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## Quality for Life

Please note that the product and guidelines are based on market research, analysis, experience and client relations feedback to determine the right approach from media aspect.

This document has been prepared by Distec GmbH Corporation as a guide to help the assessment and understanding of product range, technical aspects and what to expect from the corporation and its products.

### **A guide to success and right choice:**

Investing into scrolling technology needs a lot of understanding of the product nature itself. At least if you don't want to run into surprises which could cost well over the initial assumed or calculated factor that was not expected / preceded.

Within this brief document, we present a guideline to assist you with advice like; what to look for when shopping for scrolling technology, servicing aspect, durability and total solutions that would fit into your expectations, these guidelines will assure you that your investment gets you a maximum return:

## Choosing the right manufacturer:

There are multiple companies claiming that they have the very best and most economical products on the market. But manufacturing scrollers is one thing that differs from total service oriented companies, looking into company without restrictions within their business practice from merely production.

Taking years of experience is just one of the many critical points that one should be looking into!

General Questions to ask – (about company's experience):

- ✓ How many years of experience does your company have within the scrolling business?
- ✓ What ranges in size have your company successfully manufactured so far?
- ✓ How many units have you manufactured so far and to what success?
- ✓ Do you have experience in building up networks?
- ✓ Were your units placed in extreme environments, hot, cold?
- ✓ Have you long-term experience on poster preparation?

It is very easy to design the basic mechanics for a scroller; A tube up, a tube down, both driven by motors and operated by an electronic control. Ready right!

But that doesn't give you the idea at all, for example:

- Choosing the right material
- Taking the advertising exposure time into consideration
- The best and most efficient way to change images
- The length of servicing or interchanging parts in all kinds of situations like:
  - Influence of wind
  - Rain / strong sunshine
  - Storm or extreme temperature conditions etc. etc. etc..

You only can gain experience by having as many units as possible placed outdoor to gain the experience of different weather conditions and being in business for years. Experience with building up networks of 50, 100 and more units in a city gives you more answers and probably changes to be integrated in future productions:

What is the failure rate of the product within the network?

How fast and efficient is it for the service teams to be working or servicing the units?

One can have a scroller unit running in the factory for a year without any greater problems, though as soon as you put it outside into different atmospheric conditions, the unit can start to have major problems.

Another point is “poster preparation”, it is one of the key issues and greater importance while most failures of scrollers are based on problems with poster preparation.

So to choose the right product, the right material and the finishing requires outstanding experience, on that matter the clients need to be advised where often the clients are totally inexperienced.

*A move in the wrong direction can create a hazard for all!*

#### **Questions about manufacturing:**

- How is the basic construction designed?
- Welded steel frame or aluminium extrusion?
- What inner parts are used?
- Coating system?
- Are the parts engineered to allow tolerances?
- Working with one or two motors?
- Is there a final full test, including test run, with written protocol of every unit?

It has been proven that for tolerance, maintenance and other issues, the use of extrusion systems as basic structure offers the best and most durable quality. It has a clean look on both inside and outside, the parts are easy to install / disassemble and replace. Corner connections within the aluminium construction are looking extremely smooth, next to perfect and the unit looks at a high “quality” Btw.

DISTEC uses a robot for drilling / cutting on all of its extrusions to guarantee that every part, every hole is where it belongs, precision strengthen the construction and the appeal of the units.

All inner parts need to be either stainless steel, aluminium or at least galvanized to have the high standard of durability in line with the product and quality. For the premium quality, the coating should be done in high heat powder coating technique, (Note, by using polyester powder which gives a UV -protection, otherwise the nice deep red colour will look closer to a pink colour after years of UV exposure..) While in the common environments the temperature differences vary from extreme low to extreme high and all of those conditions needs to be taken in account.

Motors, gears and other moving parts should be designed and manufactured to have reserves so that they never reach their limits. In general systems with two motors (master and slave operation) they have been proven to be the most reliable and best operating systems. There are exotic systems on the market which might work for a certain project or size, but there is a reason why the leading outdoor-advertising companies are similar in its systems they use – reliability and durability.

**Questions about service and maintenance** - surveillance issues:

- Is there a guarantee? If so, for how long and what coverage?
- How easy and effective are the units to service?
- Is there training offered?
- Is there a service technician available to fly out if problems can't be solved?
- How about a local service or technical assistance?
- Do you have a good reputation in terms of "after sales?"
- Do you have experience with GSM-modem networks?

A long-term guarantee of at least two years shows confidence in the own products and reputation of service. - If you are operating a small or a large network, you don't want to spend a fortune on service time, instead focus on gaining savings on service and maintenance; therefore, it is essential that all parts are easy to service and replace when needed. Modular systems that can be replaces in minutes are of premium importance.

- Are the units so easy to operate that you even can do it with your own people?
- Is there training offered?
- If there is a problem and if it even can't resolved by phone is there a service technician on stand-by to "fly"out?
- Are there clients to be asked about your after-sales reputation?
- Do you have experience with GSM-modem failure reporting and is it an option?
- Where the units can be simply equipped with if required?
- What does the system report?
- Is it battery backed up to report even under power failures?

**Questions about the glass** (for all glazed units up to 6x3 meters):

- What kinds of glass do you use, acrylic or laminated glass?
- What is the cost for a replacement?
- How easy is it to clean?
- How about electrostatic problems?
- Any passepartout (Marie Louise) used on glass?
- How will it be applied?

Acrylic is widely used but more and more replaced by “real” glass because of certain issues:

- Easier to clean
- No electrostatic problems (acrylic looks blind or scratched after some time because of images touching the surface during operating)

If you buy a quantity scrollers in a large size which is equipped with an acrylic front - the price and logistic issue may be fine, though once you will need to replace them / replacement parts (vandalism, accident etc.) the problems may occur when you least expected. Acrylic face in oversize (width larger than 2 meters) is hard to obtain and as bigger the sheet, bigger the problems replacing them. Furthermore, depending to be welded and polished in comparison to a 5 sheets price ration in comparison to the initial price you have paid for the complete units. Not to go into the logistical complications and solutions that will create a complete chaos.

Laminated glass (units starting 8m<sup>2</sup> size) or ESG security glass (2m<sup>2</sup> units) is easy to get in almost every country and within reasonable timeline. And if your nice glass is applied with a passepartout make sure it is ceramic (cost a bit more but lasts years longer) so that UV doesn't destroy it within shorter time.

Of course glass has more weight and the structure has to be designed for it, (which might bring the costs slightly more) but with years of trouble free use you will experience the advantages and cost savings that could add up to several new units.

We hope that this general description and questions that could be asked to any company that you may have thoughts of investing in or just acquire their products, will give you a sense of better knowledge and their experience and even the aspect of customer service.

A final word:

This guide should not get you frightened away from investing into scrollers. We just tried to give you a general idea about differences and how to understand the process, the expectations and differences in buying the best product in hand with a certain service expectations that you would expect, your money can.

The general outcome is:

Working with the right and experienced company will save you a lot of time, headaches, money, problems and nerves. The fact is that there are very few good reliable and experienced companies out within the market, we see our selves as the pioneers and leaders within the technology and business reliability (and we love competition as much as we believe that our products are one of the best).

We at DISTEC hope to have been able of answering your entire questions, and for further assessment or inquiries, you can reach us on the contact details / information in the beginning of this document.

We hope to be able of servicing your needs shortly.

Sincerely,

Distec GmbH Management