



SOUTHGATE
PLACE

DEBENHAMS

DEBENHAMS

jack

fw.d sign solutions



introduction to fwd

fwd are experienced design consultants specialising in the design of unique pedestrian and transport wayfinding and information systems that communicate the identity and navigation of places and spaces. We have extensive national and international experience working across public and private sectors and have the proven tools to deliver the highest standards of accessible information and fit for purpose signage product, detailed for durability and ease of updating.

As experts in the design and implementation of pedestrian wayfinding systems we recognise that

not everyone has the budget to fund bespoke design. We have addressed this challenge with the creation of our own range of quality-designed signage systems developed from our best practice experience and standards. Our ready-to-go systems are modular and can be easily and quickly customized to reflect your brand and to create a unique local design solution.

To deliver a quality installation we partner with specialist manufacturers we know well from previous collaborations implementing many world-class wayfinding and signage projects. As the supplier they will

support you by having your signage installed within a short lead time and because the fwd product ranges are already designed, developed and tested, we can provide up front costs helping you accurately budget projects from the very start.

Alternatively you can tender your procurement with confidence, knowing the end result will be of the highest quality design and manufactured to your precise specifications.

We can support the supply of our signage ranges with our consultancy services including wayfinding, identity, graphic and map design services.

www.fwdesign.com

jack is the streetwise newcomer

jack's family tree evolves from his hardy big brother frank, the original member of the fwd product family. He has grown up in the midst of a recession and knows how to find the best deals and keep within budget, whilst also being aware of the desire and necessity for quality.

His standard specification comprises an aluminium T section frame, polyester powder coat paint finish, a toughened low iron glass information panel with a digitally printed, reverse applied vinyl graphic providing updateable information with high levels of durability. Masked and spray painted locator name applied to the frame.



product family



short slim



tall slim



tall wide



fingerpost



wall / railing



Whitton Village

Whitton as a settlement was first documented in 1219. Sir John Suckling, the cavalier poet and inventor of cribbage was born here in 1609. His house was sold in 1671 to Lord Belasyse who leased land to the King's army for a hospital in the Powder Mill Lane area. In 1689 Belasyse built a new house close to the site of three large mansions to occupy the site of Kneller Hall, named after the baroque portrait painter Sir Godfrey Kneller.

In the 18th century the Third Duke of Argyll chose Whitton as his country estate where he grew rare and exotic trees. Only Murray Park and the Old Laymans sports ground survive as reminders. By the 19th century most of Whitton was market gardens, nurseries and orchards with gunpowder manufacturing along the banks of the River Crane (now Crane Park) the only industry until its closure in 1924.

The parish of Whitton was created in 1862 when the church of St Philip and St James was built. Until 1931 Old Whitton remained much as we see it today with its Edwardian streets, former shops and cottages. By 1935, Percy Road from Whitton station to the Admiral Nelson had become the High Street and with all of the land south of Warren Road and Nelson Road given over to housing. In 1951 the district attaching St Augustine's church took Heathfield out of the parish of St. Philip and St. James.



- | | | | | |
|--------|----------------|----------------|-------------|--------------------------------------|
| Church | School of Play | Nature Reserve | Tennis Club | Cricketer Ground |
| Pub | Play Area | Ship Tower | Golf Club | Sports Centre |
| Park | Green Space | Club | Swim Park | Public House - see website for names |
| School | Fluffy Ground | Football Pitch | | |



