawns, our best sauce, our best potatoes and our best bread sauce.

Twinkie Treat £4.95
Big, fluffy, soft and moist with our best green leaf potatoes and smoky bread sauce.

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TERRY PRITCHARD
Co-Founder

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E-MAIL: terry.pritchard@smoke-shack.co.uk
WEBSITE: www.smoke-shack.co.uk
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THE ORIGINAL SMOKE SHACK

BBQ GRILL & SMOKEHOUSE

Shack Desserts

All our desserts are made from scratch to our very own recipes each and every day. We hope you form an unbreakable yet pleasurable relationship with at least one of them!

BANOFFEE HONEY PUDDING £5.95
Shack crumble, caramel sauce, caramelised bananas and whipped Chantilly cream topped with chocolate honeycomb pieces.

CUSTARD FILLED DOUGHNUTS £5.95
A selection of custard-filled doughnuts with Chocolate, Vanilla and Lemon custard fillings and a pot of warm raspberry jam dipping sauce.

PEANUT BUTTER FONDANT £5.95
Chocolate fondant with a gooey peanut centre, raspberry compote and a side of creamy peanut butter ice cream. Please allow 15 minutes.

SHACK SPECIAL CHEESECAKE £5.95
Cream and Nutella soft-centred cheesecake with a salted caramel & hazelnut praline.

SMOKE SHACK

THE Love Shack

VALENTINE'S DAY MENU

DEAL for TWO

3 COURSES PER PERSON £30
3 COURSES with 2 Glasses of Wine or Prosecco PER PERSON £35
3 COURSES with a Bottle of Wine or Prosecco PER PERSON £42.50

*Up to the value of £20. Can be upgraded to Champagne if you pay the difference.



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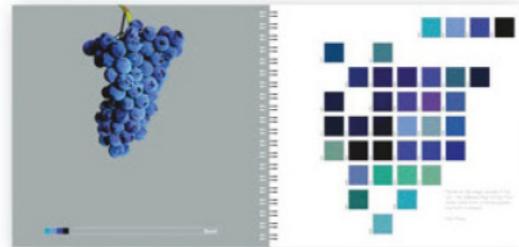

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Removable tines for quick and easy cleaning

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Compact head provides easy access to tight areas

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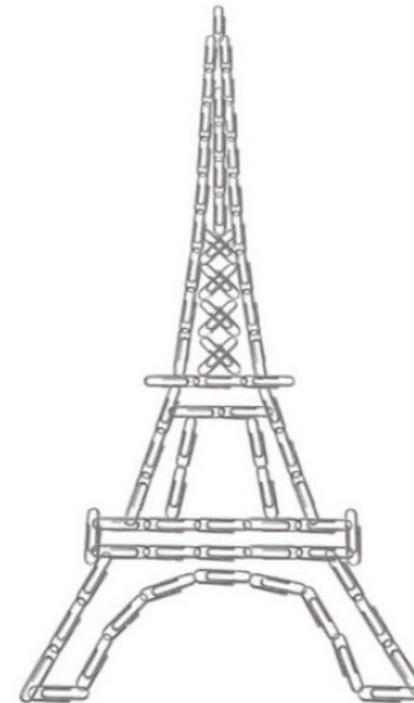
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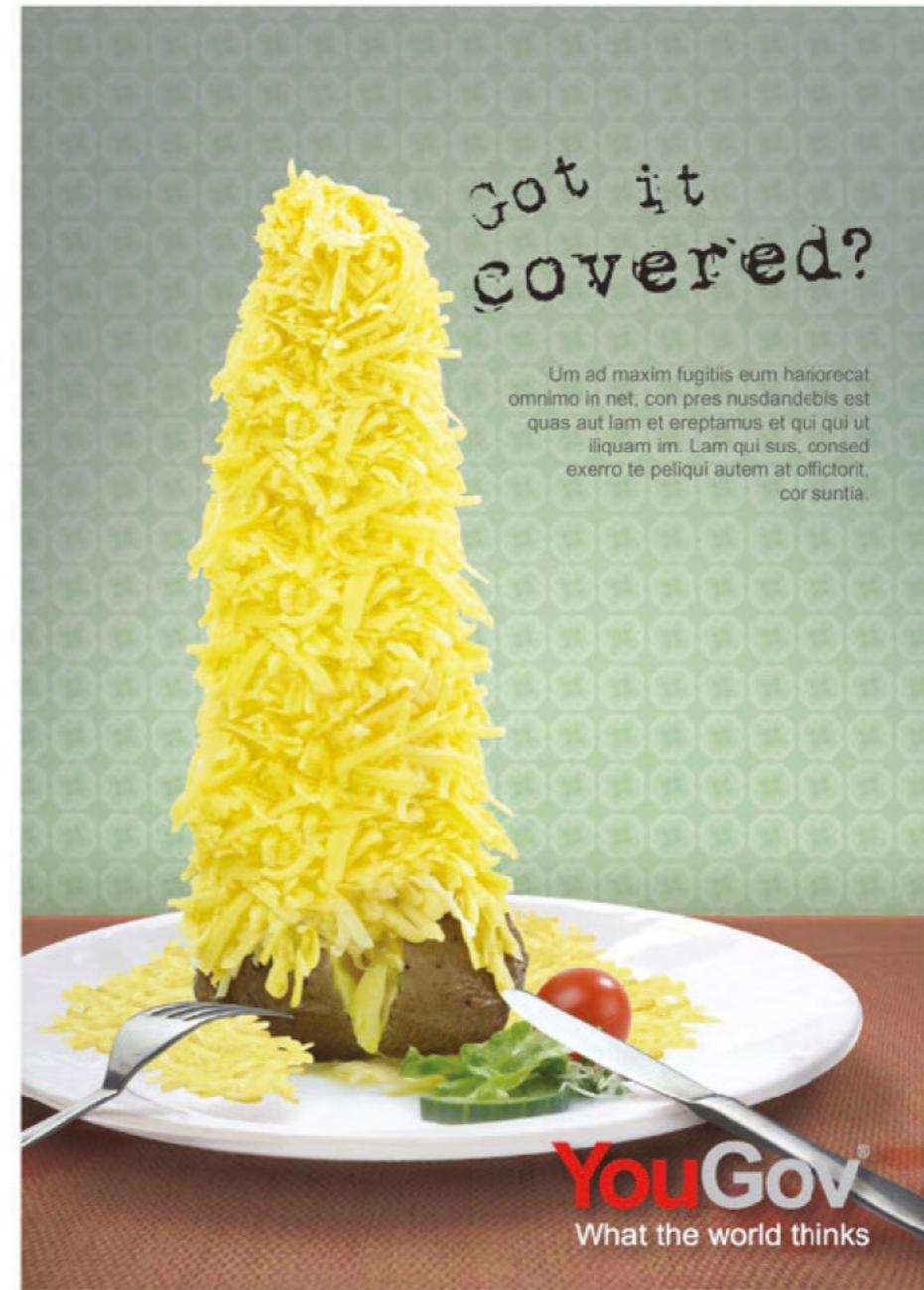
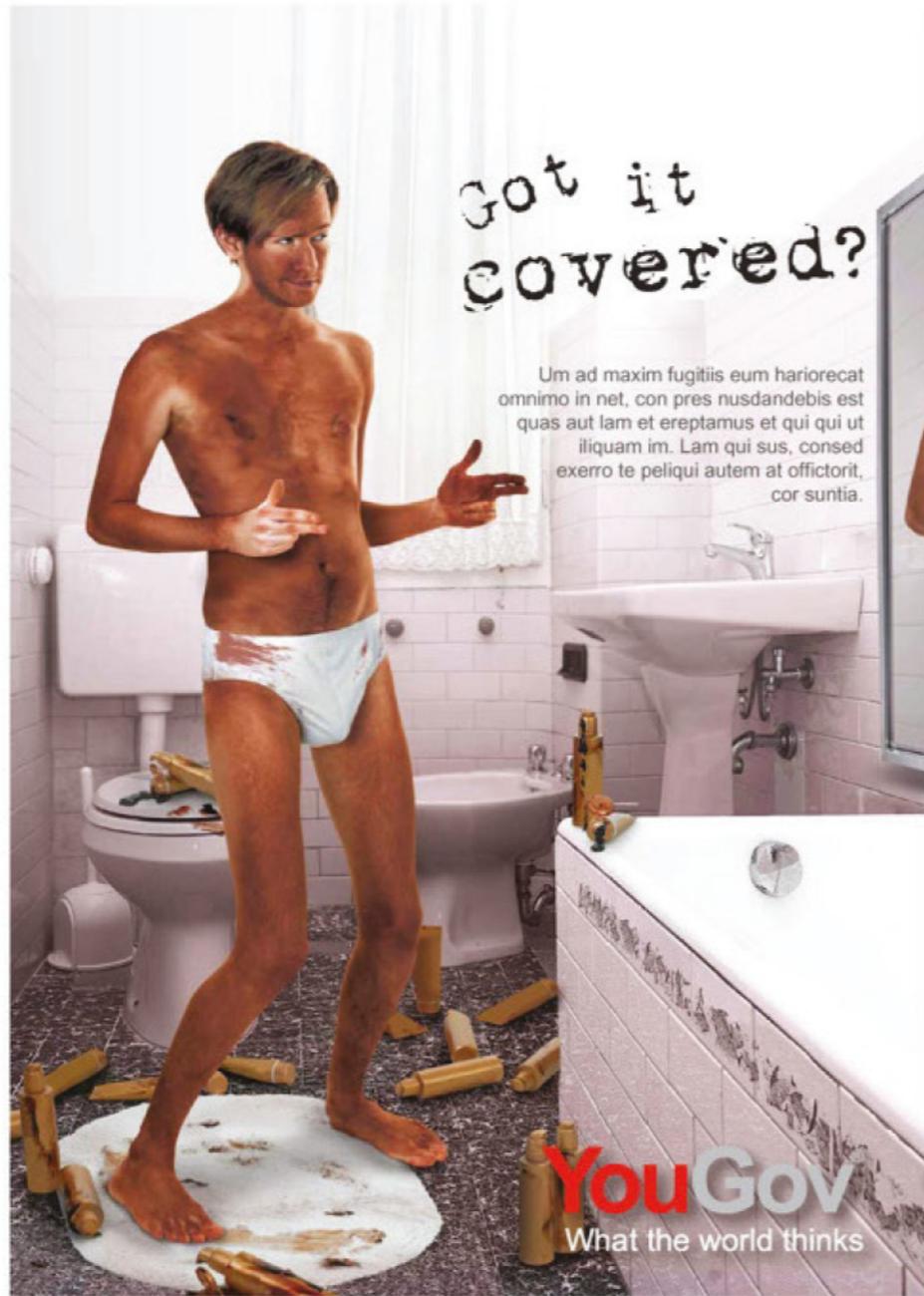
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Buckinghamshire UTC

Applications Driver Campaign

SWERVBOI

SWERVY THE NORM

SWERVBOI IS A PART OF Aylesbury College

CONTENT

- Thursday, 9 June 2011
SWERVBOI IS A STUDENT OF AYLESBURY COLLEGE.
- Wednesday, 8 June 2011
MORE MISCHIEF WITH STICKERS
BALLOONS AROUND AYLESBURY
- Tuesday, 7 June 2011
SWERVBOI - A DAY IN THE LIFE OF...
- Friday, 3 June 2011

FOLLOW BY EMAIL

FOLLOW SWERVBOI

PAGES



Aylesbury College

Guerrilla Campaign

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REKO TAO ZION ... The Alien Time Traveller

The Fuel Agency was recommended to MK College who were looking for an innovative marketing campaign to drive up their application figures. Coupled with a wider strategy, Fuel suggested an edgy guerrilla campaign to capture the public's imagination.



Milton Keynes College

Alien Guerrilla Marketing Campaign

www.tfamarketing.co.uk

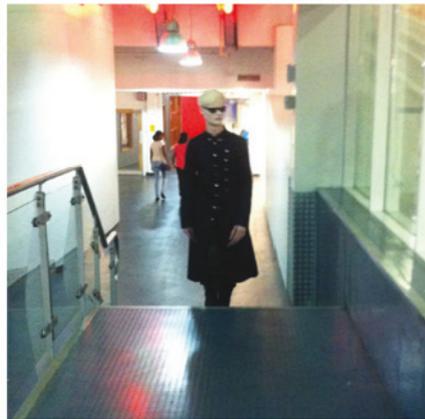
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The numbers on the card and microsite suggested a date, and a date of importance precisely 50 years in the future from rapidly approaching 21st August 2013 (GCSE results day). This was reinforced by a millisecond countdown timer on the microsite – something important was coming. Word started to spread very quickly and within just a week, social media was alight with dedicated social interest groups, blog posts and online discussions. By enlisting the top-secret support of a local radio station, a strange electronic message was played that the station said had been left for them on a bare memory card – with the full 88 minute version available on their website.

Guerrilla campaigns are relatively low-cost, but require lots of imagination and come with added risk. Planning was critical to the success of this campaign and for the public to embrace the concept, particularly when the truth was finally revealed. Reko Tao Zion was a fictionalised alien time traveller who travelled to Earth with a message for humanity: to “focus on the future as the past cannot be altered once decisions are made.” Danny, an actor from Southend, was hired and dressed as shown then walked around busy footfall areas handing out cryptic, laser-cut cards without speaking.

To give public word-of-mouth gravity, we created a microsite at www.rekotaozion.com. The words Reko Tao Zion are totally unique on Google, in that combination, and the phrase was inspired by words from Scandinavian, Chinese and Middle Eastern culture to do with the meaning of life. At the centre of our strategy was simply planting an idea in the public’s imagination, and then letting it run wild (with some periodic steering in different directions).



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With literally thousands of people wondering what would happen when the countdown reached zero, many people became detective and started trying to debunk the conspiracy – without success. The entire process was fluid and reactionary to the public's evolving perceptions and we knew the grand finale had to be something 'epic'. With this in mind, we organised an audacious snatch of Reko by Men in Black from the middle of the shopping centre, where Reko was still trying to give people his cards and his message. In a blacked out van, Reko was escorted away. However, he returned several days later, one last time, to tell people his final message was due. Clues hidden in the website code led the public to believe something would happen at set coordinates.

To our complete astonishment, hundreds of people went to the coordinates at midnight, a place called Campbell Park, to see what would happen... without any suggestion they should. Nothing happened. However, at midnight when the timer reached zero, the website switched to reveal the truth behind the campaign. This was followed by a series of interviews on the radio that morning to a stunned public.



Mysterious man has MK in a spin

BY JAMES AVERILL
james.averill@mkweb.co.uk

SOCIAL media in Milton Keynes has gone crazy as residents are left baffled by a mysterious Andy Warhol lookalike who has been popping up across the city.

MK NEWS has been contacted by readers with pictures of the terrifically tall man, who is wandering around the city with a black jacket and sunglasses.

And he has since claimed in a radio interview that he is an alien from a planet far away.

People who have approached him claim that he is giving out cards with the words 'Reko Tao Zion' on them and the numbers 21 08 63, which leads to a website with a countdown clock.

A number of readers believe it to be a marketing campaign, while others have contacted us with their stories of encounters with the man.

One reader said: "I caught a picture of the really strange guy in Campbell Park this weekend. He seemed to have light coming from his hand."

"He wandered off but when he went out of sight, he just seemed to disappear. Really strange!"

Another told us: "He just grabbed my hand and I felt a buzzing throughout my body like static electricity. The hairs on my arms and the back of my neck stood on end."

"When I went to take my hand away, he placed a strange card in it."

Whatever it is, a week long clamour to finally hear him speak was ended when he appeared at local radio station MK2FM.

On air he claimed that he was wandering and observing our decisions and how they would affect the future.

Ⓜ To view footage of Reko visit www.mkweb.co.uk

Different species: The mystery man referred to as Reko has kept MK guessing as to what his purpose is following a string of bizarre appearances around the city

Man behind the mystery revealed

MKNEWS | mkweb.co.uk | August 28, 2013 | 17

BY JAMES AVERILL
james.averill@mkweb.co.uk

THE actor who played a mystery man in Milton Keynes has said he will never forget the city or its residents.

Twitter and Facebook users went mad for the Andy Warhol lookalike, who made a series of bizarre appearances across MK handing out cards with the words 'Reko Tao Zion' written on them.

But the man behind the white make-up is actually 24-year-old Danny Shooter, an actor from Southend who recently graduated from theatre school. And in an interview with MK NEWS, he said the marketing campaign had been more successful than he expected.

