

IT'S THE THOUGHT THAT COUNTS

THINKING CREATIVELY

Right Angle specialises in corporate design. We're more Fujitsu brochure than Kelloggs packaging, if you see what we mean. Each has its own disciplines, but we really enjoy the corporate side of life. Applying the right creative approach and language to the corporate world has become second nature to us over the years, from brochures and case studies to display graphics and advertising.

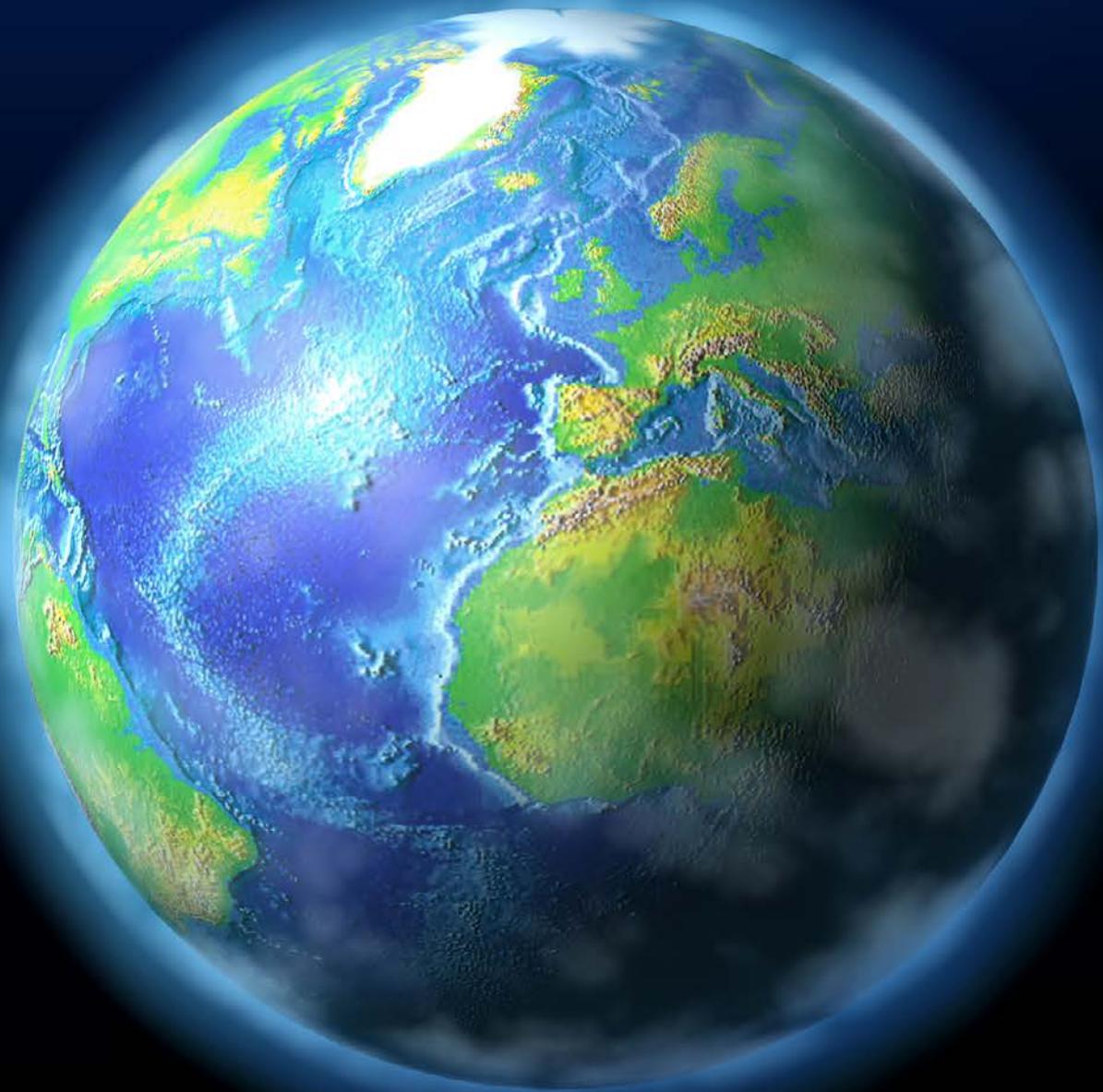
THINKING FLEXIBLY

Right Angle prides itself on its ability to think laterally and flexibly around the contents of a creative brief. Sometimes clients can find it slightly difficult to kick off a project due to time pressures getting all the information together and consequently feel somewhat uneasy in the briefing role. We're here to help. We enjoy being able to contribute at an early stage and make the process as relaxed as possible. It helps to have a sounding board available.



THINKING GLOBALLY

Right Angle works with international clients on a daily basis. They are all UK-based, but have global reach. Being able to develop strategies and creative solutions for a worldwide audience becomes an essential part of many projects. Visual concepts need to be appropriate and tone of voice in copywriting sensitive to regional variations. Overall, simply making sure messages are understood.



THINKING WISELY

Right Angle has experience and expertise in hi-tech, industrial and professional services accounts built up over many years. Therefore, we are able to develop impactful creative solutions in a timely manner, cutting out trial and error. Due to the varied range of clients we have dealt with, we can harness the most effective strategies for future work. Quite simply, there is no substitute for experience.