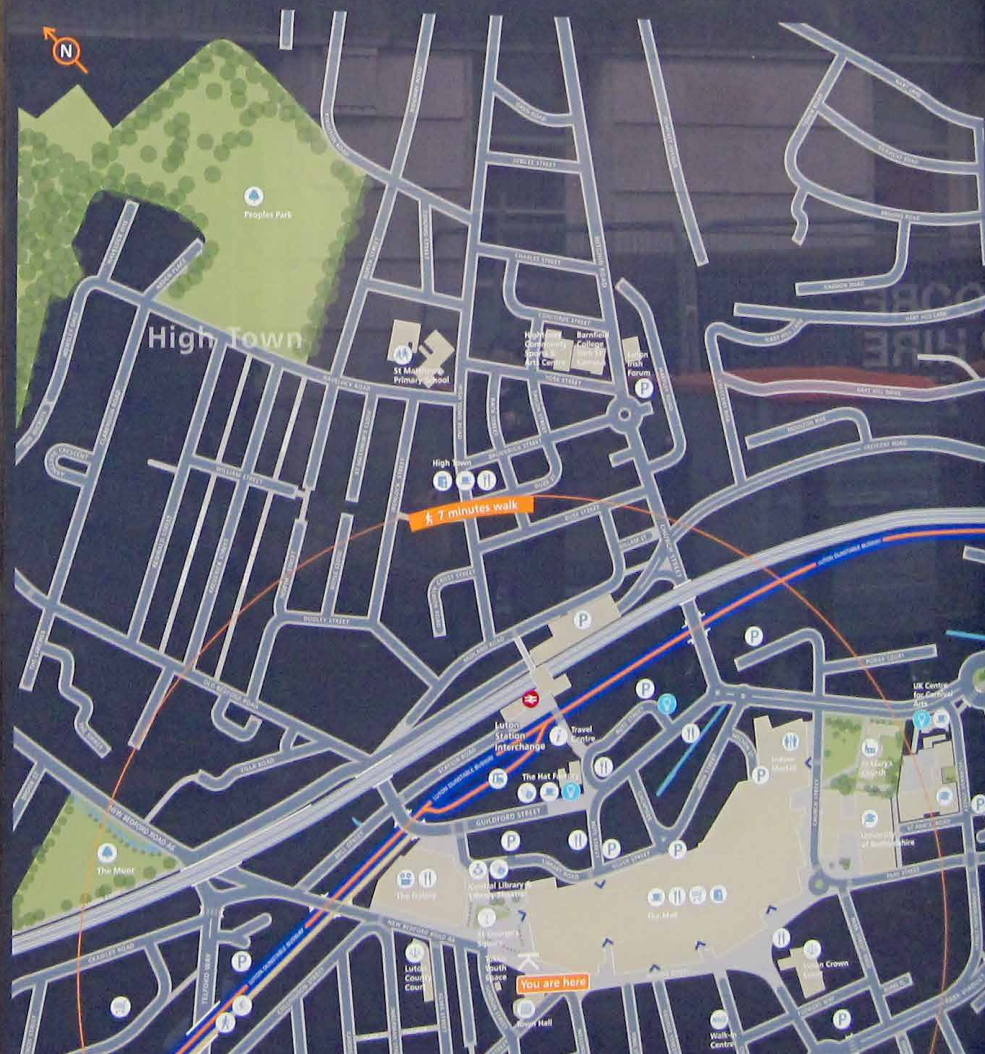
www.whittonvillagetrust.co.uk

Whitton High Street



St George's Square

- ↑ The Mall 🛍️ 🍴
Travel Centre *i*
Luton Station Interchange 🚉
- ↙ Luton Central Library 📖
Luton Library Theatre 🎭
The Galaxy 🍿 🍴
- ➔ University of Bedfordshire 🎓

