



**HOLLYWOOD  
MONSTER**

**DESIGN • CREATE • DELIVER**

**BUILT-UP LETTERS**





## WHO ARE WE

Designed to stand the test of time, our bespoke built-up and illuminated letters are manufactured in-house by our highly experienced team in our dedicated letter shop.

Crafted using strong and durable materials including aluminium, stainless steel or acrylic for a pop of colour, built up letters are an impactful way to create brand awareness with long-lasting results.

Want to be seen through the day and night? No problem, add illuminated LED modules for an eye-catching design.

# WHY CHOOSE US?



**Bespoke  
Designs**



**Available  
24/7**



**Industry Leading  
Technology**



**Fast Turnaround  
Times**



**Supply and Install  
Options**



**In-house  
Design Team**



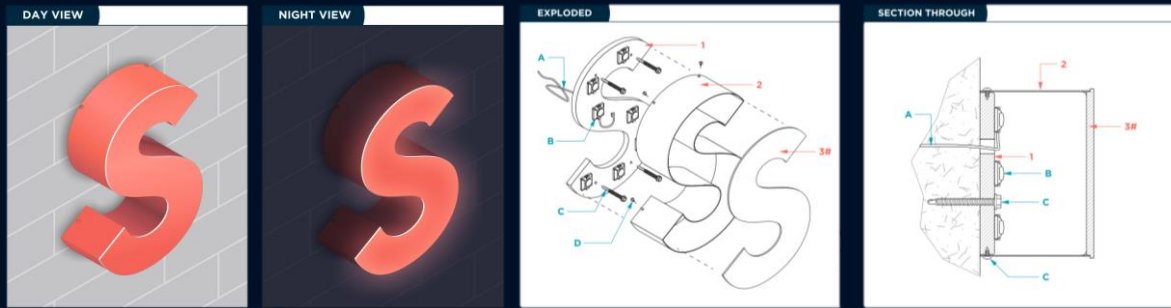
**Dedicated Project  
Manager**



**15,000 sqm Daily  
Print Capacity**

# LETTER STYLES

## Rimless Letters

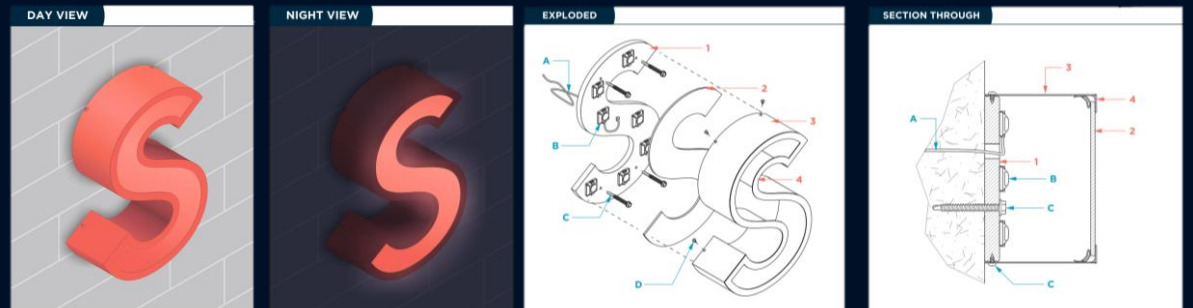


### COMPONENTS

- 1:** **BACKTRAY** - TYPICALLY 10mm WHITE FOAMEX WITH PRE-DRILLED FIXING AND CABLES HOLES
- 2:** **RETURNS** - 0.7mm THICK STAINLESS STEEL IN VARIOUS DEPTHS. CAN BE SELF COLOURED STAINLESS STEEL (I.E BRUSHED OR POLISHED) OR PAINTED FINISH
- 3:** **ACRYLIC FACES** - 5mm ACRYLIC DIFFUSER BONDED TO RETURNS CUT WITH EDGE REBATE. CAN BE FACED IN TRANS/PRINTED VINYL OR COLOUR ACRYLIC
- A:** **CABLE TAIL** - LETTERS SUPPLIED WITH CABLE FEEDS & GEL CONNECTORS TO BE WIRED ON SITE TO TRANSFORMER
- B:** **LEDs** - BONDED TO BACKTRAY TO GIVE EVEN FACE ILLUMINATION. COOL WHITE AS STANDARD BUT OTHER TEMPS. & COLOURS AVAILABLE
- C:** **WALL FIXINGS** - NOT SUPPLIED AS STANDARD. FULL SIZE PAPER-TEMPLATE IS SUPPLIED TO AID FITTING COMPLETE WITH MARKED DRILLING POINTS
- D:** **LETTER FIXINGS** - No6x1/2" POZI FLANGE HEAD SCREWS SUPPLIED WITH LETTERS WITH HEADS PRE-COATED TO MATCH LETTER RETURNS