A close-up photograph of a ladybug on a green stem. A large, clear water droplet is suspended from the stem, reflecting the surrounding greenery. The background is a soft, out-of-focus green with light rays filtering through.

THINKING RESPONSIBLY

Right Angle adopts a sensitive approach to eco-friendly operations wherever possible. Consequently, we can now produce print with a climate positive impact on the environment with a facility that removes more carbon dioxide from the atmosphere than it emits, using 100% recycled material, 100% renewable plant power, zero water, zero chemicals and zero waste to landfill. We are also a small footprint company and use electric vehicles as part of our fleet.

THINKING TOGETHER

Right Angle likes to stick together. With its clients, and its suppliers. The rationale is simple. The more we get to know our clients, the more we understand them and their markets. The more our suppliers get to know us, the more we get in return. We have long-standing print suppliers who think like us. They too are looking at our work with a critical eye to ensure the best possible result for them, us and ultimately our clients.

THINKING CORPORATE BROCHURE?

Linesense | Fire Protection



Specialist technology to protect key infrastructure and assets

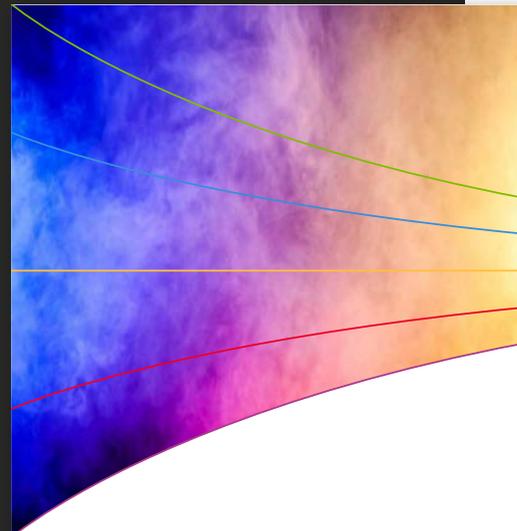
Linesense LHD cable is simple to install and extremely reliable in operation, providing long-term protection. For this reason, it forms a professional heat detection solution for many applications. Furthermore, since the cable only responds to an overheat situation, it works extremely effectively in harsh and dirty environments where other types of technologies struggle. When used with suitable safety barriers, Linesense LHD can also be installed in hazardous areas. Typical applications include:

- Trains and trams
- Buses and coaches
- Conveyor systems
- Tunnels
- Car parks
- Power stations
- Mining vehicles
- Storage tanks
- Cable trays



