





# DESIGN WITH SOUL

We are the loft. A design agency based in the heart of Glasgow. We help our clients create inspiring brands using brand strategy, identity design, web design, graphic design, art-direction and social media communications.

'Design with Soul' is not just a tag-line, it is a way of life. We uncover the 'big idea' lying at the heart of your brand and then bring it to life in the most imaginative way possible.

Creating brands that inspire.



## BRIEF

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'bridge2business' is a new, interactive and engaging programme to inspire, connect and support college students into business. The programme is a part of Young Enterprise Scotland and offers college students first hand opportunities to engage with appropriate entrepreneurial role models. Role models who are relevant to college students, who have an interest in setting up their own business now or in the future or for those who are looking to take enterprise skills to their workplace.

The loft was tasked with designing a new brand that encapsulates the spirit of the programme and appeal to both the students and decision makers within the college.

## SOLUTION

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We worked closely with Geoff Leask and the entire bridge2business team to generate ideas that would help tell a great story about an exciting brand. We started with the words - inspiration, connections and support and then created a range of themes. The main story of the brand came from 'celestial navigation,' - every entrepreneur at one stage has nothing left to go on other than absolute faith. The use of the star constellation "Nashira" which symbolises 'lady-luck' gives real credence to the modern shapes and graphics that support the brand identity as well as give the people in the organisation a great story to tell..

## RESULT

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The brand and resulting guidelines are a very fresh and modern interpretation of what the organisation stands for. More importantly, the story of 'lady-luck' gives the brand real symbolism and substance. The graphical systems also provide lots of potential for further ideas as we work with 'bridge2business' to explore the brand further

"Benedetto and his team at the loft have been an inspiring, creative and friendly team to work with. Listening to our needs and having a real understanding of our audience ensured that their communications solution is absolutely spot on – highly recommended!"