"It was mad, but a really enjoyable job," he said.

"I was called for an audition to play the part as I fitted the description of being tall, slim and blonde."

I had never been to Milton Keynes before, so it was quite odd to suddenly have lots of people knowing who I was.

"But it's a really nice place and the people were very welcoming, so it was a nice first acting job."

The role, officially named the Time Traveller, was part of a guerrilla marketing campaign by MK College – in partnership with local marketing company The Fuel Agency – to get students to think about their future and enrol.

The character had told people he was an alien from a planet 'far away' and was 'observing our decisions to see how they would affect the future.'

The business cards also featured a countdown to 21 08 63, with a link to a website. The countdown stopped the day before GCSE results were released.

Kate Radlawski, MK College's head of marketing and communication, said the campaign had been designed to target 16 to 19-year-olds.

"The campaign has been excellent," she said. "We went to The Fuel Agency as we wanted to try something other than the traditional methods of advertising and it was really successful."

Darren Isaac, managing director of The Fuel Agency, added: "We had 400,000 hits on the countdown micro-site in nine days. We're grateful to everyone who invested their time in following the character."

COMING UP:
Our GCSE results roundup

The time traveller: Danny Shooter from Southend. Picture by Charlie Wilson

FOR MORE STORIES LIKE THIS ALL DAY, EVERY DAY
VISIT OUR WEBSITE - WWW.MKWEB.CO.UK



We at Fuel, and the client, were simply overwhelmed by public interest and positive support for the campaign. Reko, even on exposure, had become something of a cult icon and Milton Keynes College was inundated with people wanting a Reko 'card' or to come into the college. The website clocked up over 450,000 hits in just 4 weeks from over 51,000 unique visitors, from all over the world. It became the story that "everyone" in the city was talking about. The buzz is still continuing a week later, and the first 4 pages of a Google search for "Reko Tao Zion" are awash with discussions.

Milton Keynes College will assess the campaign impact at the end of September but, from a success point of view, we think the pictures opposite speak volumes.



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Milton Keynes College

Alien Guerrilla Marketing Campaign



Milton Keynes College

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FROM THE PRINCIPAL

We welcome to MK College, we are delighted you have decided to join us. MK College provides high quality training and skills - with a first class support team.

This is a handy one-stop guide to all the support students at MK that we provide. It's for your learning journey and has all the information that you need. Remember the more you put into your College life, the more you will get out of it.

Work hard, play hard and get involved - you'll soon discover MK College is an amazing place to study!



Dr. Julie Mills,
Principal & Chief Executive

MY INFORMATION
My Tutor: T123
Tutor Room: 1000
College ID Number: 123456789



CALENDAR HIGHLIGHTS

SEPT College Induction begins
Tutor Repetitions

OCT Welcome Fairs
Beyond Words - Dyslexia Awareness Week
Black History Month
Milton Union Elections

COLLEGE CALENDAR

WELCOME FAIRS
CHAFFRON WAY CAMPUS - 1ST OCT 2013
BLETCHLEY CAMPUS - 3RD OCT 2013

AUTUMN TERM
16th Sept 2013 - 20th Dec 2013
Half Term: 28th Oct 2013 - 1st Nov 2013

SPRING TERM
6th Jan 2014 - 4th April 2014
Half Term: 17th Feb 2014 - 21st Feb 2014

SUMMER TERM
22nd April 2014 - 27th June 2014
Half Term: 26th May 2014 - 30th May 2014

ENTERPRISE

MK College has a real focus on encouraging students to be enterprising because at the end of the day, we want you to have lots of employability skills. We strive to give you confidence, experience in your own ability and the skills you need to succeed. We have a range of Enterprise Start Up loans if you're thinking of setting up your own business and we even have a student-run shop on site, the Student Stack which you can volunteer in. The work you produce might even be stocked on the shelves!

Talk to the Youth Work team or someone from the student run enterprise society, Concrete Trust.

CAREERS

Our guidance team can help you with all stages of your learning journey, whether it's choosing a course, progressing within College or help with finding employment, with a CV or UCAS application - we can help! We have a careers and HR Strategy too!



MAIN COLLEGE SWITCHBOARD

01908 684444

FACEBOOK.COM /MKCOLLEGE1
@MKCOLLEGE

FOR COURSE INFORMATION & ENQUIRIES CALL 01908 684444 OR EMAIL INFO@MKCOLLEGE.CO.UK

OUR MISSION

These 4 words sum up MK College life:

INSPIRE
INTEGRITY
EXCELLENCE
INNOVATE
RESPECT





STUDENT CENTRES

We believe in the work-hard and play-hard balance and we have a thriving Youth Work programme operating at both campuses and lots of clubs and societies to sign up to and we always open to new ideas so contact your youth worker if you have an event or club that you would like to see happen.

There are lots of clubs and societies to sign up to and we always open to new ideas so contact your youth worker if you have an event or club that you would like to see happen.

There's even a FREE breakfast programme running every day of the year in both the Student Centres from October onwards!

COUNSELLING

Confidential counselling sessions are also available for students.

To make an appointment, call 01908 684444 or email counselling@mkcollege.co.uk

We also have lots of help to local support agencies in Milton Keynes.





LEARNING SUPPORT

Do you need extra time during exams?

Do you have difficulty getting things down on paper?

Our dedicated team of staff are here to help if you have a disability or learning difficulty we can help with in class or out of class support. We have specialist equipment for it and can help with exam arrangements. Contact your tutor in the first instance.



THE STUDENT SUPPORT SERVICES TEAM

We can help you with:

- ADDITIONAL LEARNING SUPPORT
- COUNSELLING
- SPORT CAREERS ADVICE AND GUIDANCE
- WELFARE BURSARY & FINANCIAL SUPPORT
- YOUTH WORK & ENRICHMENT INCLUDING VOLUNTEERING
- STUDENT UNION
- STUDENT SHOP & ENTERPRISE

STUDENT GUIDE

2013/14



MK COLLEGE EXPECTATIONS

Your tutors are vital to your learning. They will support you with your personal development, progression and career planning.

Together with you will set targets and they will monitor your learning.

We set high standards and poor punctuality or low attendance will not be tolerated.

MK COLLEGE PRIDES ITSELF UPON WELL BEHAVED STUDENTS THAT ARE AMBASSADORS TO THE COMMUNITY.



OPENING TIMES

TERM TIME

BLETCHLEY CAMPUS
MONDAY - THURSDAY 8AM - 6PM
FRIDAY 8AM - 4PM

CHAFFRON WAY CAMPUS
MONDAY - THURSDAY 8AM - 6PM
FRIDAY 8AM - 4PM

SILBURY CAMPUS
MONDAY - THURSDAY 8AM - 7PM
FRIDAY 8AM - 4PM

YOUR STUDENT UNION AND STUDENT COUNCIL

Any student at MK College can join the National Union of Students (NUS) at www.nus.org.uk

The Executive is elected in October and organises events, works alongside the College staff and can suggest on national level affecting students. Contact the Youth Work Team if you would like to stand for election in one of the many positions. Students also have two positions on the College Governing body. Every tutor group also elects a tutor rep for the Student Council so be sure to make your voice heard with all students it matters!





Milton Keynes College

Z-Card

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RippleWeave
A Distinctly Different Kind of Carpet.

SHOWROOM WESTBOND ECT
79 St John Street, Clerkenwell, London, ECTM 4NR
Tel: +44 (0) 20 7553 9300 Fax: +44 (0) 20 7553 9309
www.westbond-carpet.com

westbond
79 St John Street, Clerkenwell, London EC1M 4NR
Tel: +44 (0) 20 7553 9300 Fax: +44 (0) 20 7553 9309
www.westbond-carpet.com

RippleWeave A Distinctly Different Kind of Carpet.

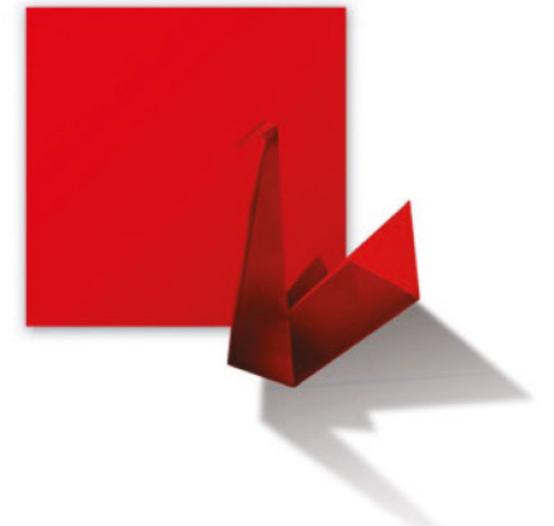
Summer twilight enjoyed by the calm of the riverbank.

When developing new Westbond products we draw our inspiration not just from what we see, but from our own personal experiences. It helps us to make simple but interesting innovations in the way we manufacture, how our products look and how they feel.

RippleWeave's undulating texture, the rippled sound it makes in every place we make.

It's a subtle but simply feels special.

1. Fold into waves
2. Turn over
3. Fold into waves
4. Pull down to edge
5. Pull down to middle
6. Pull down to middle
7. Pull the rest up until it meets the rest of the carpet
8. Pull down to middle
9. Complete



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Westbond

RippleWeave Carpet Launch Campaign

BE.

BE INSPIRED. BE FOCUSED. BE EXCEPTIONAL.

APPLY NOW

THERE ARE STILL LIMITED PLACES AVAILABLE FOR SEPTEMBER!

To find out more go to be-exceptional.co.uk or call 01827 301820

LANDAU FORTE ACADEMY TAMWORTH SIXTH FORM

BE.

BE INSPIRED. BE FOCUSED. BE EXCEPTIONAL.

APPLY NOW

To find out more go to www.lfatsf.org.uk or call 01827 301820

LANDAU FORTE ACADEMY TAMWORTH SIXTH FORM

BE.

BE INSPIRED. BE FOCUSED. BE EXCEPTIONAL.

APPLY NOW

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LANDAU FORTE ACADEMY TAMWORTH SIXTH FORM

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BE INSPIRED. BE FOCUSED. BE EXCEPTIONAL.

APPLY NOW

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LANDAU FORTE ACADEMY TAMWORTH SIXTH FORM



Landau Forte Academy

Applications Driver Campaign

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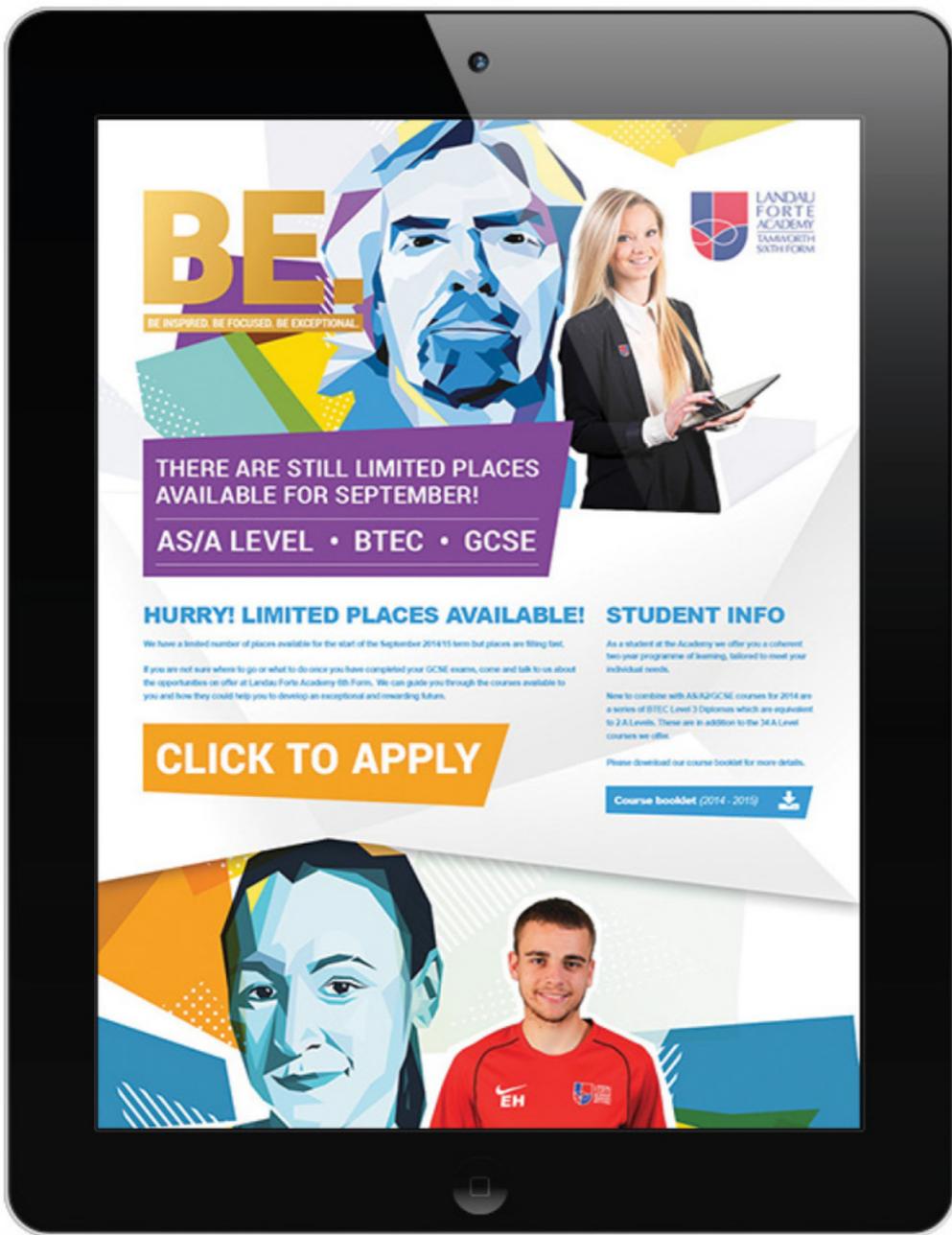
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LANDAU FORTE ACADEMY TAMWORTH SIXTH FORM

THERE ARE STILL LIMITED PLACES AVAILABLE FOR SEPTEMBER!
AS/A LEVEL • BTEC • GCSE

HURRY! LIMITED PLACES AVAILABLE! STUDENT INFO

We have a limited number of places available for the start of the September 2014/15 term but places are filling fast.

If you are not sure where to go or what to do once you have completed your GCSE exams, come and talk to us about the opportunities on offer at Landau Forte Academy 6th Form. We can guide you through the courses available to you and how they could help you to develop an exceptional and rewarding future.

As a student at the Academy we offer you a coherent two-year programme of learning, tailored to meet your individual needs.

New to combine with AS/A2/GCSE courses for 2014 are a series of BTEC Level 3 Diplomas which are equivalent to 2 A Levels. These are in addition to the 34 A Level courses we offer.

Please download our course booklet for more details.

CLICK TO APPLY

Course booklet (2014 - 2015)

BUILDING STRONG FOUNDATIONS FOR REWARDING FUTURES

Tamworth Sixth Form's primary focus is to provide a challenging atmosphere that is geared towards achievement. Students who attend Landau Forte Academy Tamworth Sixth Form will have outstanding learning opportunities that enable them to develop the character, interests, abilities, and aptitudes crucial for developing a successful and rewarding future outside of full-time education.

INSPIRING COURSES

The Academy has a wide range of 6th Form courses to choose from, as well as a selection of exciting Level 3 BTEC Level 3 Diplomas. Upon successful completion, students have a fantastic opportunity to either continue their education at University level, or enter the real world of work.

FOCUSED SUPPORT

Along with engaging courses, our curriculum is underpinned by strong personal support and guidance from expert tutors. With an environment geared towards achievement, our curriculum not only educates, but also inspires and motivates.

EXCEPTIONAL POSSIBILITIES

With a strong emphasis placed on developing student's personal skills and entrepreneurial qualities, students who successfully complete their courses at the Academy will have a fantastic array of opportunities to either seek to higher education, or take their first steps into employment.

BE.
BE INSPIRED. BE FOCUSED. BE EXCEPTIONAL.