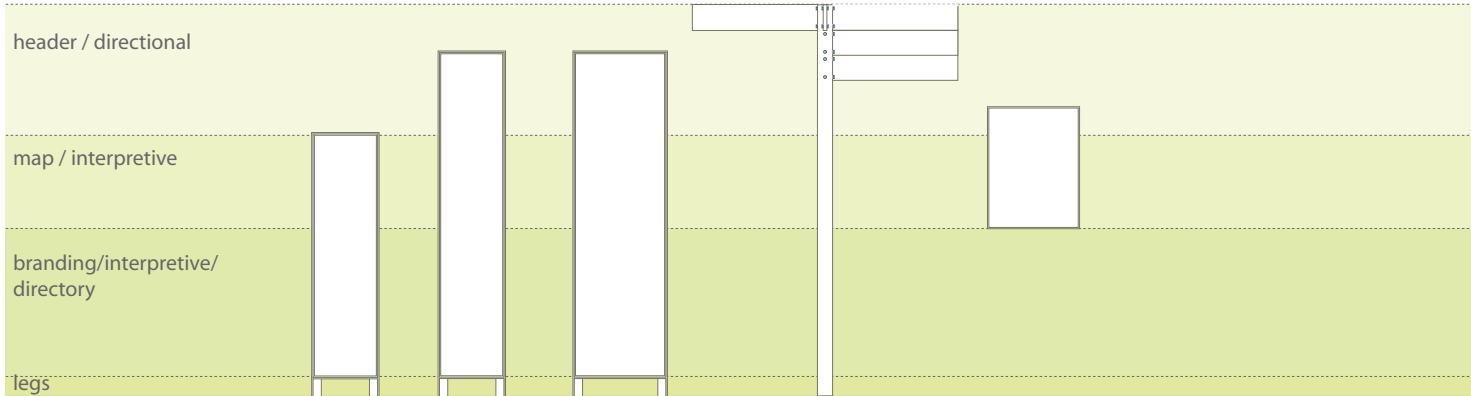


BY CAR

slim



family members



dimensions

H 2019mm x W 509mm x D120mm

frame

Durable Aluminium T section frame with a polyester powder coat paint finish.

information panels

Information panels of toughened low iron glass are mounted in an extruded Aluminium carrier frames. A digitally printed, reverse applied vinyl graphic is mounted to the internal face of the glass providing updateable information with high levels of durability.

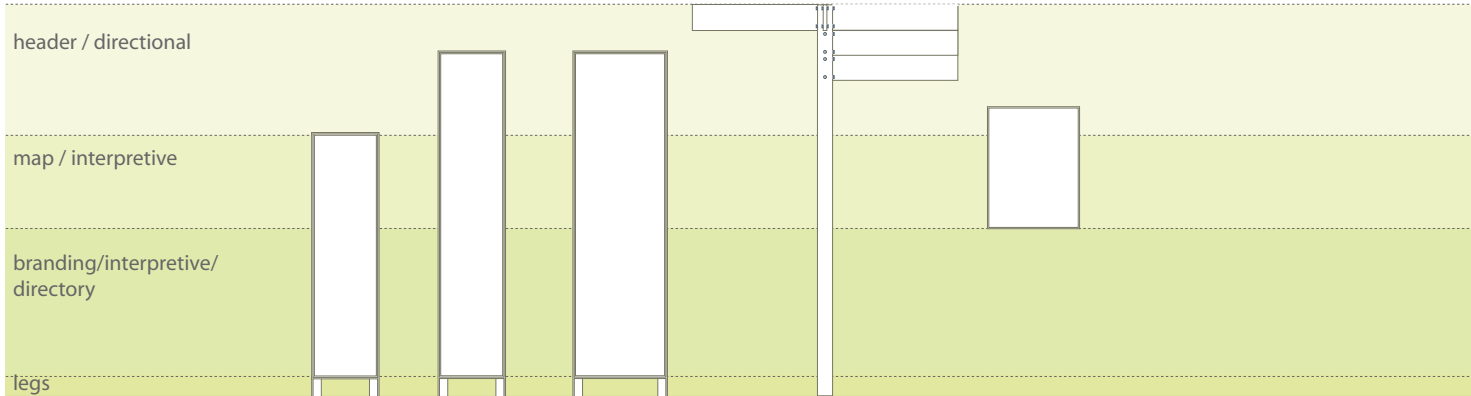
options

- Locator names can be applied to the frame, standard specification: masked and sprayed finish.
- Information panels can be produced in vitreous enamel for high durability applications.
- Rapid foundation system facilitates speedy installation and future removal or replacement.

slim tall



family members



dimensions

H 2469mm x W 509mm x D120mm

frame

Durable Aluminium T section frame with a polyester powder coat paint finish.

information panels

Information panels of toughened low iron glass are mounted in an extruded Aluminium carrier frames. A digitally printed, reverse applied vinyl graphic is mounted to the internal face of the glass providing updateable information with high levels of durability.