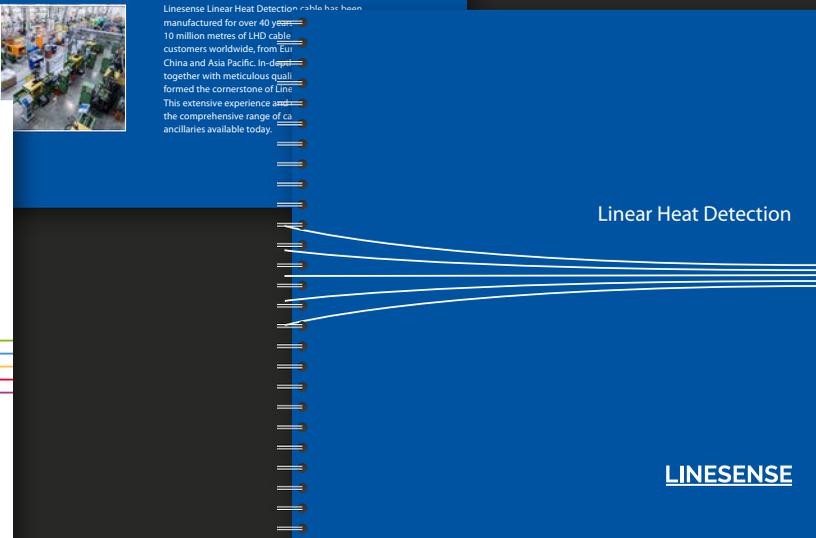

A proven track record in research, development and manufacturing

Linesense Linear Heat Detection cable has been manufactured for over 40 years, 10 million metres of LHD cable customers worldwide, from Europe, China and Asia Pacific. In-depth together with meticulous quality formed the cornerstone of Linesense. This extensive experience and the comprehensive range of accessories available today.

Internationally recognised as experts in Linear Heat Detection

In all that we do, excellence is our benchmark at Linesense. We take pride in understanding our clients' challenges and delivering excellent solutions. This is articulated through meticulous research and development, innovative design, the use of cutting-edge materials, manufacturing to the highest standards and the highest level of client care. Linesense Linear Heat Detection (LHD) is a leader in its field.

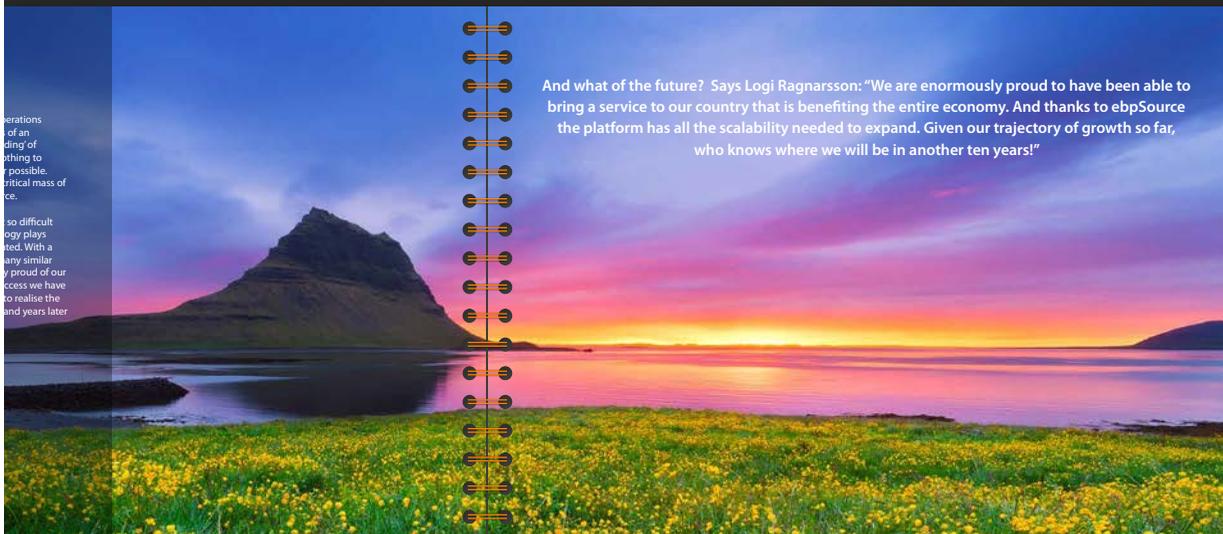


Linear Heat Detection

LINESENSE

THINKING CASE STUDY?

ebpSource | Electronic Billing Systems



And what of the future? Says Logi Ragnarsson: "We are enormously proud to have been able to bring a service to our country that is benefiting the entire economy. And thanks to ebpSource the platform has all the scalability needed to expand. Given our trajectory of growth so far, who knows where we will be in another ten years!"