LANDAU FORTE ACADEMY TAMWORTH SIXTH FORM

CONTACT US

Full Name

Phone Number

Email

Message

01827 301 820

01827 301 821

facebook.com/lfat6f

twitter.com/landauforte

SUBMIT

Landau Forte Academy Tamworth Sixth Form
Jolly Road
Tamworth
Staffordshire
B79 5AA

BE INSPIRED. BE FOCUSED AND BE EXCEPTIONAL AT LANDAU FORTE ACADEMY TAMWORTH 6TH FORM.

To find out more go to www.lfasf.org.uk or call 01827 301820

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Landau Forte Academy

Applications Driver Campaign

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75% OFF*
 CardioSCREEN proBNP test at the special price of **£10**

Send this voucher with your impounded sample to your regular laboratory testing service, (see conditions below) or contact Guildhay for a list of participating laboratories.

Introducing **VETSIGN CANINE CARDIOSCREEN**
 For the early detection of heart disease in dogs.

GUILDHAY LIMITED

"Researchers and specialist cardiologists in the UK believe that 7 in 10 dogs have heart disease."



To give your dog-owners added peace-of-mind, and you the VET more reliability, offer them the Cardio Screen test, for a clearer conclusion on whether or not a dog has heart disease.

- The test is affordable, quick and very reliable. The stress for the dog is very minimal and can be integrated with a standard blood test.
- Heart disease can be difficult to diagnose as symptoms cannot be easily differentiated.
- The test increases the ability to detect heart disease, even when there are no overt symptoms.
- proBNP is a proven canine biomarker for heart disease.

The proBNP test provides an objective, quantitative tool to differentiate and confirm cause of disease from equivocal symptoms.

The test can be used in addition to X-rays and Echocardiograms to enhance detection of early-stage heart disease.

Alternatively visit: www.pethearttest.co.uk

Call today for more information or to be sent a free information pack **01483 573727**

CARDIO SCREEN




75% OFF*
 CardioSCREEN proBNP test at the special price of **£10**

DO YOU KNOW WHICH OF THESE DOGS ARE DEVELOPING HEART PROBLEMS?

GUILDHAY LIMITED



75% OFF*
 CardioSCREEN proBNP test at the special price of **£10**

DO YOU KNOW WHICH OF THESE DOGS ARE DEVELOPING HEART PROBLEMS?

GUILDHAY LIMITED



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 CardioSCREEN proBNP test at the special price of **£10**

DO YOU KNOW WHICH OF THESE DOGS ARE DEVELOPING HEART PROBLEMS?

GUILDHAY LIMITED



75% OFF*
 CardioSCREEN proBNP test at the special price of **£10**

...WITH CANINE CARDIO SCREEN YOU DO.
 The fast, easy and reliable way to diagnose heart conditions.

GUILDHAY LIMITED



75% OFF*
 CardioSCREEN proBNP test at the special price of **£10**

DO YOU KNOW WHICH OF THESE DOGS ARE DEVELOPING HEART PROBLEMS?

GUILDHAY LIMITED



INTRODUCING VETSIGN™ CANINE CARDIOSCREEN

Although there is no cure for most heart disease in dogs, new treatments are available. By accurately detecting heart disease earlier, more dogs are likely to live a longer, more comfortable life.

WHY USE THIS PRODUCT?

The test is affordable, quick and very reliable. The stress for the dog is also very minimal as it can be integrated with a standard blood test. Additionally, diagnosis of heart disease has been shown to be very accurate, and repeat testing is not required. The test is also very easy to use, and can be performed on any dog that can be taken to a laboratory for testing.

HOW CAN VETSIGN CANINE CARDIOSCREEN HELP ME?

- Identifying if there is cardiac involvement in a dog presenting with a cough.
- Where there are equivocal symptoms confirm the presence of heart disease.
- Confirm a diagnosis of early stage heart disease.
- Monitor at risk and predisposed breed groups for early signs of heart disease.
- Confirm heart disease and failure diagnosis.

WHAT DOES THE TEST DETECT?

The test detects the proBNP, a form of BNP (brain natriuretic peptide) - known to be usually secreted by the heart. BNP is produced as a protective proBNP, and released into the blood stream and measured by the proBNP test.

The proBNP is produced when being stressed (for example in a dog being fed the wet and higher consistency food) than the BNP level of the patient and therefore, proBNP allows earlier diagnosis, necessary and direct confirmation as a specific marker in heart failure patients.

HOW DOES IT WORK?

The CardioSCREEN test has been validated in a trial conducted by the Royal Veterinary College (RVC) where researchers studying 50 dogs from four separate cardiac centres in the UK. The trial findings found that:

- Dogs with a cough but no heart disease gave a low proBNP measurement.
- The use of the test as part of the diagnostic profile to clarify cause of cough will provide the vet with a simple, low stressful and more economical solution than X-ray and Echocardiogram.

WHY DO MY DOG-OWNER CUSTOMERS WANT IT?

Nothing, apart from confirmed checks, can do with a heart monitor, and the owner's peace of mind. These can be very expensive and inaccurate, especially in early stages, and it is hard to tell whether heart disease is future.

HOW MUCH DOES IT COST?

Make the most of our current offer on until the end of November, and the test will only cost £10, after this date it will cost between £20-£40.

Call today for more information or to be sent a free information pack **01483 573727** Alternatively visit: www.pethearttest.co.uk

WHAT ARE THE ALTERNATIVES?

Nothing, apart from traditional checks, can do with a heart monitor, and their own judgment. These can be very unreliable and inaccurate, especially in early stages, and it is hard to tell whether heart disease is future. These include radiographs and X-ray.

TO GIVE YOUR DOG-OWNERS ADDED PEACE-OF-MIND, AND YOU THE VET MORE RELIABILITY, OFFER THEM THE Cardio Screen TEST, FOR A CLEARER CONCLUSION ON WHETHER OR NOT A DOG HAS HEART DISEASE.

- Heart disease can be difficult to diagnose as symptoms cannot be easily differentiated.
- proBNP is a proven canine biomarker for heart disease.
- The test is affordable, quick and very reliable. The stress for the dog is very minimal and can be integrated with a standard blood test.
- The test increases the ability to detect heart disease, even when there are no overt symptoms.
- The test can be used in addition to X-rays and Echocardiograms to enhance detection of early-stage heart disease.
- The proBNP test provides an objective, quantitative tool to differentiate and confirm cause of disease from equivocal symptoms.

CARDIO SCREEN





Printed Collateral

Building better brands.



Earles Performance Products

Catalogue and Marketing Collateral

www.tfamarketing.co.uk

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Equipment access systems

10

Heavy duty slide for wide drawers

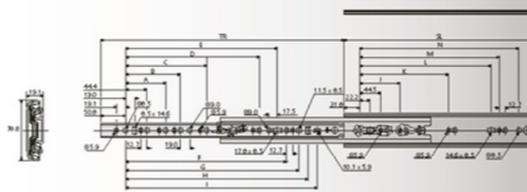
DZ7957



Load:
Up to 160kg



Extension:
100%



Front disconnect for easy installation

Features	Order Code
	DZ7957
Load rating	Up to 160kg (80,000 cycles)
Extension	100%
Front disconnect	*

Options:
We stock a large range of mild steel slides and can supply customized slides for volume sales.

Technical notes:
 • The load ratings are based on slides mounted 1000mm apart.
 • All fitting positions must be used to achieve maximum load rating.

DZ7957	Dimensions (mm)														W	L	(kg)		
	SL	TR	A	B	C	D	E	F	G	H	I	J	K	L				M	N
DZ7957-0002-2	304.8	304.8	-	-	-	-	-	-	-	2002	240.0	-	-	-	2310	215.0	292.1	2.80	140
DZ7957-0004-2	406.4	406.4	106.0	-	-	-	-	-	-	236.6	242.0	281.0	300.1	-	-	285.8	301.8	3.42	190
DZ7957-0006-2	497.2	497.2	106.0	-	-	-	-	-	-	287.4	292.8	331.6	319.0	-	-	336.6	352.6	3.92	190
DZ7957-0008-2	598.0	598.0	106.0	171.5	-	-	-	-	-	338.2	343.6	382.6	402.7	-	-	387.4	402.4	4.44	190
DZ7957-0010-2	698.8	698.8	106.0	171.5	-	-	-	-	-	389.0	394.4	433.4	412.8	-	-	432.2	454.2	4.92	190
DZ7957-0012-2	799.6	799.6	106.0	171.5	-	-	-	-	-	439.8	445.2	484.2	463.2	-	-	480.0	502.0	5.41	190
DZ7957-0014-2	899.6	899.6	106.0	171.5	-	-	-	-	-	490.6	496.0	536.0	515.0	-	-	520.8	555.8	5.87	190
DZ7957-0016-2	999.6	999.6	106.0	171.5	-	-	-	-	-	541.4	546.8	586.8	605.0	-	-	595.6	626.6	6.32	190
DZ7957-0018-2	1099.6	1099.6	106.0	171.5	-	-	-	-	-	592.2	597.6	637.6	655.7	202.0	440.0	641.4	653.4	6.76	190
DZ7957-0020-2	1199.6	1199.6	106.0	171.5	-	-	-	-	-	643.0	648.4	688.4	706.5	202.0	490.0	692.2	7.02	190	
DZ7957-0022-2	1299.6	1299.6	106.0	171.5	349.2	-	-	-	-	693.8	699.2	739.2	757.3	202.0	540.0	741.0	7.50	190	
DZ7957-0024-2	1399.6	1399.6	106.0	171.5	349.2	684.2	744.6	750.0	780.0	780.0	806.1	822.2	822.2	792.0	800.0	800.0	8.00	190	

Stainless steel telescopic slide

DS0330



Load:
Up to 65kg



Extension:
100%



Stainless steel telescopic slides

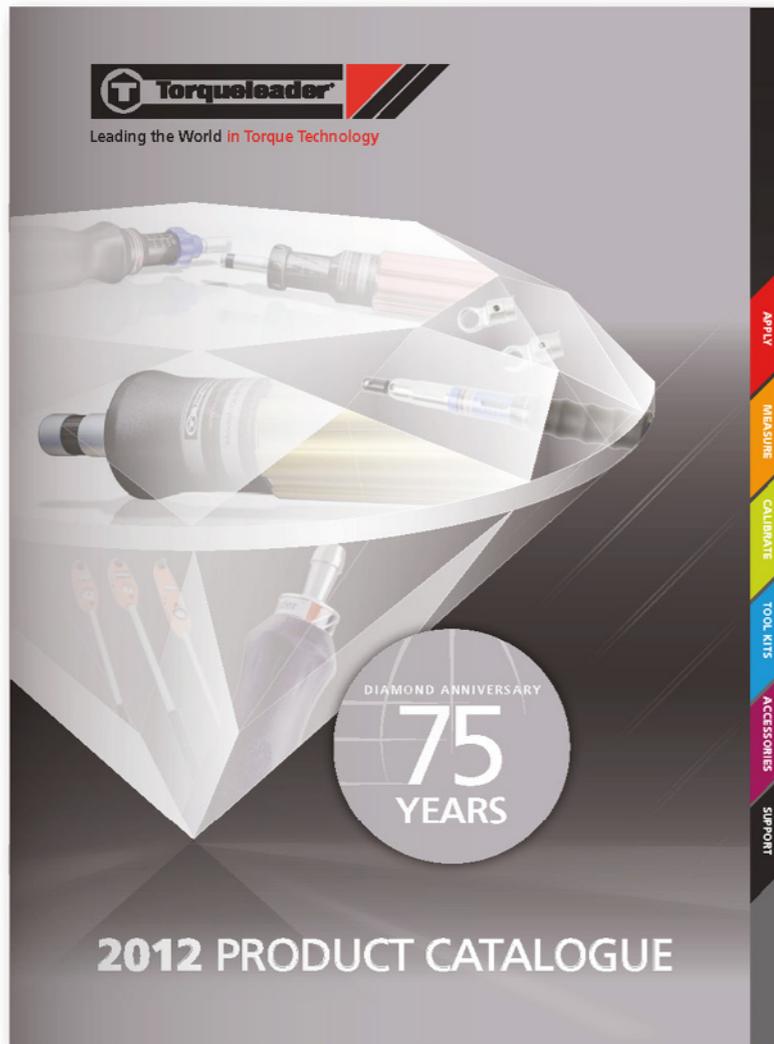
Features	Order Code
	DS0330
Load rating	Up to 65kg (80,000 cycles)
Extension	100%
Material	*

These stainless steel slides are ideal for harsh environments where mild steel might be subject to corrosion.

• DS0300
• DS0321

DS0330	Dimensions (mm)														W	L	(kg)	
	SL	TR	A	B	C	D	E	F	G	H	I	J	K	L				
DS0330-0000	300	304.5	-	-	-	-	-	-	-	192	224	-	-	-	192	224	1.15	80
DS0330-0005	390	394.0	-	-	-	-	-	-	-	224	256	-	-	-	224	256	1.38	85
DS0330-0010	480	483.0	-	-	-	-	-	-	-	256	320	-	-	-	256	320	1.65	85
DS0330-0015	480	483.0	-	-	-	-	-	-	-	224	256	192	-	-	220	256	1.65	85
DS0330-0020	570	573.0	256	288	416	224	256	384	416	224	256	384	416	1.68	85	85	1.68	85
DS0330-0025	570	573.0	288	320	480	256	288	416	448	208	256	384	416	2.06	80	80	2.06	80
DS0330-0030	660	663.0	320	352	512	312	344	480	512	224	256	384	416	2.27	45	45	2.27	45
DS0330-0035	750	753.0	352	384	608	352	384	512	544	256	288	416	448	2.30	75	75	2.30	75

Accuride reserves the right to alter specifications without notice.



TORQUE APPLYING TOOLS

QUICKSET CALIBRATED SCREWDRIVERS

Versatile slipping tools with calibrated scale



GENERAL INFORMATION

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TIPS & ADVICE

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PRODUCT INFORMATION

Order Code	Model	Range	Drive	
016000	Quickset Minor Metric SD	20-120 cN.m	1 cN.m	158
016040	Quickset Minor Metric FH	20-120 cN.m	1 cN.m	165
016020	Quickset Minor Imp SD	20-120 ccf.in	1 cN.m	158
016060	Quickset Minor Imp FH	20-120 ccf.in	1 cN.m	165
016080	Quickset Minor lbf.in SD	2-12 lbf.in	1 cN.m	158
016070	Quickset Minor lbf.in FH SD	2-12 lbf.in	1 cN.m	165
016100	Quickset 8° SD	1-6 N.m	1 cN.m	340
016500	Quickset 8° FH	1-6 N.m	1 cN.m	334
016200	Quickset 50° SD	5-50 lbf.in	1 cN.m	340
016600	Quickset 50° FH	5-50 lbf.in	1 cN.m	335
016300	Quickset 9° SD	4-9 N.m	1 cN.m	340
016700	Quickset 9° FH	4-9 N.m	1 cN.m	335
016400	Quickset 80° SD	40-80 lbf.in	1 cN.m	340
016800	Quickset 80° FH	40-80 lbf.in	1 cN.m	335

TORQUE APPLYING TOOLS



PREMIUM OPTION



Ergo Quickset Calibrated Screwdrivers
Page 19

SIMILAR PRODUCTS



Torque Limiting Screwdriver
Page 19



Torque Limiting Screwdriver
Page 19

KEY FEATURES

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Curabitur vel dui luctus leo pulvinar viverra in ut magna.
- Fusce viverra massa libero, placerat justo.
- Donec placerat massa id sapien blandit vulputate.
- Donec sed lectus in dolor vestibulum fermentum non sed augue.
- Vestibulum non est sed justo placerat feugiat eget eu.
- Praesent interdum feugiat neque, sit amet mollis enim vestibulum et.
- Ut uig felis nec magna vulputate dapibus noneros.
- In ut est faucibus sem elementum tristique.
- Ut vitae leo id purus dictum sodales a et justo.

ACCESSORIES

NEW!



Hexagon Key Adaptor
Page 54



Hanging Loop End Caps
Page 54



Insulated Sockets
Page 54

SEE PAGES 54, 55 AND 56

FOR MORE INFORMATION SEE www.torqueleader.com SALES HOTLINE: 44 (0) 1483 894476



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Renal Artery Stenosis Solutions

A combination for success

Boston Scientific
Helping what's next.

Delivering Patency, Delaying Dialysis

Boston Scientific strives to improve patient outcomes by providing technologies, products and programmes designed to be used in the treatment of renal artery disease.

To support successful renal interventions, Boston Scientific has specifically designed a broad range of complimentary products which improve access, deliverability, performance and ultimately procedural success.