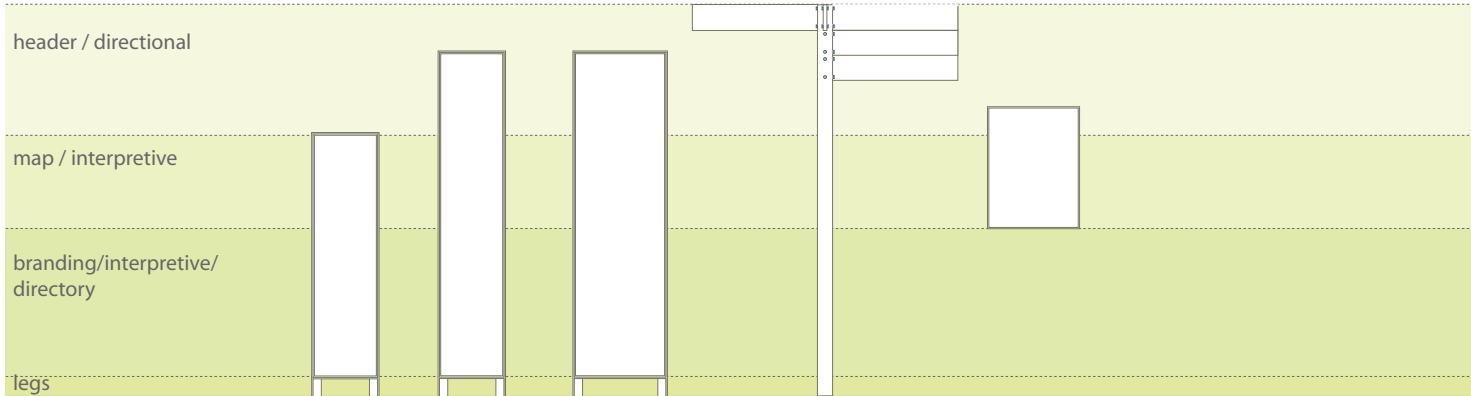
options

- Locator names can be applied to the frame, standard specification: masked and sprayed finish.
- Information panels can be produced in vitreous enamel for high durability applications.
- Rapid foundation system facilitates speedy installation and future removal or replacement.

wide tall



family members



dimensions

H 2469mm x W 709mm X D 120mm

frame

Durable Aluminium T section frame with a polyester powder coat paint finish.

information panels

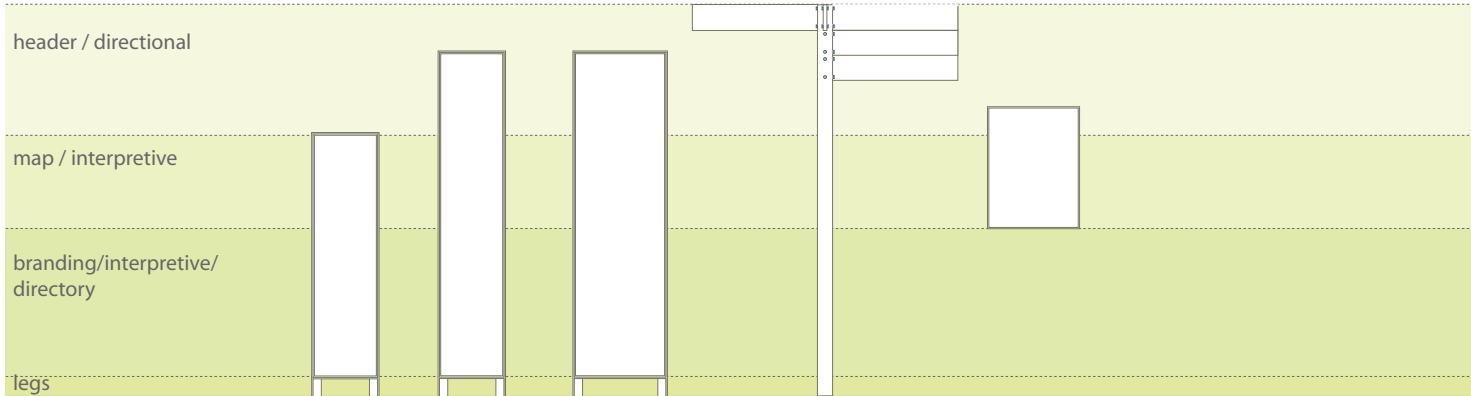
Information panels of toughened low iron glass are mounted in an extruded Aluminium carrier frames. A digitally printed, reverse applied vinyl graphic is mounted to the internal face of the glass providing updateable information with high levels of durability.