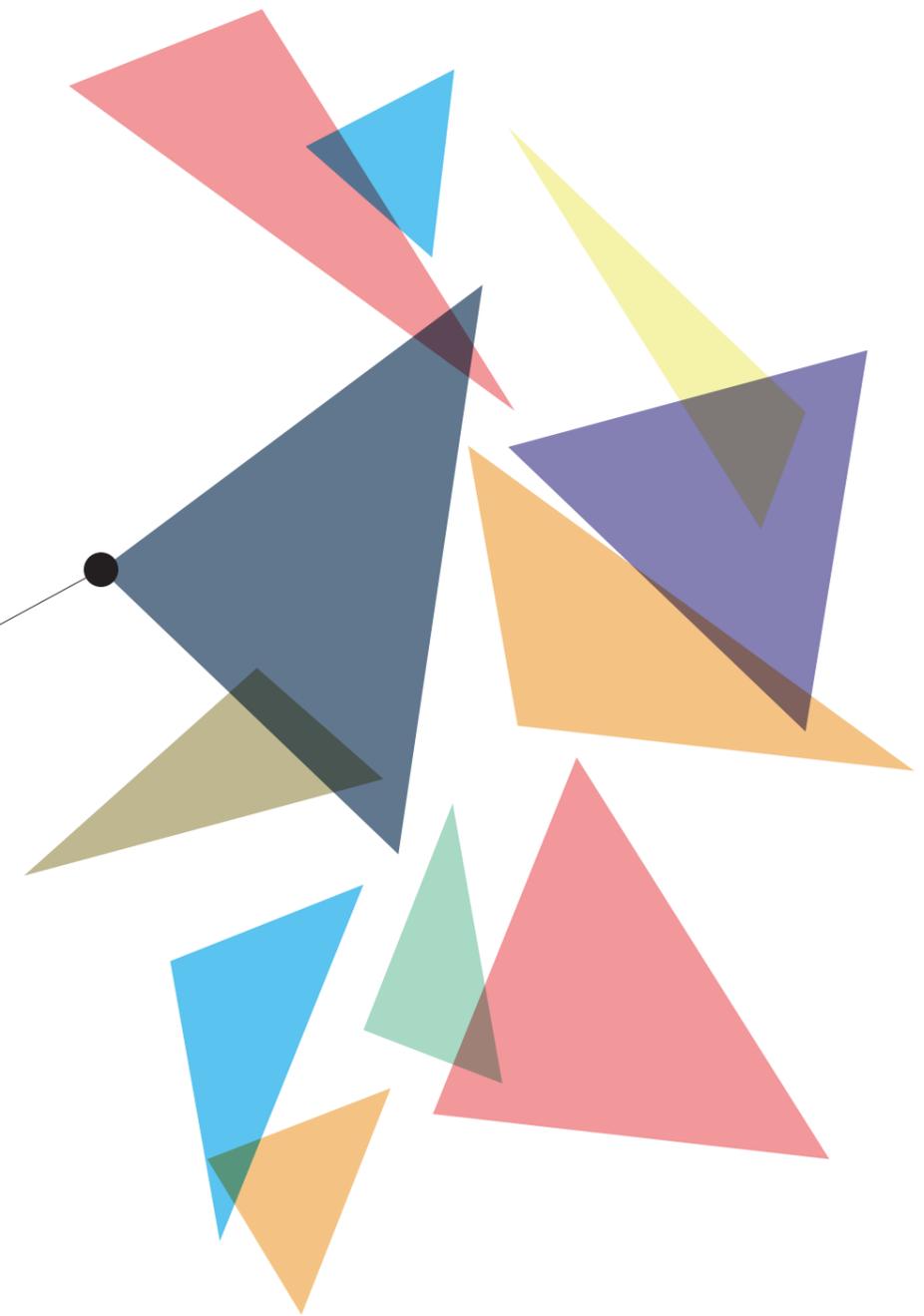
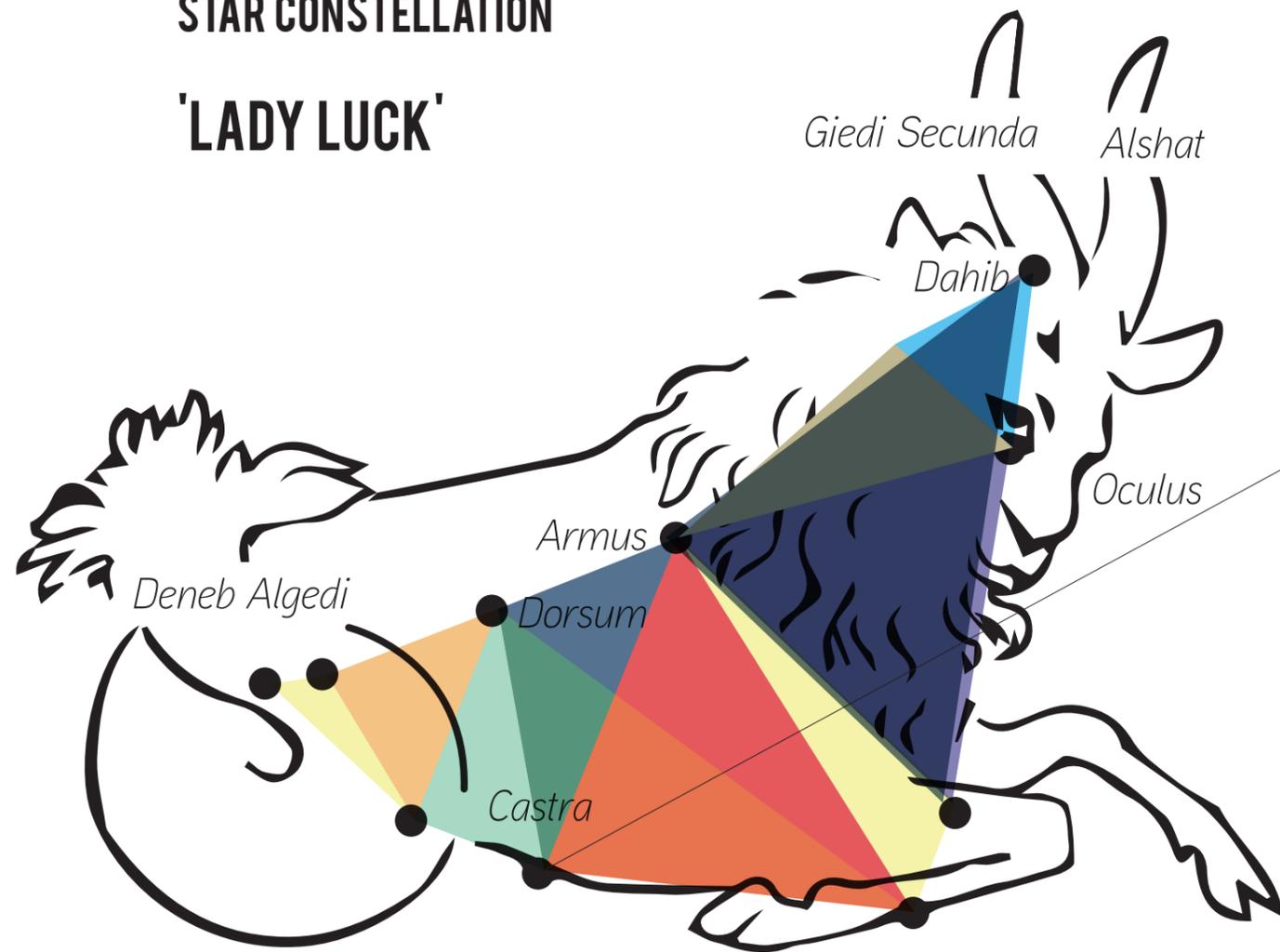
**Geoff Leask, Head of Entrepreneurship, Young Enterprise Scotland**