As Steve Wright, Co-founder and EVP, Commercial Operations at ebpSource explains: "One of the first major hurdles of an ambitious national project of this kind is the on-boarding of sender organisations. The challenge is going from nothing to something, in the shortest and most efficient manner possible. Creating methodologies that help clients to reach this critical mass of momentum is something we specialise in at ebpSource. The benefits of high-adoption are so self-evident, yet so difficult to

achieve in many cases – the underpinning technology plays a far more important role than is sometimes appreciated. With a 100% delivery track record and key involvement in many similar projects internationally, the team here are particularly proud of our association with GnetSkjalveitan and Origo and the success we have seen together. Iceland was one of the first countries to realise the potential of a nationwide digital document strategy, and years later it is continuing to lead the way."

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THINKING PRODUCT BROCHURE?

Patol | Fire Protection



FireTIR – Thermal Infra-Red Imaging

Real-time temperature monitoring of industrial processes



and Flame
to protect co



Aspirating Smoke Detection

High precision detection for demanding environments

PATOL
FIRE DETECTION SOLUTIONS



Fibresense – Fibre-Optic Linear Temperature Sensing

Fast, accurate and versatile fire detection system

PATOL
FIRE DETECTION SOLUTIONS

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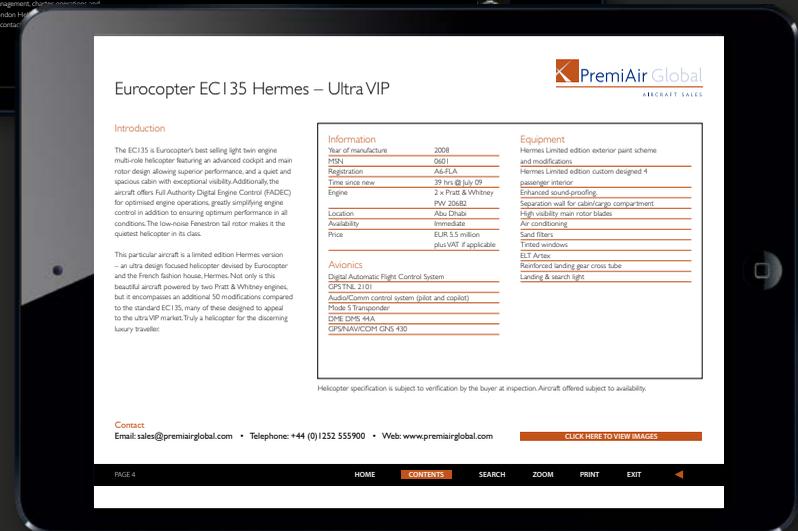
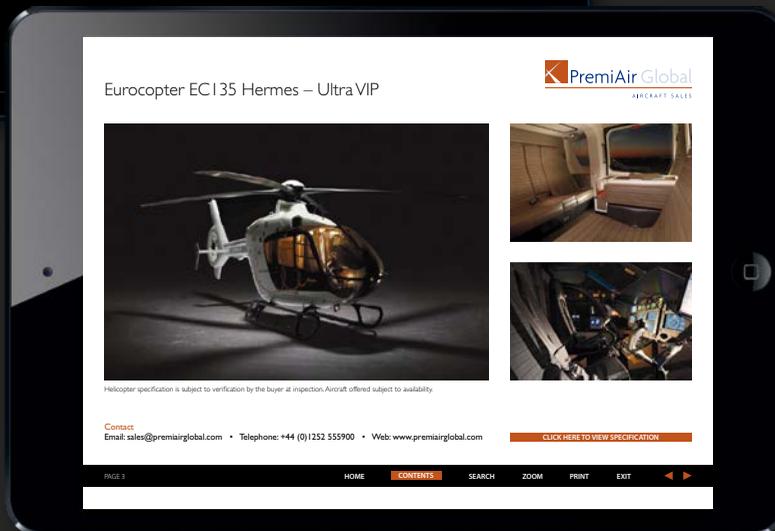
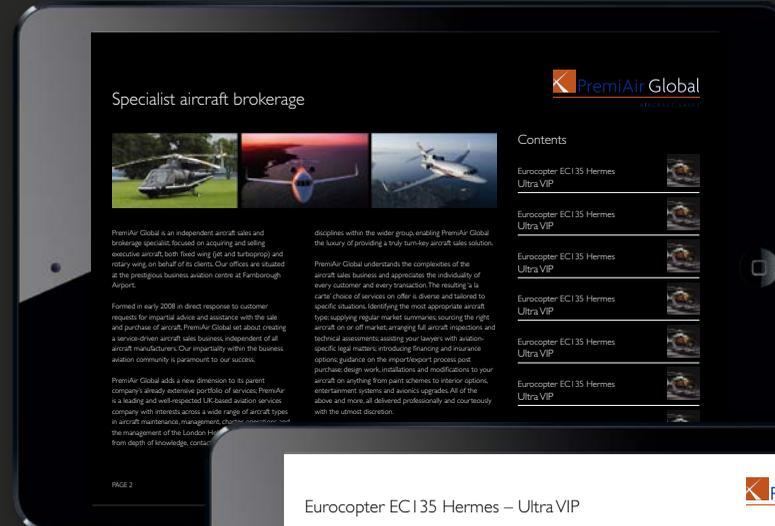
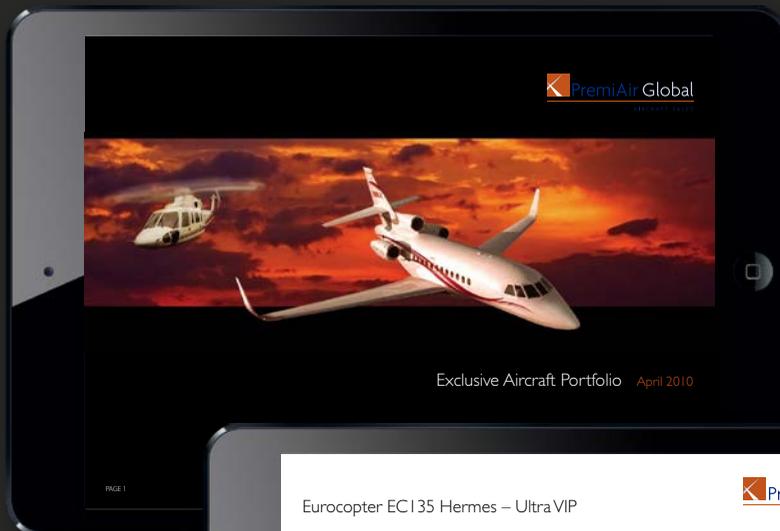
Firesense Linear Heat Detection

Analogue and digital cables, interfaces and accessories

PATOL
FIRE DETECTION SOLUTIONS

THINKING SALES e BROCHURE?

PremiAir Global | Aircraft Sales



THINKING CORPORATE PORTFOLIO?

Brocklehurst Architects | Architecture

HOUSING Home has never seemed so sweet

Green Pastures
A replacement dwelling in the Green Belt and AONB, this new home takes advantage of the outstanding views across the Chilterns on the steeply sloping site and provides improved and practical living accommodation. The design rationale behind the scheme is based on the concept of a traditional farmhouse which has been modified and extended.

Lindsay Court
Brocklehurst Architects has designed a striking and contemporary residential scheme of 23 apartments for the site which contributes positively to the regeneration of this part of the town.

Old Ardornish
The new studio overlooks the Sound of Mull and Ardornish Castle. The building is a live/work unit built on the site of a former house. The building and grounds have a minimal impact on their surroundings and the wider landscape but have been designed to recreate a sense of place on a site which has had a history of human habitation for many centuries.