options

- Locator names can be applied to the frame, standard specification: masked and sprayed finish.
- Information panels can be produced in vitreous enamel for high durability applications.
- Rapid foundation system facilitates speedy installation and future removal or replacement.



family members



dimensions

Post	H 3415mm x W 100mm x D 100mm
2 line finger panel	H 180mm x W 900mm x D 40mm

post

Square section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 grade stainless steel with a polyester powder coat finish in a range of colour options.

fingers

Directional fingers are extruded aluminium finished in a semi gloss polyester powdercoat finish with vinyl graphics.

The finger panels can be mounted to the post in 4 directions with a 45 degree option for challenging locations. Each finger panel carries 2 lines of text with a maximum of 6 destinations in each direction. These can be easily updated or replaced.

options

There is the option available to extend the post and add a finial detail which can be used for creating a beacon or branded feature.

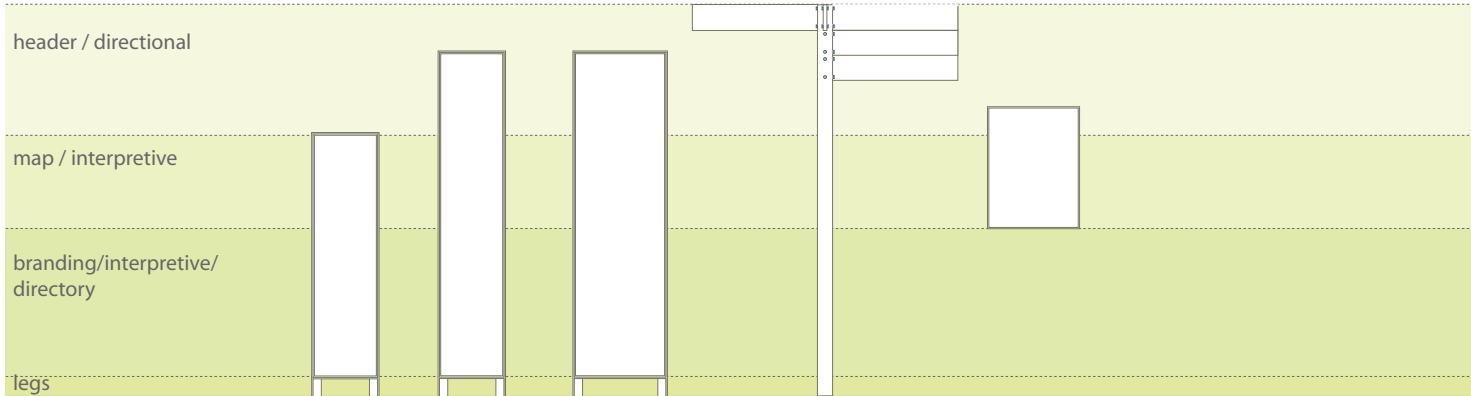
Rapid foundation system facilitates speedy installation and future removal or replacement.

fwdesign registered design: 001731555-0003

wall & railing mounted



family members



dimensions

H 866mm x W 666mm x D 50mm

options

Information panels can be produced in vitreous enamel for high durability applications.

frame

Durable Aluminium frame with a polyester powder coat paint finish.

fwdesign registered design: 001731555-0004

information panels

Information panels of toughened low iron glass are mounted in Aluminium carrier frames. A digitally printed, reverse applied vinyl graphic is mounted to the internal face of the glass providing updateable information with high levels of durability.

If you require any further information or have an enquiry we'd love to hear from you...

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