Renal Artery Stenosis Solutions offers you the effective combination of performance and compatibility of products in conjunction with our supporting programmes and activities so that together we can continue to improve patient outcomes.

FilterWire EZ™ Oral Protection System
Giving you the option of protection from distal embolisation.

Mach 1™ Peripheral Guide Catheter
Guiding you through all anatomical variations.

Thruway™ Peripheral Catheter
Ideally suited to renal intervention.
One wire designed to cross the lesion and deliver the catheter.
A short flexible tip and a short shaft help to maintain a stable position.

Express™ Vascular SD Renal™ Renovascular Intervention
Designed specifically for the challenges of renal artery stenosis stenting.
Micro and Macro elements work in tandem to give an excellent balance of strength, vessel coverage and deliverability.

Peripheral Cutting Balloon™ Renovascular Intervention Balloon
Score and dilate.
A novel mechanism of action.

Sterling™ Monorail™ Subcutaneous Stent Catheter
For pre and post-dilatation.
Extremely low lesion-crossing profile, enhancing deliverability.

Thicker struts provide radial strength and radiopacity.*
Extra wires at the proximal end provide greater axial support.*
Thinner struts contribute to increased flexibility and conformability.*
Combination of stent design and material results in minimal stent recoil.*

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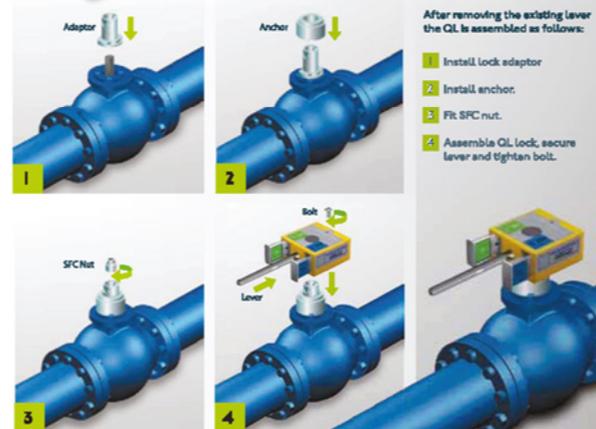
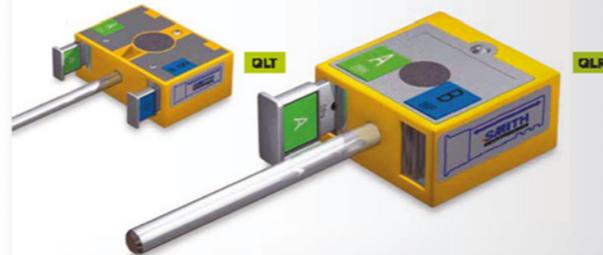
SFC KEY INTERLOCKS & PROCESS MANAGEMENT SYSTEMS



QL VALVE INTERLOCKS – For lever-operated valves

QL Valve Interlock (QLT & QLR)

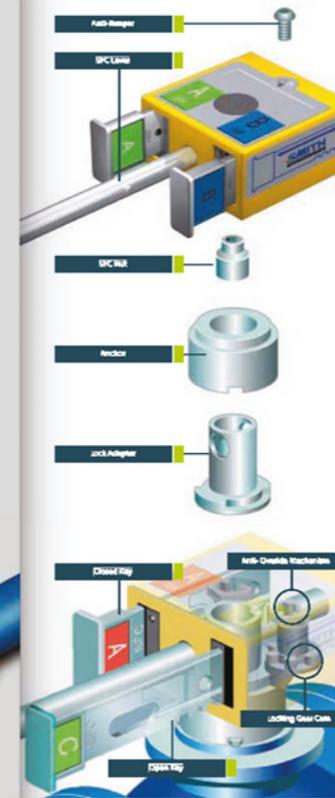
QL valve (inter)locks suit all types of lever-operated quarter-turn valves – including ball, butterfly, and plug valves. Installing the (inter)lock on the host valve is a simple procedure as described below and requires no modification or hot-work to the host equipment as the anchor and adaptors are custom-machined to suit the valve.



6

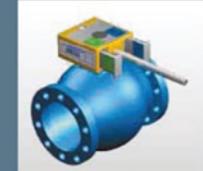
INTERNAL MECHANICAL CONSTRUCTION

Most offshore installations in the North Sea have been equipped with SFC systems as well as the majority of related onshore processing facilities throughout Europe.



PRODUCT FEATURES

- 316 Stainless steel construction
- Linear 'coded-card' key design
- Robust construction
- Proven reliability in all climates
- Single or double key versions



7

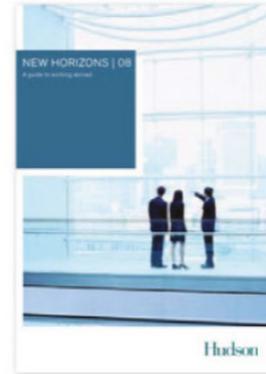


Smith Flow Control

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Brochure



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'A Guide to Working Abroad' Brochure

CHARLES WELLS PUB COMPANY

The PublicLogic Partnership

Choosing Your Path to a Successful Pub

DESTINATION COMMUNITY, FOOD

40/60

EXTERNAL

OVERVIEW

Understanding your customers is one of the most important aspects of running a successful pub. Your customers will range from 25-45 so it is important that the look and feel of your pub doesn't specifically target a certain age group. Your pub will mainly attract female friends, couples, business associates and families. Zoned areas will give your customers a choice whether they would like to sit in an open spacious area to socialise in groups or sit in an intimate cubby hole for a more private chat.

OVERALL RECOMMENDATIONS

The key occasions for customers visiting your pub are:

- Coffee morning
- Luxury lunch
- Club for dinner
- Weekend lunch
- Family Sunday lunch
- Afternoon dining
- Quiet post-after work drink

LANDLORD'S ADVICE

"Murks commo, bism and phantia gravis, ord magna phonus neque, id pulvitar odio borem non turpis."

Supervise id with other legal sit up at conditumum. Sed qui velit, nulla facilis, niberos, vnamus phantia prosumt sapem, Nam con seductur.

BAR RESTAURANT AREA FLOORPLAN

DESTINATION FOOD

40/60

DECOR BRIC-A-BRAC

DETAILED RECOMMENDATIONS

WHERE TO DO	HOW TO DO IT	WHY DO IT
Artwork/Photography	Choose relevant artwork, themed around the name of your pub and local area.	This gives your pub character personality and sets it apart from your nearby pubs.
Bric-a-brac	Food and drink based bric-a-brac such as weighing scales, breadboards and vintage wines.	These items will add a homely touch.
Colour scheme	Mix neutral shades along with various tones of an accent colour.	Your interior will appeal to everyone and won't look dated quickly.

LANDLORD'S ADVICE

"Murks commo, bism and phantia gravis, ord magna phonus neque, id pulvitar odio borem non turpis."

Supervise id with other legal sit up at conditumum. Sed qui velit, nulla facilis, niberos, vnamus phantia prosumt sapem, Nam con seductur.

DESTINATION COMMUNITY, WET LED

70/30

EXTERIOR

DETAILED RECOMMENDATIONS

WHERE TO DO	HOW TO DO IT	WHY DO IT
Smoker's area	Your smoker's area should be covered, well lit, heated and contain plenty of seating.	1 in 4 adult smokers to a good smoker's area is essential for the success of your pub.
Garden furniture	Sturdy tables and chairs with a parasol.	Give your customers the same quality seating that they would have indoors.
Seating layout	Some of your tables should be well spaced out while others can be placed closer together.	This offers your customers a choice of being able to have a private chat or to socialise.

LANDLORD'S ADVICE

"Murks commo, bism and phantia gravis, ord magna phonus neque, id pulvitar odio borem non turpis."

Supervise id with other legal sit up at conditumum. Sed qui velit, nulla facilis, niberos, vnamus phantia prosumt sapem, Nam con seductur.

TOWN CENTRE / CHAMELEON

70/30

DRINK

DETAILED RECOMMENDATIONS

WHAT TO DO	HOW TO DO IT	WHY DO IT
Beer	Lager and keg all must be sold within 3 days. Cask within 3 days to ensure freshness.	Beer typically represents 45% of wet sales so producing the perfect pint is essential.
Cellar	The cellar should be aired for 48 minutes each day.	This prevents mould growth.
Hot drinks	Offer a good selection of barista coffees including cappuccinos, espresso, decaf and herbal teas.	A strong hot drink range is important for lunch time trade and for after dinner.

LANDLORD'S ADVICE

"Murks commo, bism and phantia gravis, ord magna phonus neque, id pulvitar odio borem non turpis."

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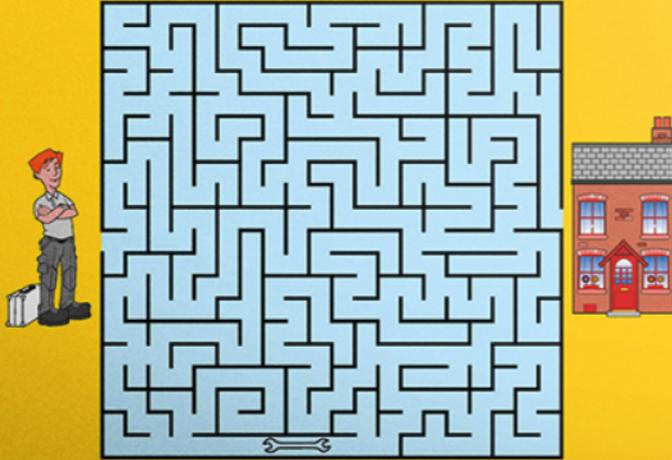
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Charles Wells

Trading Styles Guide

THE MIGHTY MAZE

Can you help the engineer find his way to the house?



Tangled...



Which vacuum cleaner is sucking up all the dirt?

WORD SEARCH

W	A	S	H	I	N	G	M	A	C	H	I	N	E	F
J	K	R	W	A	H	X	Q	Z	Y	V	B	I	L	P
D	R	E	N	A	E	L	C	M	U	U	C	A	V	A
Z	W	V	G	H	I	K	L	I	W	V	T	E	R	M
O	S	G	W	M	U	P	H	L	A	S	D	K	E	P
V	X	F	V	H	K	T	L	P	R	Z	C	S	L	R
E	F	R	L	W	A	O	B	S	E	B	A	M	T	L
N	Q	I	E	R	T	A	Y	G	Z	C	J	A	T	M
Z	F	D	E	T	Y	S	J	L	E	I	Y	R	E	P
A	R	G	O	V	E	T	M	A	E	I	N	E	K	S
C	I	E	E	R	Y	E	M	A	R	E	R	A	C	V
T	A	A	T	E	R	R	D	A	F	B	R	W	H	I
A	G	A	T	B	M	K	O	P	G	K	L	W	E	S
F	E	R	P	E	K	A	Z	W	E	F	G	O	C	Z
M	I	C	R	O	W	A	V	E	O	V	E	N	X	P

- VACUUM CLEANER
- OVEN
- TOASTER
- KETTLE
- WASHING MACHINE
- FRIDGE
- FREEZER
- MICROWAVE OVEN

SCRAMBLED!

Can you un-scramble these words?



ghnwsia
nachemi



ewimvaocr
veon



tatreso

FILL THE FRIDGE



Draw your favourite food in the fridge



What's Different?

There are 5 things that are different between these two engineers.

Can you find them?



The engineer has lost his spanners!
Find 6 spanners hidden on these pages.

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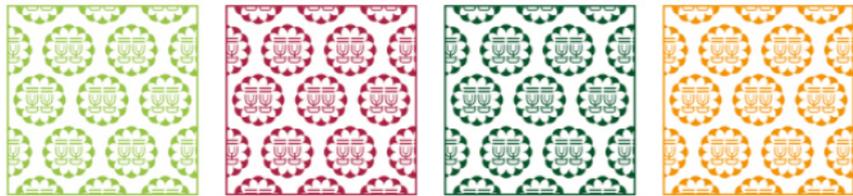
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Yutaka Noodle Packaging



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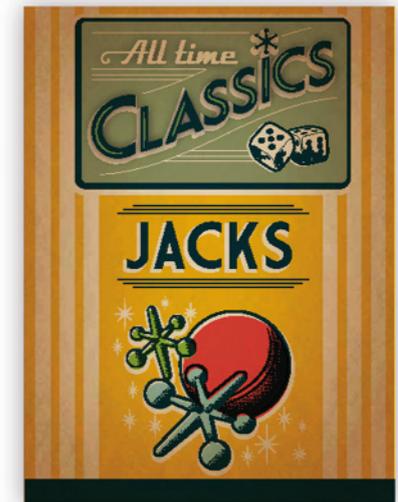
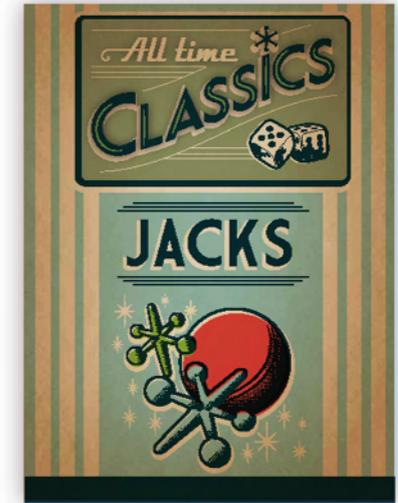
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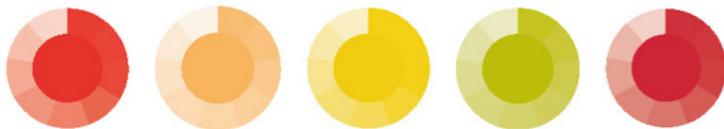
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Colours: Primary



Colours: Secondary



Colours to be printed on appropriate brown paper stock for muted appearance

Font: Market Deco

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#%&'()*+,-./



International Greetings

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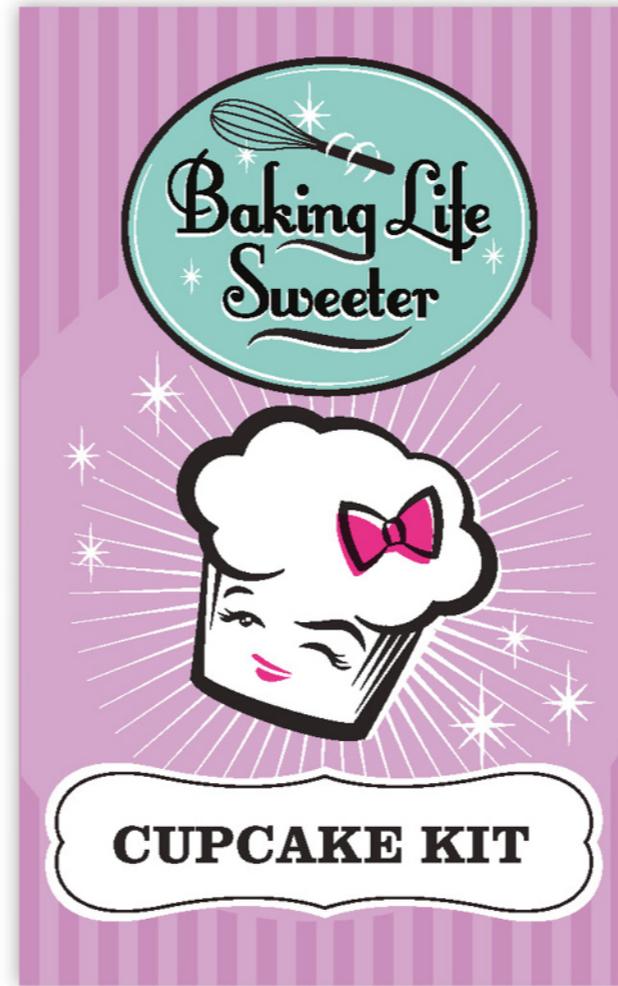
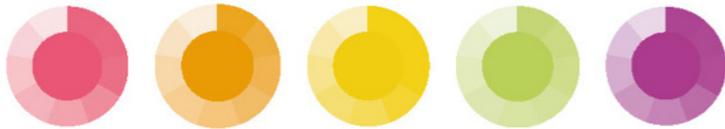
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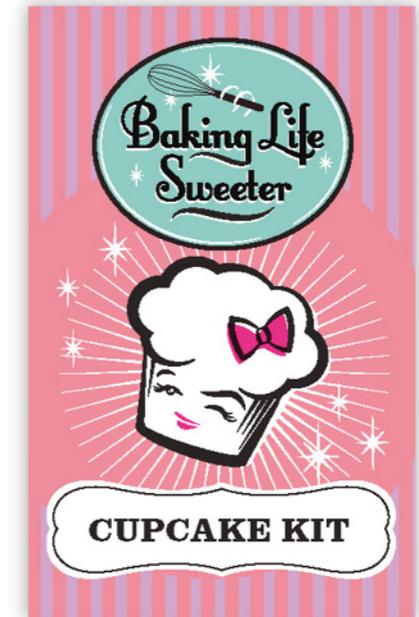
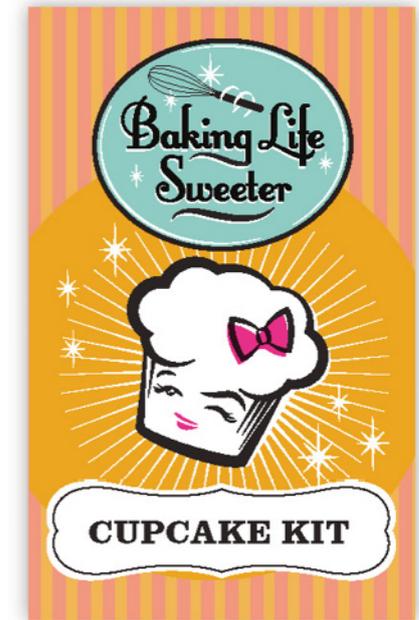