**BRIDGE 2  
BUSINESS**

**NASHIRA  
STAR CONSTELLATION**

**'LADY LUCK'**







## BRIEF

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A unique event! Classic film 'The Gremlins' being shown at Glasgow Central Station. Network Rail decided to close Central Station for one night only to show a midnight viewing of 'The Gremlins' as part of 'Million Makers' for The Prince's Trust. The loft were responsible for designing the poster and online communications as part of the event.

## SOLUTION

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A dream brief. We meshed together the genius that is the Gremlins with the obvious character of Glasgow Central Station. We used one of the most symbolic parts of Glasgow Central – the clock – as one of the focal points of the poster. The Gremlins, well they do get up to mischievous things. One of the most entertaining points of a very successful evening was the worry of a Gremlin actually popping out of the Station clock during the screening of the film.

## RESULT

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Staggering results... Over 120 likes and '36 shares' on 'Facebook,' 14 Re-tweets and 3 Favourites on Twitter and an amazing 220 likes on Instagram. 'That is awesome,' being the general consensus.

"The creativity of the loft has been absolutely first class. We were blown away by the work they produced for us and their friendly approach and customer service made them a pleasure to work with. Suffice to say we are looking forward to working with them again on future projects."

**Nicholas Prag, Customer Relationship Executive, Network Rail & Million Makers Challenge**



MIDNIGHT MOVIES PRESENTS



# GREMLINS AT CENTRAL STATION



WRAP UP WARM!



HAVE A MUNCH!



RAFFLE UP!

SATURDAY 7 DECEMBER. DOORS OPEN AT 11.55 PM

TICKETS £10, AVAILABLE AT THE STATION FROM 12-2PM, 16TH-23RD OF NOVEMBER 2013



**THE 12 HOUR  
PEDAL  
CHALLENGE**  
NR MILLION MAKERS VS  
SCOTTISH CYCLING.  
FRIDAY 7TH FEB 2014.  
GLASGOW CENTRAL  
STATION.

[www.justgiving.com/NRMillionMakers](http://www.justgiving.com/NRMillionMakers)





inflatable screens for any event [www.urbantertainment.co.uk](http://www.urbantertainment.co.uk)



## BRIEF

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The Prince's Trust Youth Business Scotland Growth Fund is a fundamental avenue of growth for many of Scotland's young entrepreneurs. The statistics are impressive – £31Million of revenue from a £3Million investment, 274 awards to 249 businesses and over 400 new jobs created. The loft were tasked with raising awareness to highlight these impressive statistics.

## SOLUTION

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We worked closely with Evelyn McDonald and other businesses that were supported by The Growth Fund to brain storm ideas that we could use to build awareness of what is regarded by many in Scotland as the first part of the Scottish Entrepreneurial Eco-System. During our discussions it became apparent that alongside the statistics, the mentoring and peer-to-peer assistance was indeed a significant part of the story.

We used 'the animal kingdom' as the main theme to create an eye-catching info graph that would communicate hard information as well as the underlying story of the Growth Fund.

## RESULT

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Digital and print versions of the 'Welcome to the Eco-System' info graph were created and distributed to existing members of the Growth Fund and Entrepreneurial Exchange. A digital campaign is underway. The animal theme was loved by all.