# ACRYLIC FACES WILL BE WHITE AS STANDARD - FOR ADDITIONAL COST FACES CAN BE MASKED WHEN PAINTED TO REMOVE WHITE EDGE ILLUMINATION ON FACE

## Rim & Return Letters

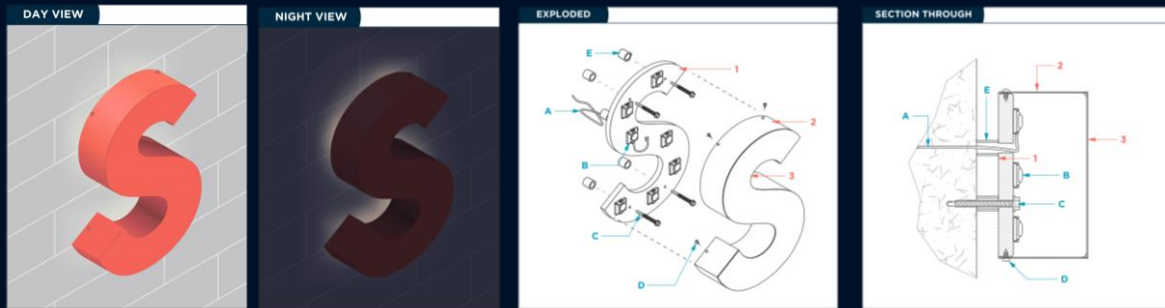


### COMPONENTS

- 1:** **BACKTRAY** - TYPICALLY 10mm WHITE FOAMEX WITH PRE-DRILLED FIXING AND CABLES HOLES
- 2:** **RETURNS** - 0.7mm THICK STAINLESS STEEL IN VARIOUS DEPTHS. CAN BE SELF COLOURED STAINLESS STEEL (I.E BRUSHED OR POLISHED) OR PAINTED FINISH
- 3:** **ACRYLIC FACES** - 3mm ACRYLIC DIFFUSER BONDED TO INSIDE OF RIM. CAN BE FACED IN TRANS/PRINTED VINYL OR COLOUR ACRYLIC
- 4:** **RIM FACE** - 0.9mm THICK STAINLESS STEEL RIM SOLDERED TO RETURNS. WIDTH OF RIM CAN VARY J
- A:** **CABLE TAIL** - LETTERS SUPPLIED WITH CABLE FEEDS & GEL CONNECTORS TO BE WIRED ON SITE TO TRANSFORMER
- B:** **LEDs** - BONDED TO BACKTRAY TO GIVE EVEN FACE ILLUMINATION. COOL WHITE AS STANDARD BUT OTHER TEMPS. & COLOURS AVAILABLE
- C:** **WALL FIXINGS** - NOT SUPPLIED AS STANDARD. FULL SIZE PAPER-TEMPLATE IS SUPPLIED TO AID FITTING COMPLETE WITH MARKED DRILLING POINTS
- D:** **LETTER FIXINGS** - No6x1/2" POZI FLANGE HEAD SCREWS SUPPLIED WITH LETTERS WITH HEADS PRE-COATED TO MATCH LETTER RETURNS