Colours: Secondary



Font: Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"#%&'()*+,-./



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ASDA Gifting Range

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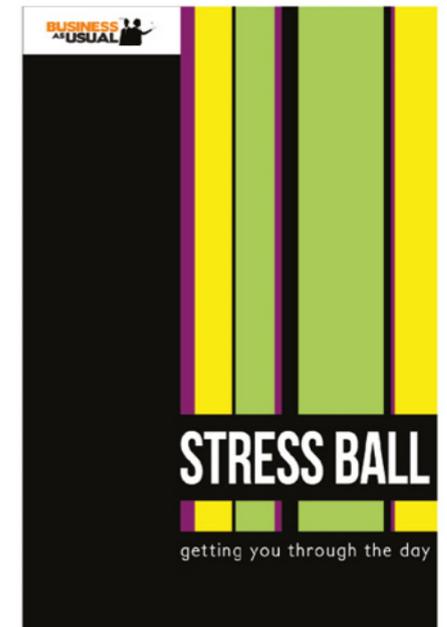
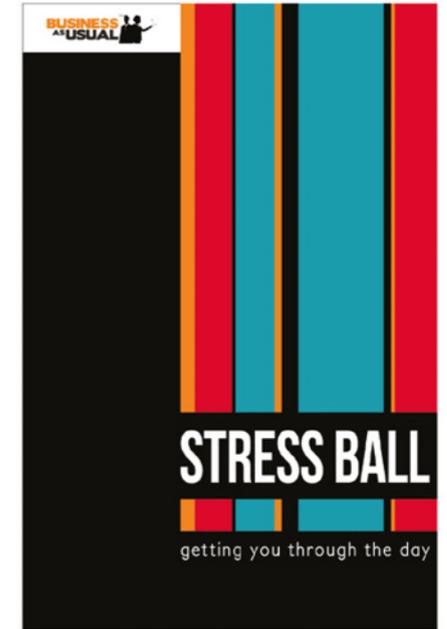
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Colours: Primary



Colours: Secondary



Font: Bebas Neue

STRESS BALL

Font: Petita Medium

getting you through



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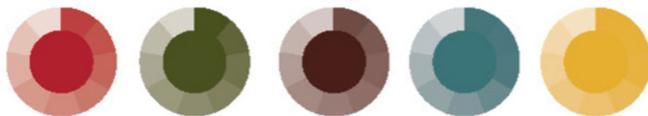
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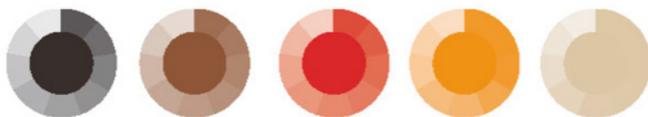
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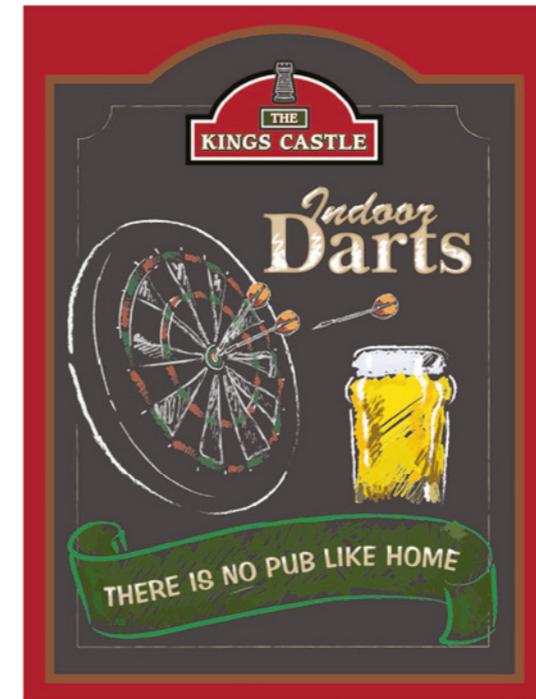


Colours: Secondary



Font: Caxton BT

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 1234567890 !"#%&'()+,-./



Font: ITC New Baskerville BT Bold

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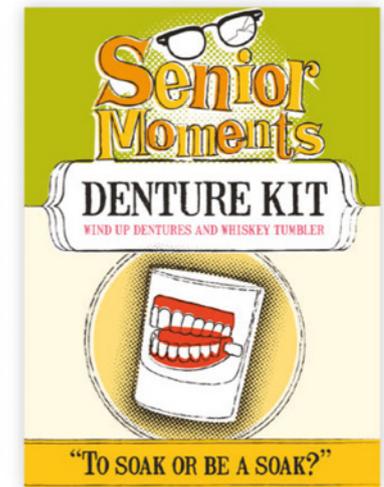
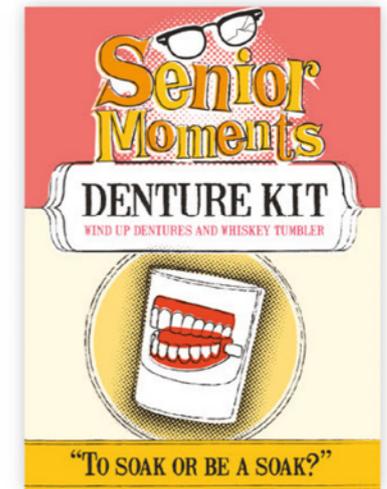
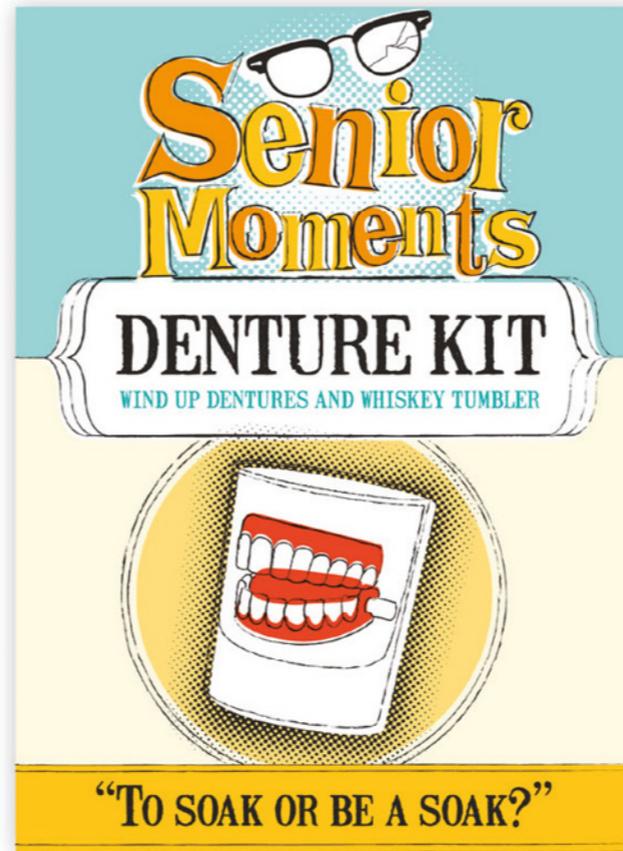
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Senior Moments

Colours: Primary



Colours: Secondary



Font: Mail Art Rubber Stamp

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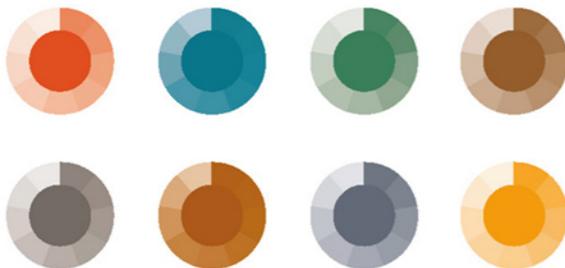
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Colours: Primary