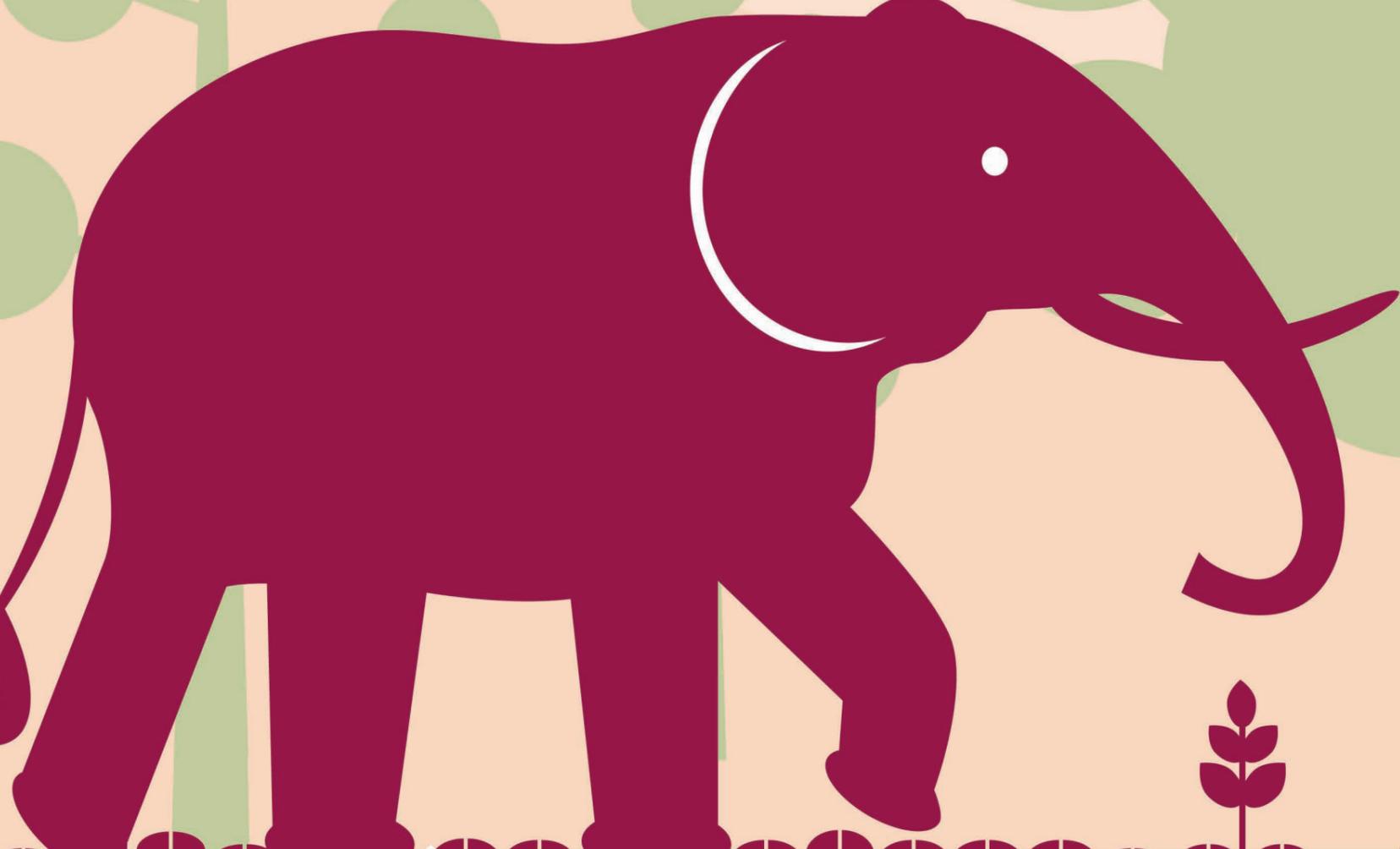
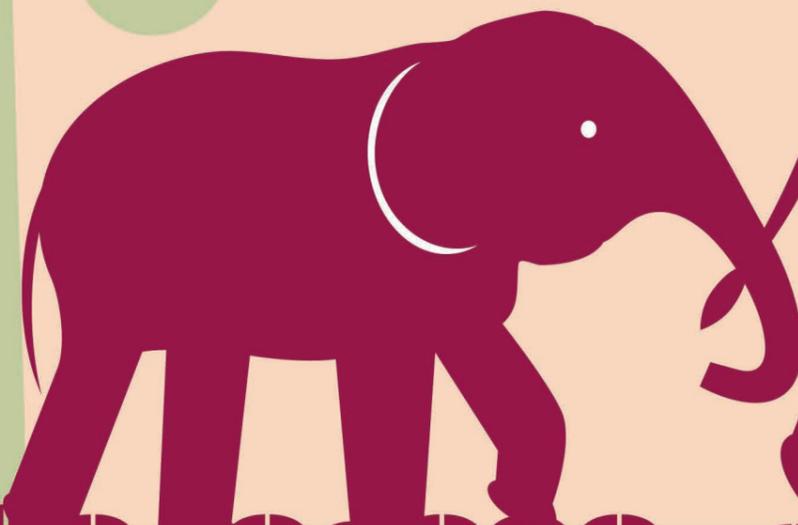
"The loft are a delight to work with. The team are dynamic, creative and extremely likeable. A real pleasure to do business with and I am thrilled with the end result!"

