

Performance & Trust

Brands exist to powerfully and positively differentiate their owners among the competition that surrounds them. A significant percentage of the output of the signing and allied industries is concerned with the promotion of brands through signs, identity continuations and graphics supporting experiential events and other activities. **Metamark** media and material are specified and freely chosen by brands, and the sign producers working for them, to fulfil these important roles.

Metamark itself is of course a brand and it too has a need to bring the spotlight on its own points of differentiation. Delivering an exemplary product and outstanding service every time a customer has need of either propels **Metamark** in a cultural sense but ultimately, seen through its many customers' eyes, **Metamark** has proven to be centred around Performance and Trust.

Performance and Trust have many facets and represent key points that **Metamark** measures in the cause of improving itself at every opportunity. Getting the message out there involves the interplay of a lot of factors – some more obvious than others.

Metamark has recently, and literally, pinned its colours to a rising star in the Motor Sports world to whom Performance and Trust means more than most. *Tom Jackson's* performance in the Ginetta Juniors series impressed the Chris Dittmann Racing team to the extent it earned him a place in Formula 4. Having now put a season of experience building successfully behind him, Tom and CDR have an eye on results in the coming season and those who follow the televised series will be treated to some highly competitive and close racing.



As might be expected of a Materials Manufacturer, **Metamark** was very keen to see its own products challenged by applying them to Tom's car. It didn't have to look too far to find someone able to do the job – Chatham based Signs & Design is owned and operated by *Graham Jackson*. Tom's Father.

Metamark's Manchester based agency, Shoot-the-moon.co.uk, took on the challenge of designing a promotional livery for Tom's F4 ride and its wheeled entourage. The result works. The car looks like it's doing a hundred plus even when static.



Metamark MD-X was the product specified for the electrifying wrap and it acquitted itself on every front and tight radius. Printed on HP hardware using Latex ink, the laminated **MD-X** performed to order despite the heavily saturated colour and ink loading the design imposed.

Performance and Trust represent a very neat encapsulation of all that drives **Metamark**. Thanks now to *Tom Jackson* and the CDR team, they'll be driven even harder.