# LETTER STYLES

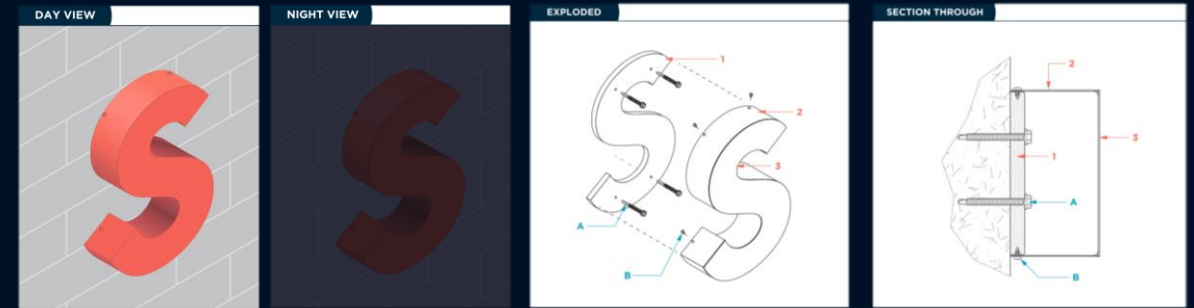
## Halo Illuminated Letters



### COMPONENTS

<b>1:</b>	<b>BACKTRAY</b> - 10mm PETG/POLYCARBONATE REAR DIFFUSER WITH PRE-DRILLED FIXING AND CABLES HOLES
<b>2:</b>	<b>RETURNS</b> - 0.7mm THICK STAINLESS STEEL IN VARIOUS DEPTHS. CAN BE SELF COLOURED STAINLESS STEEL (I.E BRUSHED OR POLISHED) OR PAINTED FINISH
<b>3:</b>	<b>ACRYLIC FACES</b> - 3mm ACRYLIC DIFFUSER BONDED TO INSIDE OF RIM. CAN BE FACED IN TRANS/PRINTED VINYL OR COLOUR ACRYLIC
<b>A:</b>	<b>CABLE TAIL</b> - LETTERS SUPPLIED WITH CABLE FEEDS & GEL CONNECTORS TO BE WIRED ON SITE TO TRANSFORMER
<b>B:</b>	<b>LEDs</b> - BONDED TO BACKTRAY TO GIVE EVEN FACE ILLUMINATION. COOL WHITE AS STANDARD BUT OTHER TEMPS. & COLOURS AVAILABLE
<b>C:</b>	<b>WALL FIXINGS</b> - <i>NOT</i> SUPPLIED AS STANDARD. FULL SIZE PAPER-TEMPLATE IS SUPPLIED TO AID FITTING COMPLETE WITH MARKED DRILLING POINTS
<b>D:</b>	<b>LETTER FIXINGS</b> - No6x1/2" POZI FLANGE HEAD SCREWS SUPPLIED WITH LETTERS WITH HEADS PRE-COATED TO MATCH LETTER RETURNS
<b>E:</b>	<b>SPACERS</b> - CLEAR/WHITE ACRYLIC SPACER TUBES SUPPLIED TO COVER WALL FIXINGS AND CABLE FEED. LENGTH AND DIAMETER CAN VARY

## Non-Illuminated Letters



### COMPONENTS

<b>1:</b>	<b>BACKTRAY</b> - TYPICALLY 10mm WHITE FOAMEX WITH PRE-DRILLED FIXING HOLES
<b>2:</b>	<b>RETURNS</b> - 0.7mm THICK STAINLESS STEEL IN VARIOUS DEPTHS. CAN BE SELF COLOURED STAINLESS STEEL (I.E BRUSHED OR POLISHED) OR PAINTED FINISH
<b>3:</b>	<b>FACES</b> - 0.9mm THICK STAINLESS STEEL SOLDERED TO RETURNS. CAN BE FACED IN VINYL OR DIGITAL PRINTS FOR ADDITIONAL DETAIL
<b>A:</b>	<b>WALL FIXINGS</b> - <i>NOT</i> SUPPLIED AS STANDARD. FULL SIZE PAPER-TEMPLATE IS SUPPLIED TO AID FITTING COMPLETE WITH MARKED DRILLING POINTS
<b>B:</b>	<b>LETTER FIXINGS</b> - No6x1/2" POZI FLANGE HEAD SCREWS SUPPLIED WITH LETTERS WITH HEADS PRE-COATED TO MATCH LETTER RETURNS



# CASE STUDY: ILLUMINATED BUILT UP LETTERS

Leading packaging group, AllPack were opening brand new national headquarters in Cannock. As a 60,000 sq ft multi-million-pound site, it needed far-reaching signage that would be seen for miles, day and night and was going to be in place for many years to come.