***Evelyn McDonald, Head of Growing Businesses, Prince's Trust Youth Business Scotland***



GROWTH >>

# WELCOME TO THE ECOSYSTEM



## PRINCE'S TRUST

The Prince's Trust Youth Business Scotland Growth Fund has assisted a significant number of young businesses, supporting the Scottish Economy and society as a whole. It is the first step of the Entrepreneurial Eco-System for many.



50+

## BUSINESSES PER YEAR

Set up in 2002, the Fund provides loans of up to £25,000 supporting over 50 young businesses each year.



## RETURN ON INVESTMENT

Over £3Million has been invested into young businesses which has resulted in a collective increase of turnover of £31Million.

7%



## STRONG GROWTH

Over 7% of businesses supported have turnover in excess of £1Million, more than the national average of 4%.



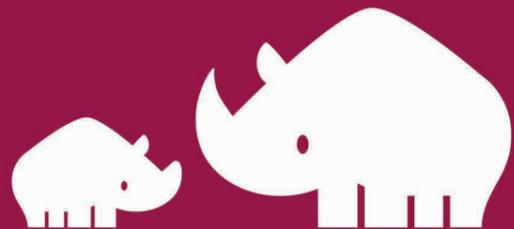
400+ JOBS

## JOB CREATION

Over 400 jobs have been created by Growth Fund supported businesses.

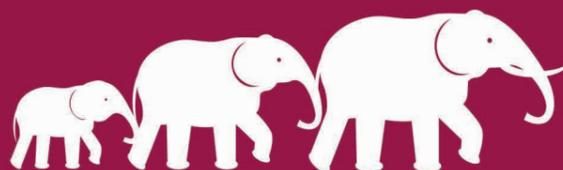


**GROWTH** >>



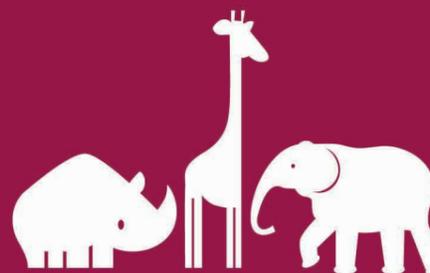
**ROLE MODELS**

Growth Fund clients of today become the mentors and donors of tomorrow.



**BUSINESS SUSTAINABILITY**

Over 78% of growth fund businesses are still trading today in 2013 since the Growth Fund was set up in 2002.



**PEER 2 PEER LEARNING**

Lots of different businesses sharing 'best practices...'



**274 AWARDS TO 249 BUSINESSES.**



**HELPING BUSINESS TO FLY**



**THE LOFT**

This info-graph was created by the loft, a Growth Fund supported business.



## BRIEF

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Digital enablement can affect the quality of life for individuals in our society. Being able to upload a CV, speak to relatives on Skype or purchase items online are some of the many factors that are just a part of everyday life for many today. Seric Systems, alongside their partners IBM, are looking to address this problem by partnering with a range of organisations from the private/public and third sectors. By unleashing 'a virtuous cascade of volunteering,' they collectively help to digitally enable a range of people who are uncomfortable with technology in today's society.