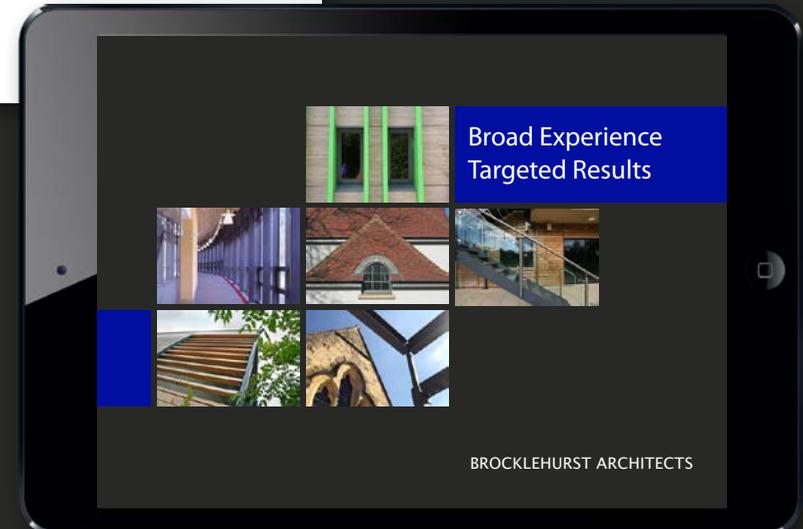
COMMERCIAL & HEALTH Creating inspiring space to work and thrive

SAS Institute
A new headquarters building for a computer software company situated within a former RAF base near Marlow. The office accommodation is contained within a series of 2-storey wings, linked by a central hub which incorporates support and social facilities for staff and visitors. The non-hierarchical company ethos is reflected in the layout of the building, enabling personal control of the individual working environment.

EDUCATION Setting the standard for learning environments

Devenies School Library and Dining Room
The new building provides a new dining hall and kitchen, library, teaching classrooms, changing facilities and caretaker's flat, on a location overlooking the school's cricket pitch. The form and design of the building echoes the agricultural origins of the site and respect the original listed farmhouse which now forms the main part of the school.

St Michael's Catholic Nursery School
A new nursery unit providing much-needed facilities for young children in the area. The striking design gives the building prominence within the school with a stimulating environment for the children, incorporating up-to-date facilities and sustainable design. The building was short listed for an RIBA award in 2014.



THINKING GRADUATE BROCHURE?

Baker McKenzie | Legal Profession



“ Not least because we have a genuinely global perspective, we attract great work for great clients. ”

"From day one my work has been international, working on global advice for top clients. I've been able to pursue my interests in a variety of departments, and now I'm on secondment to Google, working on pan-European commercial contracts. I've got a lot of responsibility, drive my own workload and I'm learning all the time. I love working at Baker & McKenzie. It has all the benefits of a global firm but with a personal feel."

Liz Grimwood-Taylor
Trainee



“ We're a big organisation but everybody counts here. You'll meet people through client work, training and social events. ”

"There are great opportunities to socialise with our local and global colleagues. Throughout the year, the Football Club arranges regular matches where we meet other London colleagues. Our annual football event is held in a different country each year, bringing together a number of offices for a large scale "World Cup" style tournament. Meeting people in person helps to build good working relationships. Opportunities like this demonstrate how our Firm is truly global."

Jason Raeburn
Trainee



THINKING INTERNATIONAL CAMPAIGN?

Angus International | Life Safety



Firing on all cylinders

There's a new power in global fire fighting. Four major international brands have combined together to offer the most comprehensive range of products and services worldwide. We're fired up to help protect lives, property and assets, and excited about the prospects our new global strength brings to our customers.

UK based Angus Fire, US based National Foam and French based Eau Feu have a long history of fire fighting innovation and occupy a unique position in the development and manufacture of fire hose, foam concentrates and fire fighting equipment worldwide, whilst Angus Fire Engineering is a leader in the design, build and commissioning of systems worldwide.