We worked closely with AllPack to design their large-scale built-up letters, consisting of their logo and the words 'National Distribution Centre'.

Once planning permission was secured, we manufactured and installed the illuminated built-up letters, ahead of the opening of their new premises.







АИИОЭСК'О



# WE'VE WORKED WITH...

MAILBOX

 **WORCESTER**  
Bosch Group

 **PROLOGIS**

**allpack**   
PACKAGING

**H<sub>2</sub>O**  
CAR VALETING

MILLENNIUM  
POINT 

 **BMet**  
Inspiring futures, realising dreams.

**MORGAN  
SINDALL**  
GROUP

**HITACHI**  
Inspire the Next

RIVER ISLAND



# SUSTAINABILITY FIRST

80% sustainable PVC free alternatives.

500,000 sqm diverted from landfill since 2021.

Our printers use 70% less electricity vs standard UV printers.



FESPA approved  
recycling scheme



Environmental  
management accredited



Licensed Clean Air  
applicator

In 2021, we turned our back on materials containing PVC, becoming the first printing company in the world to do so.

We searched long and hard to find an alternative to PVC, providing the same strength and quality our customers are used to. We wanted to make environmentally-friendly options easily available, that weren't going to break the bank. In fact, we absorb some of the price difference between these solutions and PVC, making the decision to switch, even easier.

Leading the way in sustainable solutions, our commitment to changing the future of signage, has led to us being recognised as an environmentally-responsible brand in the print industry.

Find out more about PVC-free [Kavalan](#) and [UFabrik](#) solutions.





## The importance of sustainable signage...

Each week we handle thousands of metres of material. Amid a climate crisis, this reduction in PVC going to landfill is a huge step forward and is now more important than ever.

We are all on a journey to reach net carbon zero and your signage choices can play a huge part.

We are doing all we can to create a brighter future, with greener machines, recycling schemes as well as partnering with Clean Air by Resysten to remove dangerous pollutants in the air. We're always looking for ways to further improve.

Quite simply, our aim is to be fully sustainable by 2025.



## Case Study: McDonalds Coffee Bean Signage

McDonalds had a vision to use their coffee bean waste to create internal signage in their restaurants. After a 20-yearlong partnership with them, they knew we pushed boundaries, especially when it came to sustainability, and trusted us to take on this complex project.

And that's exactly what we did. Containing 20% recycled coffee bean grinds, the wayfinding signage, now in flagship stores, are dark brown in colour with a slight coffee aroma.

Now that's what you call environmentally-friendly signage.



# CLEAN AIR BY RESYSTEN

Clean Air by Resysten is a clear spray-on coating that bonds to hard surfaces and actively breaks down pollutants in the atmosphere, primarily targeting NOx, when exposed to light. Clean Air is proven to remove dangerous substances which are significantly more harmful to health than CO<sub>2</sub> emissions.

It's time to take your sustainability journey to the next level.



**99%**

of the global population breathes air that exceeds WHO air quality limits.

**1 sqm**

of coverage impacts **200 cubic metres** of air per day.

**9 sqm**

of coverage gives a net reduction of NOx equivalent to emissions produced by an average vehicle over **24-hours**.

**1 pound**

of NOx warms the atmosphere **300 times** more than **1 pound** of CO<sub>2</sub> over **100-years**.

#THEAIRWESHARE

Clean Air



The Mailbox

A photograph of a modern building at night. The building has a dark, grid-like facade with a prominent red neon sign on the roof that reads "The Mailbox". The building is illuminated from within, and there are several vertical red light fixtures on the facade.

matthew boulton college

A photograph of a modern building with a curved facade. The building has a red brick exterior and a large glass window. A green neon sign on the roof reads "matthew boulton college". The sky is a clear blue.

AID-PACK

A photograph of a large industrial building with a corrugated metal facade. The building has a white sign on the roof that reads "AID-PACK" in blue letters. The sky is a clear blue.

# HOLLYWOOD MONSTER

DESIGN • CREATE • DELIVER

The Studios, Redfern Parkway,  
Tyseley, Birmingham B11 2BF



T: 0121 764 3222

E: [sales@hollywoodmonster.co.uk](mailto:sales@hollywoodmonster.co.uk)

W: [hollywoodmonster.co.uk](http://hollywoodmonster.co.uk)