

Clarity Software  
Press Release  
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## Three Clarity Users Win Prestigious Sign & Digital UK Awards

By Emerson Welch of Clarity Software

On the Wednesday evening of 2011's Sign & Digital UK exhibition, many of the industry's leading companies and commentators assembled for the inaugural Sign & Digital UK Awards ceremony at the National Motorcycle Museum in Birmingham.

The category list was ten strong and the winners were decided by a panel of judges from the sign making and digital print media including Brendan Perring (Sign Link), Morwenna Kearns (Output), Abi Ricketts (Large Format Review) and Martin Hinchliffe (Sign Update).

Congratulations were in order for three Clarity Software customers who beat off a very strong field to secure victories, along with some well-deserved recognition from their peers for their outstanding contribution to the industry.

### **Best Wide Format Printing Company: Hollywood Monster**

In 2009, Monster Digital and Hollywood Signs merged to create Hollywood Monster Ltd, which has gone on from strength to strength and is now recognised as one of the most dynamic sign and display manufacturers.

Short listed against Carrick Signs, Hollywood Monster secured the victory from an impressed panel of judges, with their 'epic' scale projects such as a 600sqm mesh banner for Chelsea FC's training ground proving influential in the decision.

Hollywood Monster implemented Clarity shortly after completing the merger and has testified to its contribution to their success over the last two years, with the software

helping them grow their business efficiently and confidently.

“We needed a business-wide solution that would work for everyone in the new company, one that all our employees could adopt and use effortlessly to perform their digital print or sign making tasks,” Managing Director Tim Andrews enthused.

### **Best Sign Company: Signbox**

Signbox, a Clarity user since August 2007, specialises in architectural signs and displays to the commercial market, boasting an impressive customer list including Motorola, Deloitte and Tower 42, the tallest building in London.

Sign 2000 provided stiff competition for Signbox, but the Egham based company emerged victorious, with historic projects such as the complex installation of Northern Trust’s elevated sign installation at Canary Wharf contributing to their winning credentials.

### **Best Textile Printing Project: The Wild Group**

One of the most talked about winners this year was The Wild Group, who took the Best Textile Printing Project from under the noses of The Jericho Foundation and Ink Media Solutions.

Having installed Clarity in February 2009, The Wild Group is a renowned manufacturer of yacht and boat sails, with previous commissions including the sole supply of hull and brand sails for the 2004 Olympic Games.

Their winning project was for Twentieth Century Fox, producing a set of printed boat sails for the promotion of their hit movie *The Chronicles of Narnia: The Voyage of the Dawn Treader*.

### **Congratulations To All Winners**

Clarity Software would like to send their congratulations to all the companies who won awards at the event, including Vision Visual Solutions, Photocast Products, Raccoon, Service Graphics, Icon and Gordon Dick (Aggregate Industries).

Last but not least and nominated twice on the night is Sign 2000, who were not to be disappointed as they left the show clutching The Green Award.

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*Notes for Press:*

*Developed since 2001, the Clarity Professional software system provides a high quality and easy to use MIS software system that helps SMEs in job-based industries manage and grow their businesses efficiently. Keeping all information in one place, Clarity centralises all internal, customer-facing and supply chain functions making company information available to all users with speed and accuracy.*

*Clarity gives cost effective flexibility as additional modules can be added easily and quickly, assisting smooth and cost controlled business growth. Cost, simplicity and flexibility are the reasons why Clarity has become one of the UK's leading MIS systems for SMEs. There are over 2,500 users in the UK and the rest of the world benefiting every day from implementing Clarity and there are three versions available: Professional, Lite Edition and Free Edition.*

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*Clarity Software is a trading name of Touch Systems Ltd, which has been ISO9001 certified since 1999 and was established in 1989 to provide MIS and quality assured systems to businesses from its UK headquarters in Solihull, West Midlands.*

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