Over the past two hundred years, we have achieved many industry firsts, and remain at the forefront of environmentally responsible technology through continuous investment in research and development. We supply customers in over one hundred countries. If you are one of them thank you. If not, we look forward to welcoming you into an exciting future together.



www.eaufeu.com
www.angusfire.co.uk
www.nationalfoam.com
www.angusfireengineering.co.uk

Decks, helipads and hangars

Decks and helipads can be found on ferries, mobile installations, vessels, offshore mineral exploration and oil rigs. Often they may be also supporting landing strips, hospitals, hotels, cruise and on the top of buildings.

They are located, the hazard associated with helicopters on these usually small, often in extreme environmental conditions that the most effective protection systems are installed.

Fire Engineering's expertise for this is based on many years' experience. By complying with the CAG (International Civil Aviation Organisation) and CAAC (Civil Aviation Authority) regulations and

In many cases utilising the industry renowned Angus Fire DM-66 automatic, oscillating monitor fed from a helifactor foam skid, Angus Fire Engineering offers the most reliable and environmentally sensitive solutions to these applications.

NF NATIONAL FOAM

Corporate Overview

NF NATIONAL FOAM

Big Flow
Flood Relief

ANGUS FIRE

Fire Fighting

WE'VE THOUGHT ON BEHALF OF ...

Abercrombie & Kent Aldebaran Systems AFFA AFP Solutions Apple Computer Angus Fire Angus Flexible Pipelines
Angus Fire Engineering British Airways British Dental Association British Gas Baker & McKenzie British Rail
Brocklehurst Architects Berkeley Public Relations Bulb Interiors Coronis Country Gentlemen's Association Creative
World Cundell Corrugated Dataday Computer Systems Drayton Controls Dun & Bradstreet Software ebpSource
Emtex Ernst & Young Eschmann Firetec FSL Formscan Fortinet Fujitsu Futurelink Gerald Metals Ginge-Kerr Hertz
Hewlett-Packard HMX Honeywell Computers Hoseasons HP:ICM Hunt & Palmer International Sponsorship
Management IP Locks Kidde Fire Protection Lasercom Lex Mead Lindgren RayProof Linesense Lovell Homes Lynwood
Defence Systems Lyons Maid MTV Telecom Malamar Homes Mannesmann Tally Medi@interactive Michael Shanly
Homes Misys Computer Systems Mitsubishi Electric Mango National Foam Netpower Netstore NM Cabling Oerlikon
Opel Cars Patol Permutit Water Treatment Porsche PremiAir Questus Raffety Buckland Reliance Integrated Solutions
Research Machines Rexel Samsung Electronics Scannappeal Seniors Snooker Sire Technology SmithKline Beecham
Son et Lumière Target Ford Thomas Heinitz Thomson Monitors Trusthouse Forte Unimark Urquhart Engineering
South West London Volkswagen Wadsworth Electronics Wyse Technology Xerox Zygol Dynamics

THOUGHTFUL COMMENTS

Working with Right Angle is professional yet relaxed. Excellent design and production comes as standard, but it is perhaps Paul's ability to plan the path through projects visually – matching input and experience to the capabilities of the client – that sets the company apart. We have benefitted from this approach for years!

Steve Wright | ebpSource | Founder & EVP, Commercial Operations

Angus Fire contracted Right Angle to develop a fresh, new visual identity across international territories in both digital and printed media. Paul quickly assimilated all the key components so the board could appreciate exactly where we were going corporately. Each brand had its unique colour theme as part of a unified visual approach. Paul is a highly pro-active guy and the strategy was put in place swiftly, efficiently and enjoyably.

Paul Williams | Angus International | Managing Director

I've worked with Paul for many years, His experience and expertise makes life easy. We can chat through a new project over a coffee and I'll receive a draft design and copy structure in return. Production timescales can be really swift on this basis, which is often highly beneficial because it's easy not to start projects early enough!

Kelvin Miller | Patol | Sales Director

THINKING WE CAN DO BUSINESS?

Right Angle has the skills to complement the marketing strategies of clients in the hi-tech, industrial and professional services sectors. If that's you, we'd love to hear from you.

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