Colours: Secondary

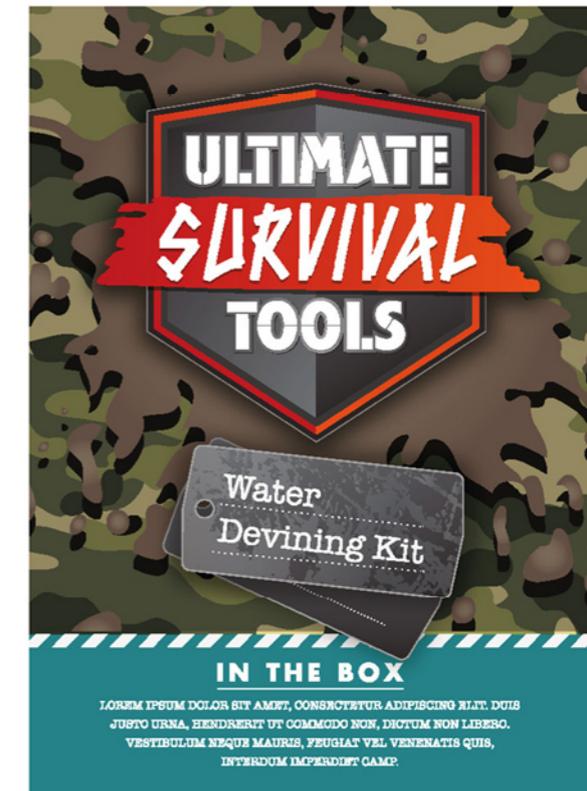


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Font: Futura Bold

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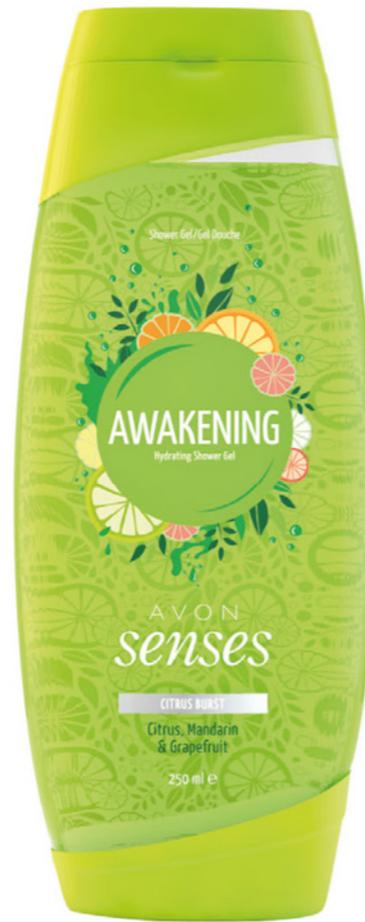
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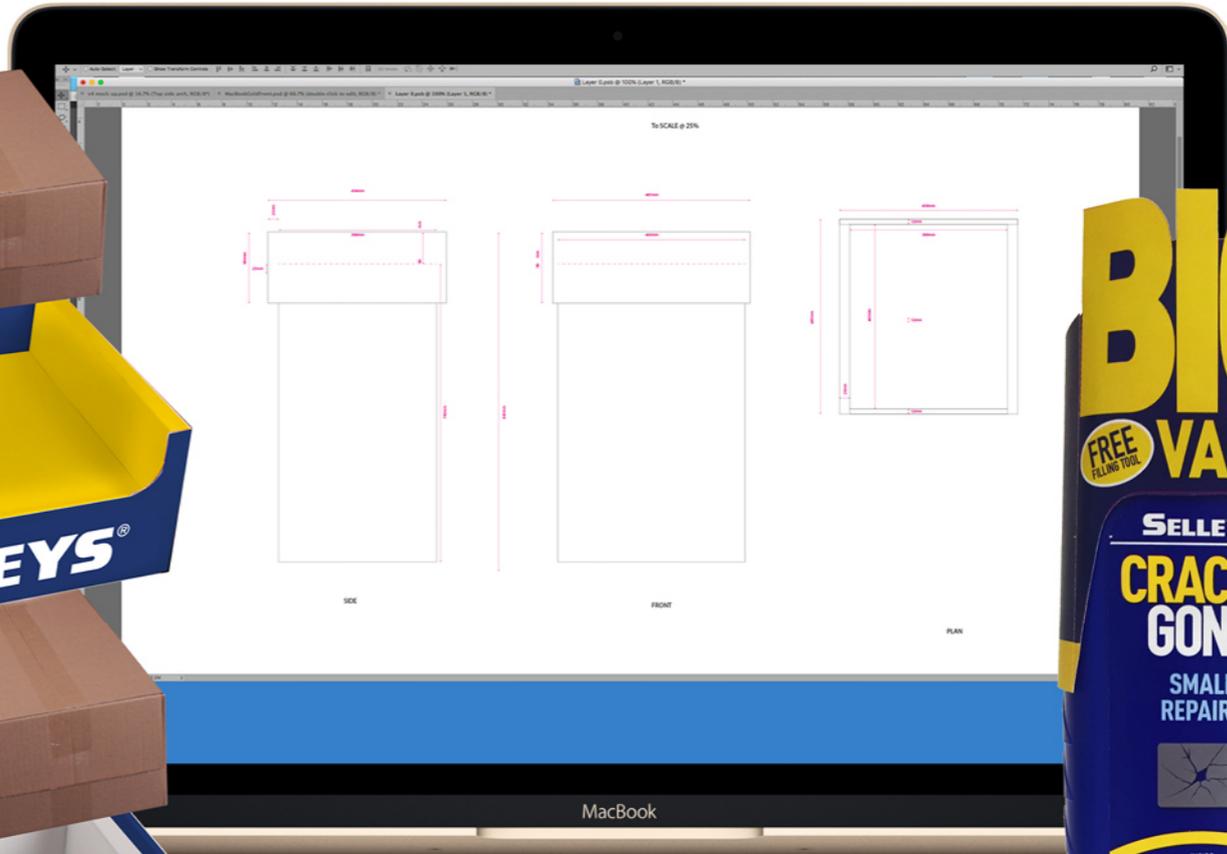
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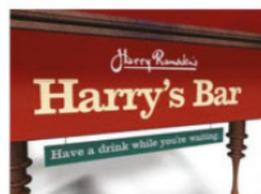
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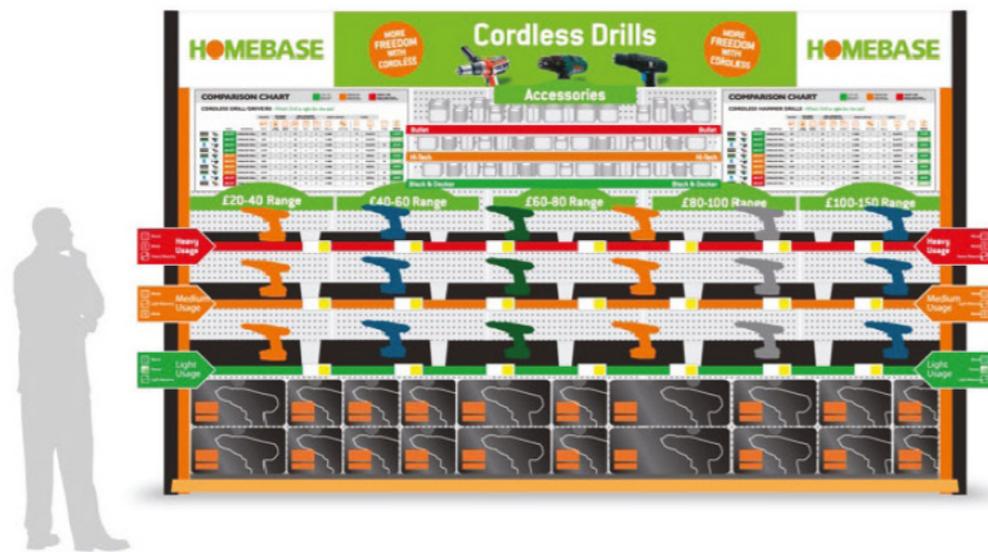
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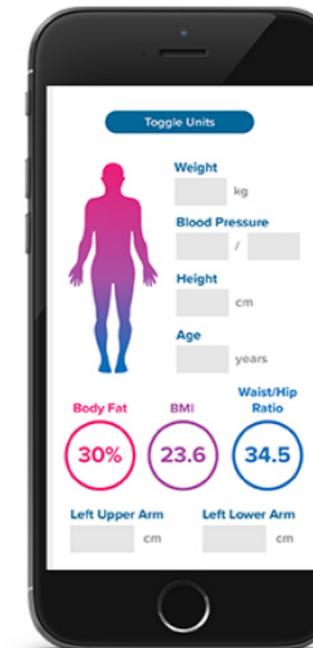
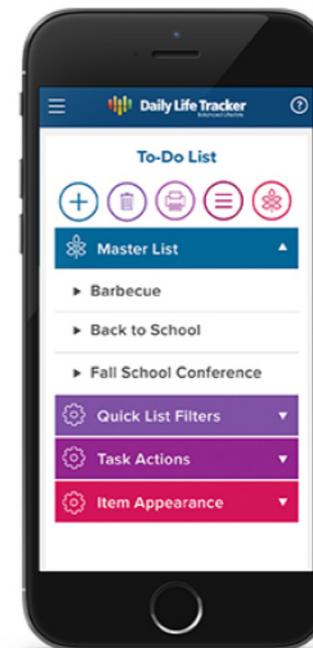
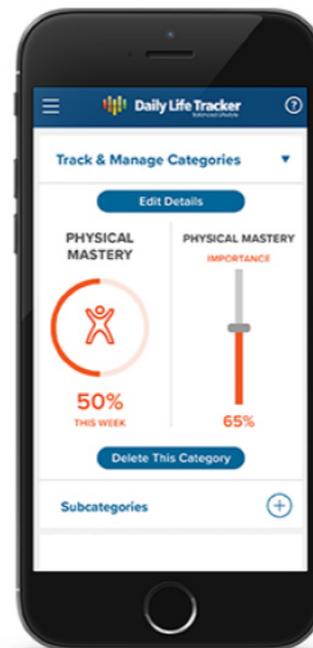
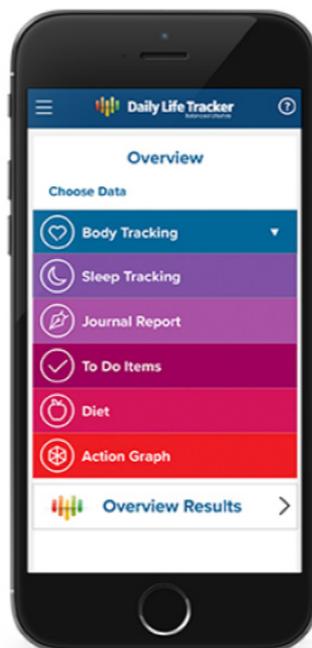
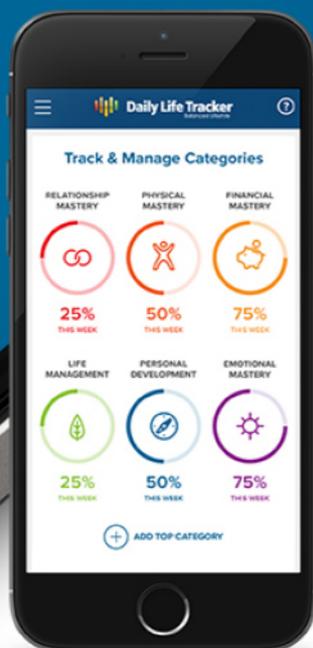
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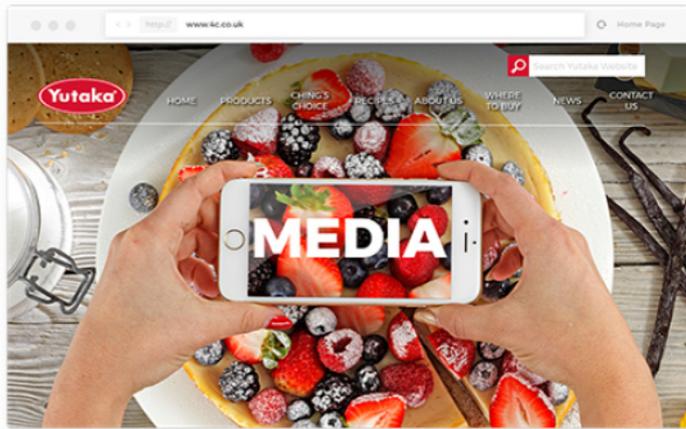
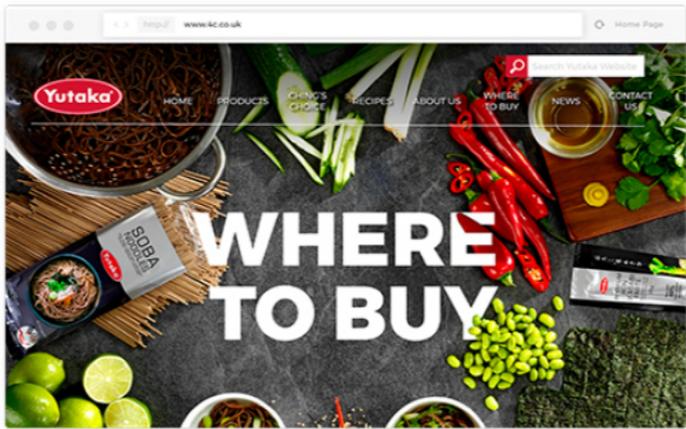
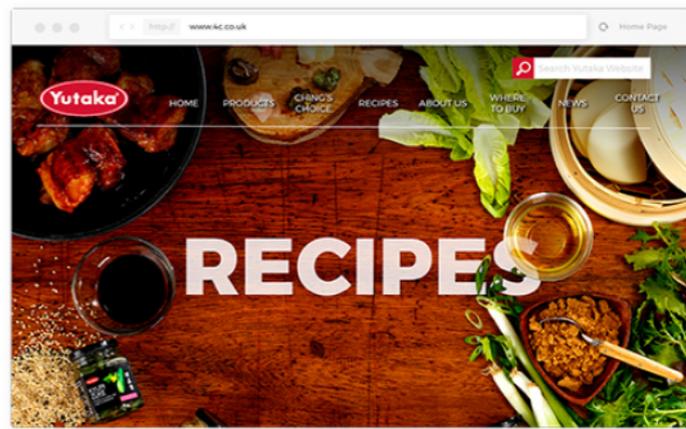
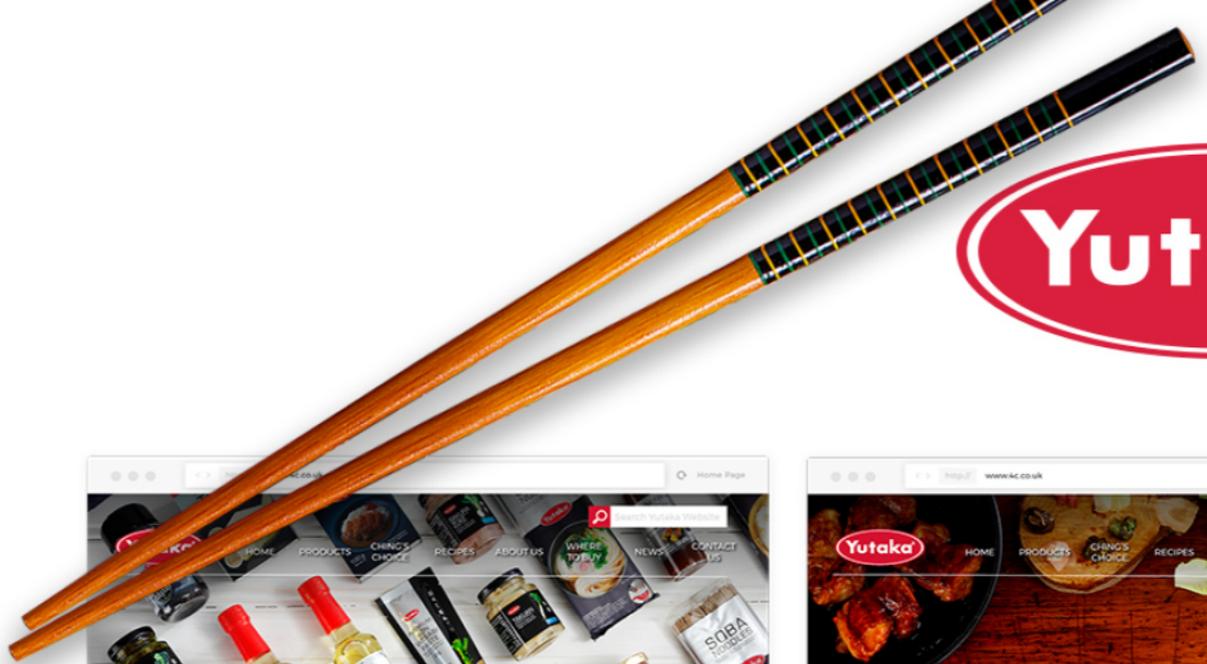


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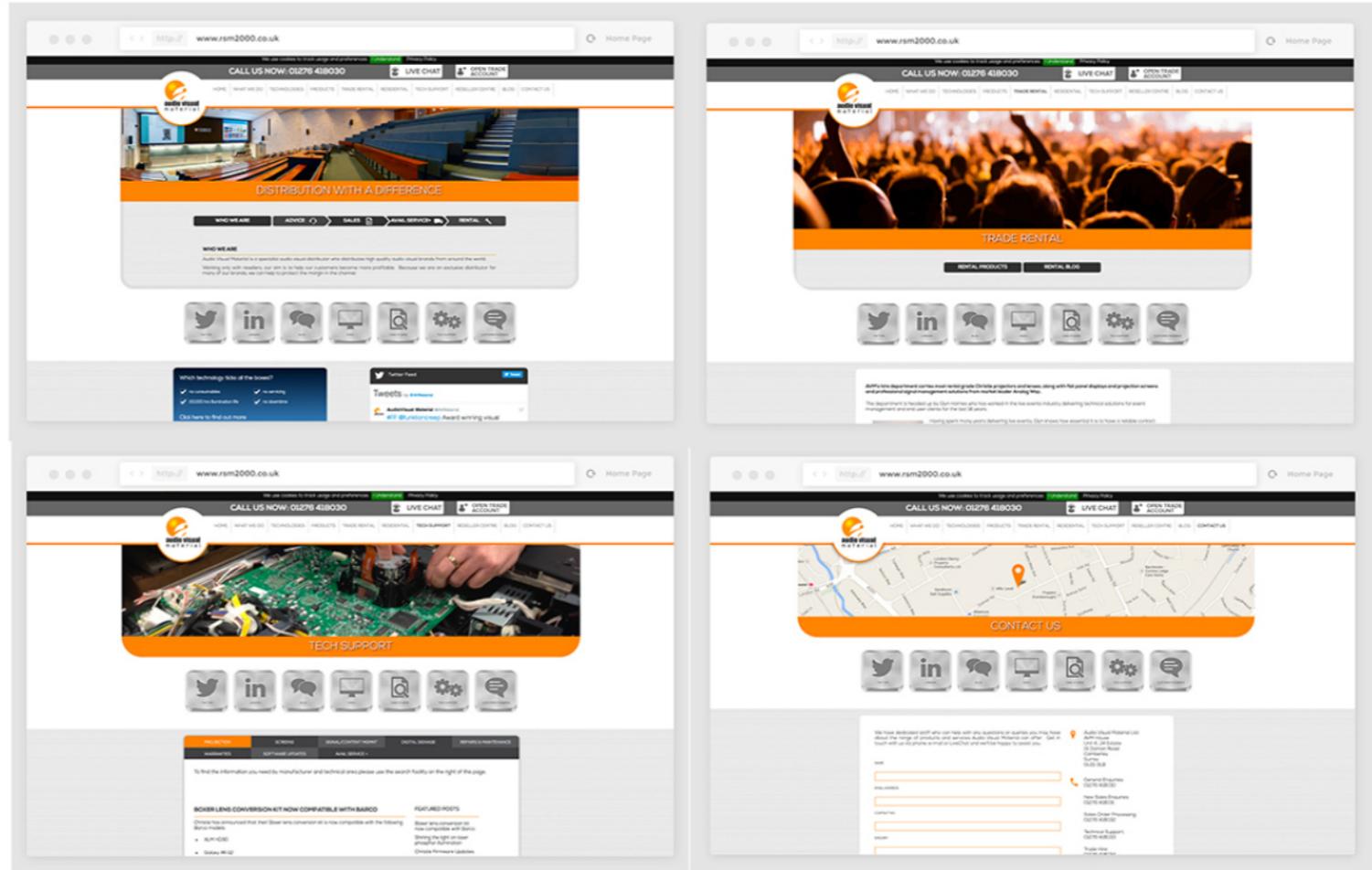
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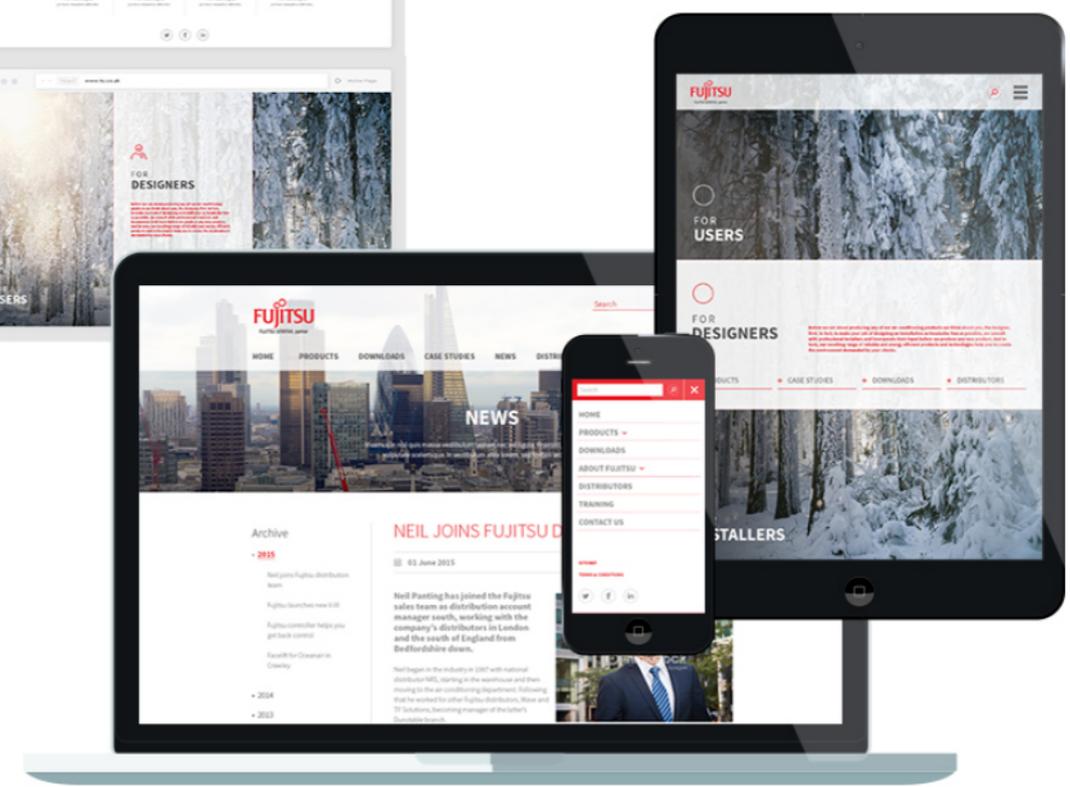
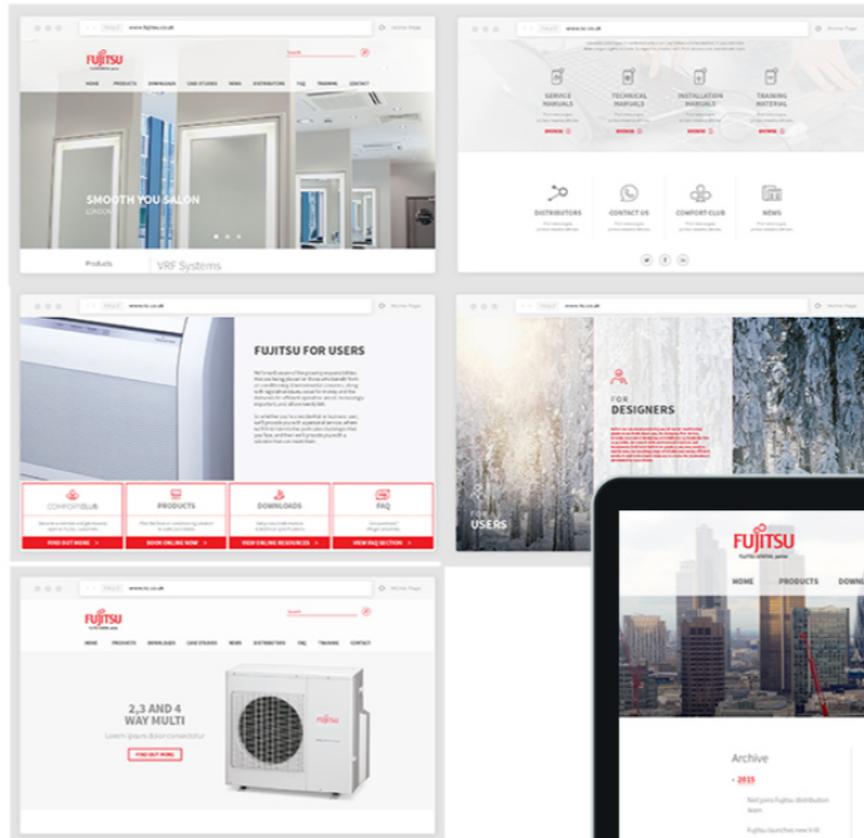
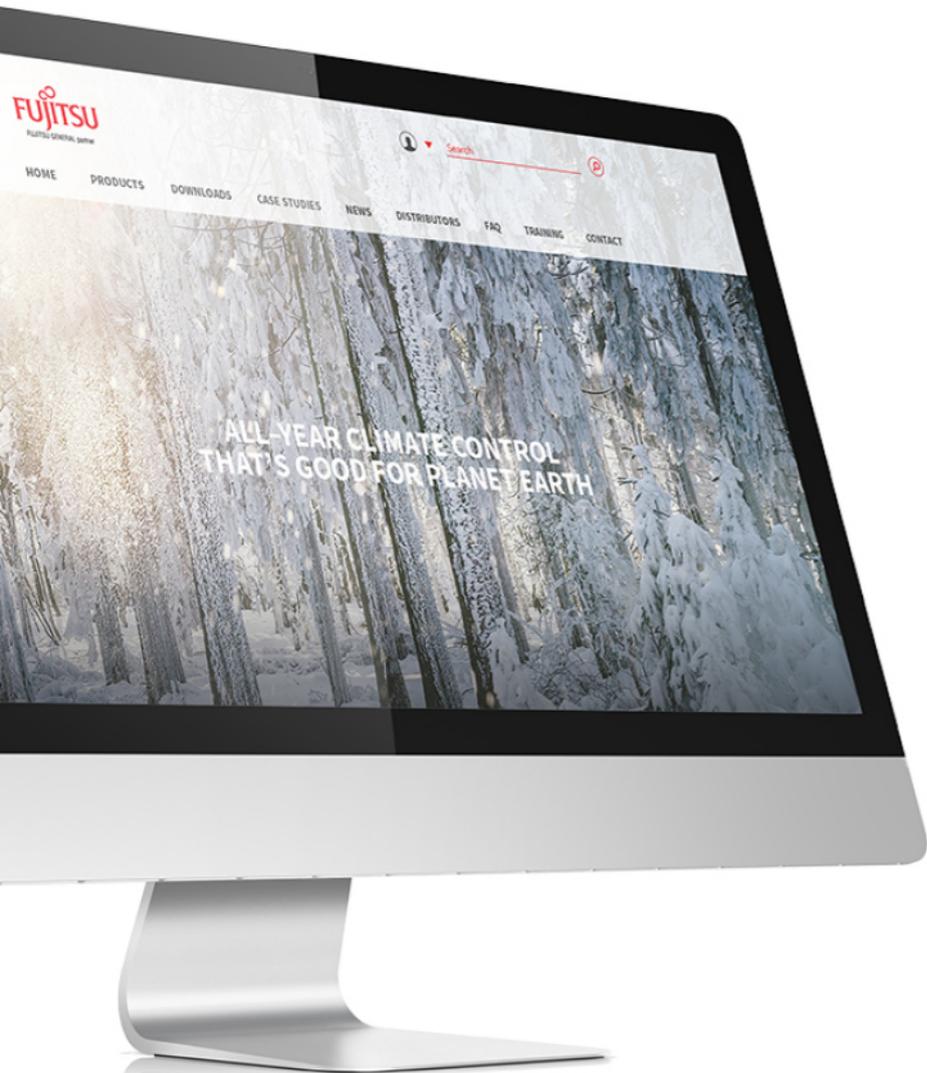
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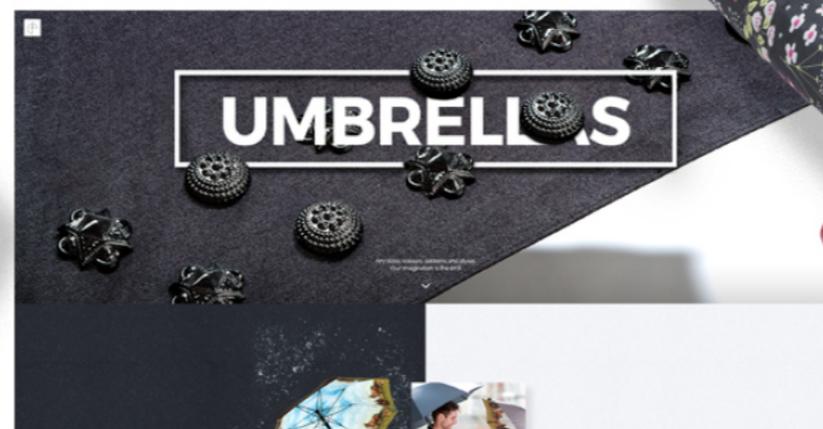
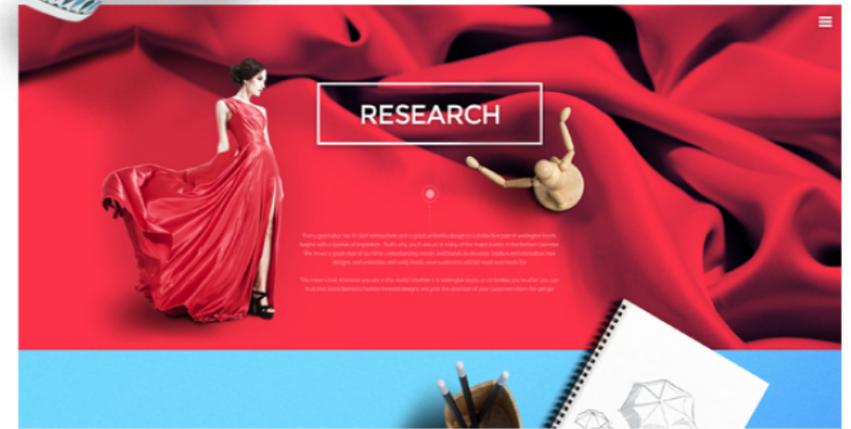
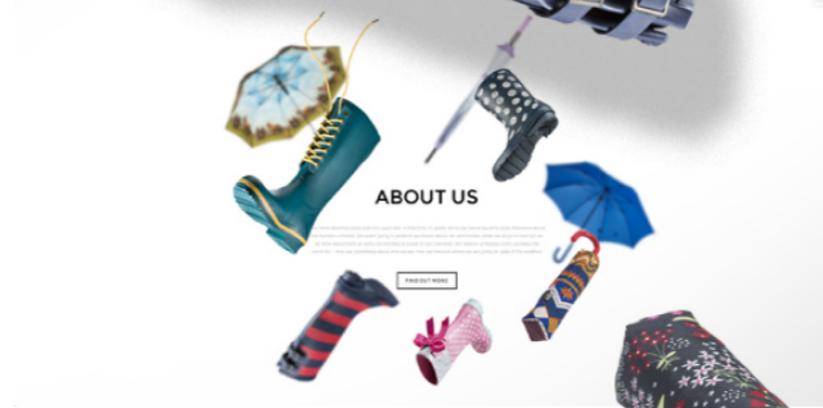
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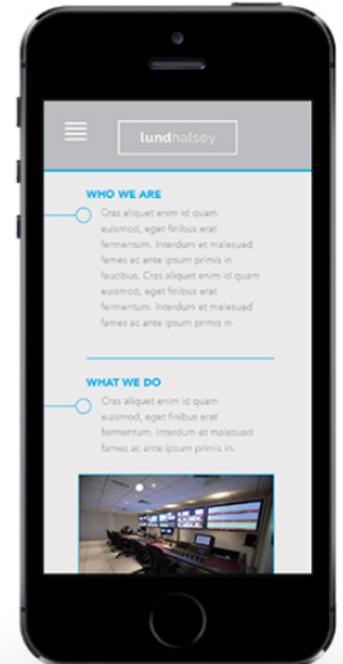
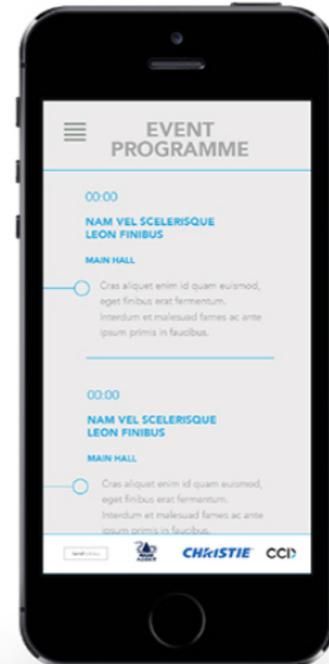
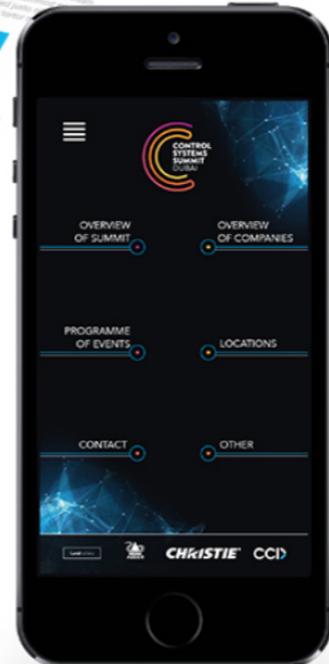
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Energy Consumption iPhone App



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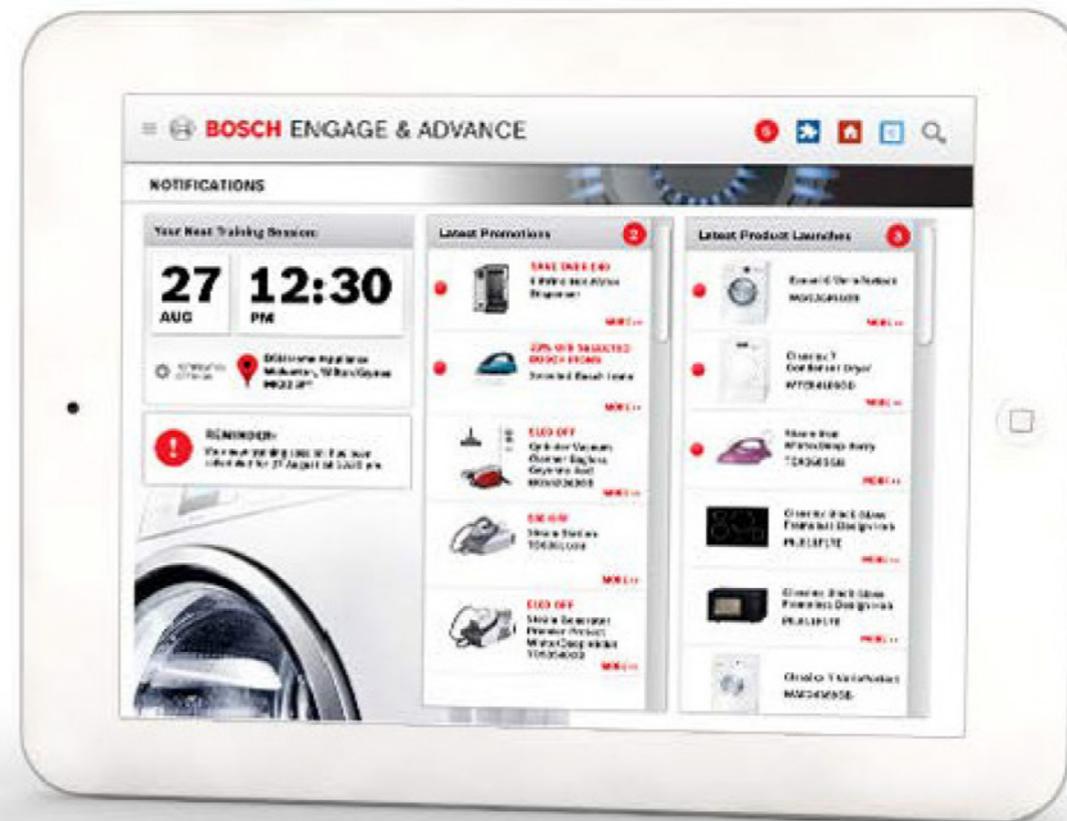
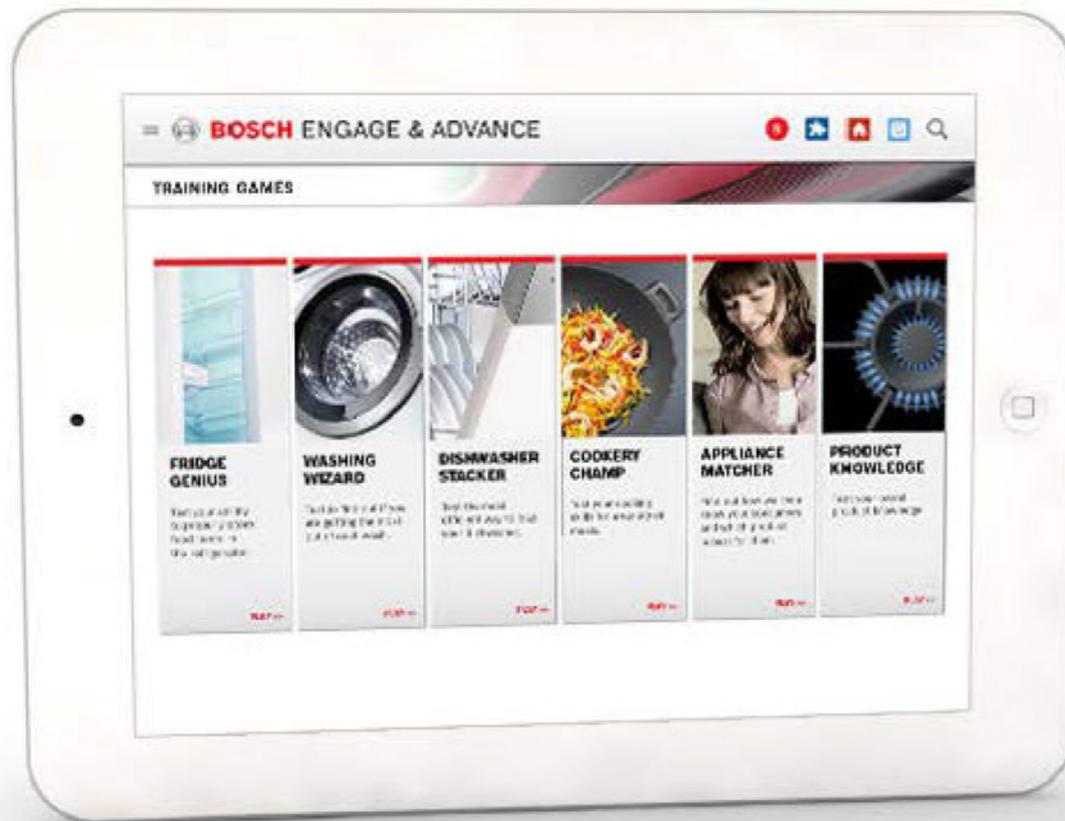
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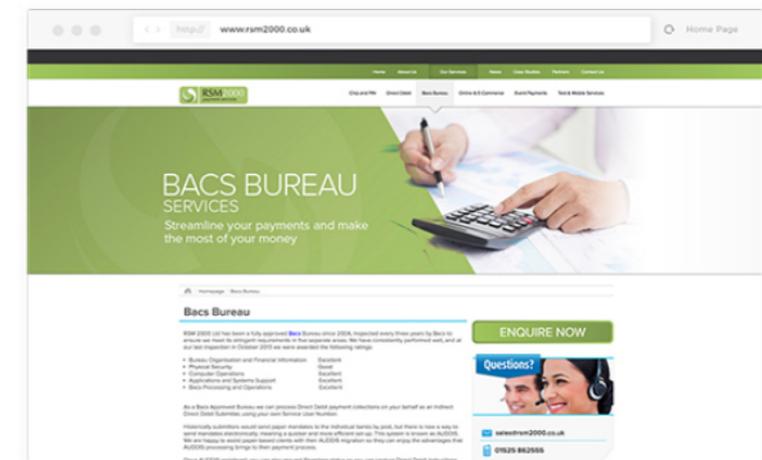
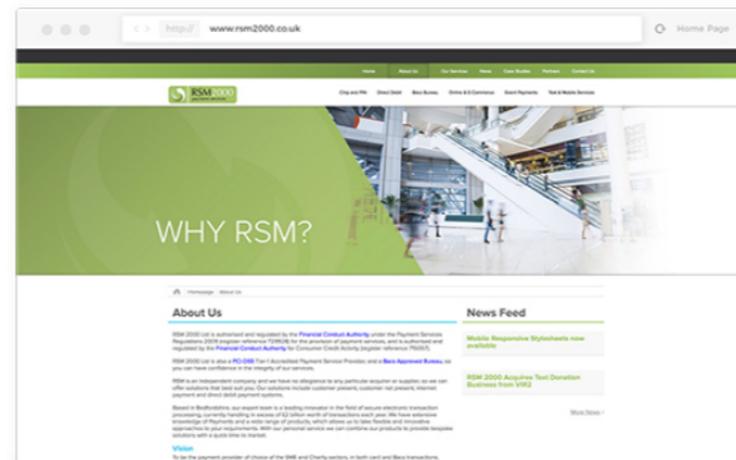
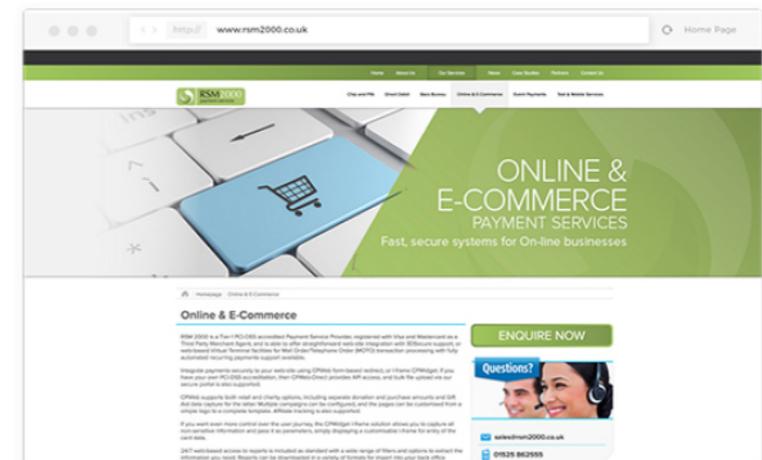
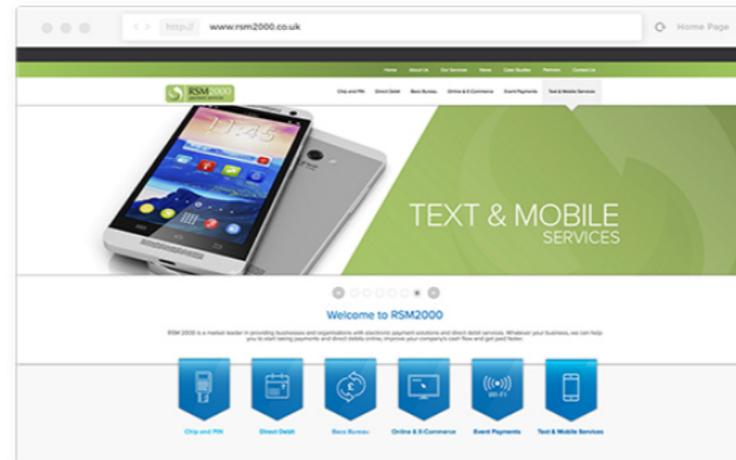
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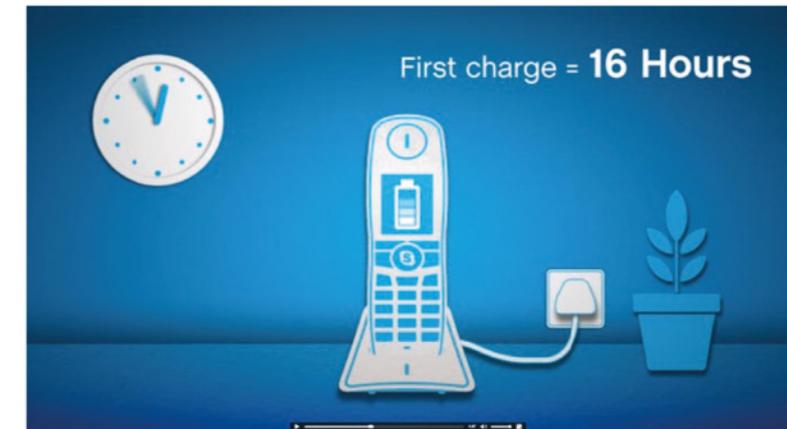
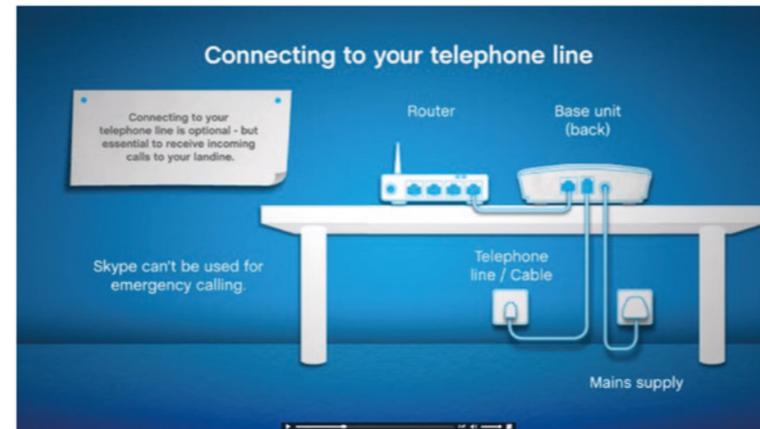
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Home > Cable Glands > Hazardous Area Cable Glands > 501414 Cable Gland

501414 Hazardous Area Cable Glands Cable Gland

Application
Outdoor or indoor use. For use with non-armoured elastomer and plastic insulated cables installed in conduit.

Features
Provides a cable retention seal onto the cables outer sheath. Provides female running coupler for cable gland or conduit entry.

Materials & Finishes
The 114 cable gland is manufactured in Brass (Standard), Nickel Plated Brass, 316 Stainless Steel or Aluminium. Brass NPT entries are nickel plated as standard.

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Technical Data
Construction and test standards: EN 50282, Ingress Protection: IP66 to IEC/EN 60529 and NEMA 4X, Operating Temperature Range: -50°C to +80°C

Ordering Information
Cable Gland Type/Size/Male Thread/Female Thread e.g. 114/C/M32/N32 114/C/1 1/2" NPT/M32

Ordering Information with Alternative Seal (S)
Cable Gland Type/Size/Male Thread/Female Thread/S e.g. 114/C/M32/N32/S 114/C/1 1/2" NPT/M32/S

Size Ref	Male Entry Thread Size		Female Entry Thread Size		Cable Acceptance Details				Hazardous Area Details	
	Metric	NPT / Standard or Option	Metric	NPT / Standard or Option	Outer Sheath Ø"		Ø"	Hazardous Area	Hazardous Area	
					Min	Max				Min
Ø1	M20	1/2"	M20	1/2"	1.0	8.0	1.5	24.0	25.5	
Ø2	M25	3/4"	M25	3/4"	1.2	11.0	1.5	24.0	25.5	
Ø3	M32	1"	M32	1"	1.6	14.0	1.5	24.0	25.5	
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Ø10	M32	2 3/4"	M32	2 3/4"	1.6	42.0	1.5	24.0	25.5	

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Request Samples

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Service and Consulting

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Products

- Syrups
- Crystalline
- Custom
- Organic
- Treacle

The Ragus Service

- Sourcing
- Manufacturing
- Consulting
- Delivering

Manufacturing

- Accreditations

About Us

- The Team
- Our History
- About Our Sugar

Customer Support

- Packaging Formats
- BAKO Distribution Regions

Latest News

- Sugar Talk
- Blog

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Slough SL1 4RT

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Facsimile:
+44 (0)1753 691514

Email: info@ragus.co.uk

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[Terms of Use](#)
[T & C Supply](#)
[Delivery Details](#)



Ragus

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Viper Grinding

Logo and Website Design

www.tfamarketing.co.uk

Phone 01908 263650

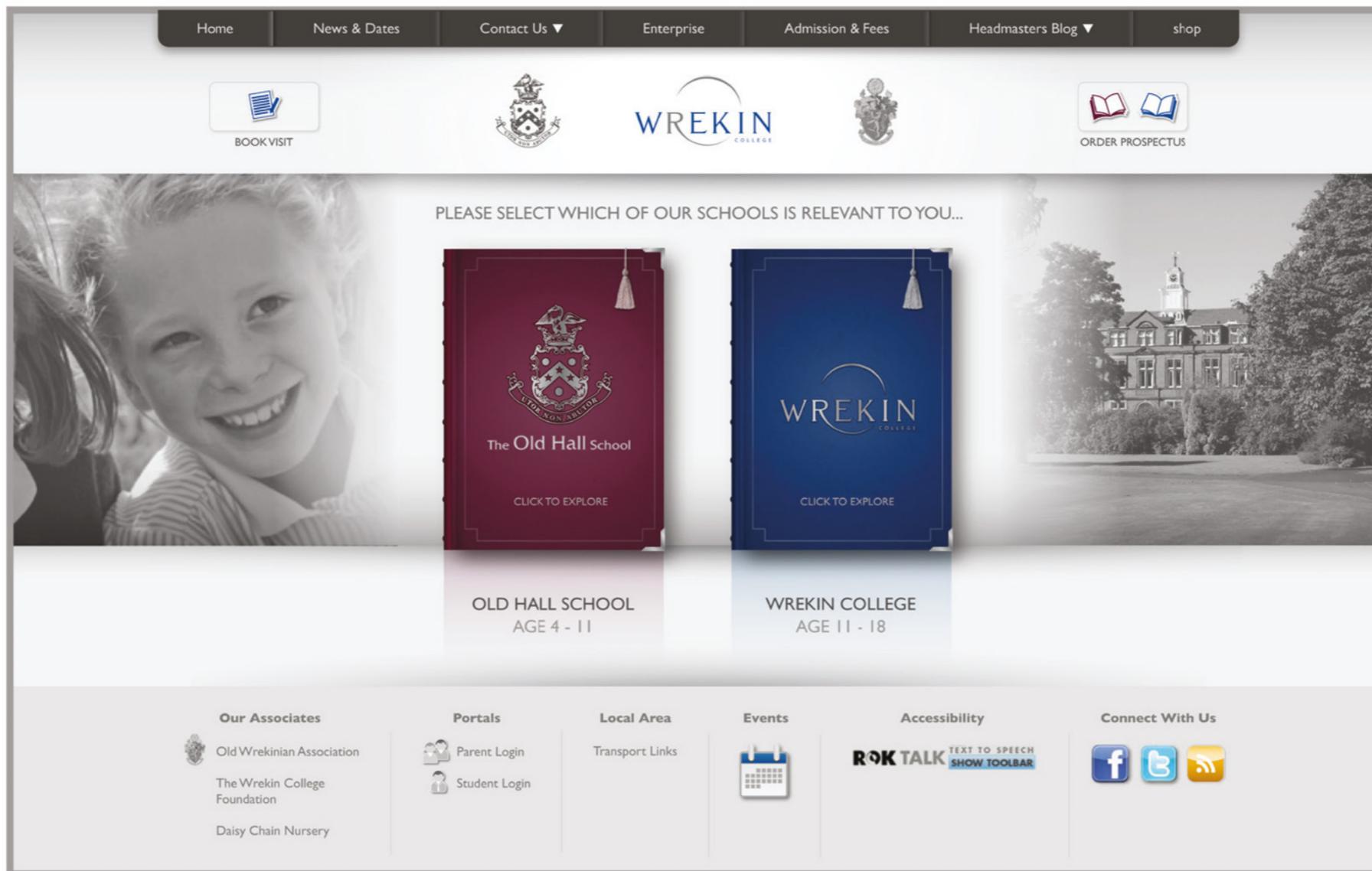
Fax 01908 262712

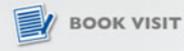
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AN EXPERIENCE THAT WILL LAST A LIFE TIME



WREKIN COLLEGE

Please select which area is appropriate to you...

 [I'm a Parent](#)

 [I'm a Pupil](#)

DID YOU KNOW?



Wrekin has many grounds and facilities available for hire

[CLICK HERE FOR MORE INFORMATION](#)

Our Associates

-  Old Wrekinian Association
- The Wrekin College Foundation
- Daisy Chain Nursery

Portals

-  Parent Login
-  Student Login

Local Area

Transport Links

Events



Accessibility



Connect With Us



BOOK VISIT



ORDER PROSPECTUS

PARENT PORTAL



CALENDAR



SOCIAL UPDATES



TIMETABLE



NETWORK



ALERTS



HOMEWORK



ANNOUNCEMENTS



HELP

QUICK CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

COLOUR KEY

- HOMEWORK
- ASSESSMENT
- CO-CURRICULAR ACTIVITY
- MEETING/OTHER

CALENDAR FEBRUARY 03 - 09

	SUN - 03	MON - 04	TUE - 05	WED - 06	THU - 07	FRI - 08	SAT - 09
9.00							
10.00		Lorum Ipsum		Vestibulum ac nulla			
11.00							
12.00						Sed ultricies libero et s tristique	
13.00							
13.00							
14.00							
15.00		Morbi condiment cursus varius					
16.00							
17.00							
18.00							
19.00		Cras auctor velit sit amet					
20.00							

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DONE

EDIT

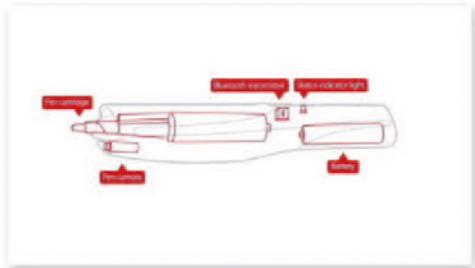
DELETE

Maecenas orci tellus

<p>Our Associates</p> <ul style="list-style-type: none"> Old Wrekinian Association The Wrekin College Foundation Daisy Chain Nursery 	<p>Portals</p> <ul style="list-style-type: none"> Parent Login Student Login 	<p>Local Area</p> <ul style="list-style-type: none"> Transport Links 	<p>Events</p>	<p>Accessibility</p> <p>ROK TALK TEXT TO SPEECH SHOW TOOLBAR</p>	<p>Connect With Us</p>
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