## SOLUTION

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We worked closely with Seric Systems and IBM to create an info graph that firstly communicated the nature of the problem and then described their ideas for a solution. We were inspired by a Scotland where every citizen is digitally enabled. We divided the info graph into a number of sections that highlight the nature of the problem and the steps taken.

## RESULT

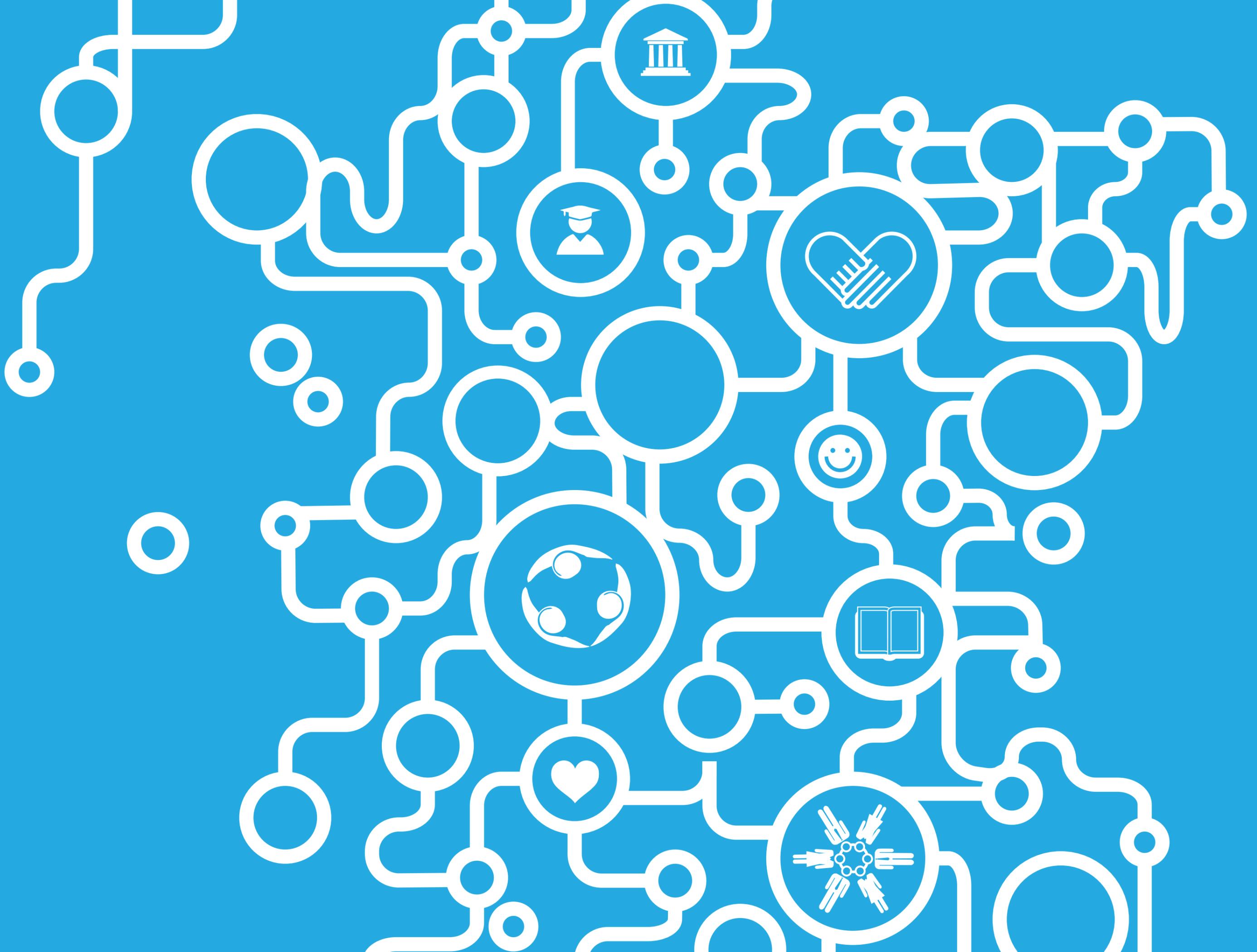
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The final info graph has been produced in both digital and print formats. A social media campaign has begun and is currently being used to lobby the Scottish Government of the nature of the issue whilst pushing for them to introduce a formal qualification in digital enablement.

You can see the full info-graph here.  
<http://www.theloft.co/Digitalinclusion.pdf>

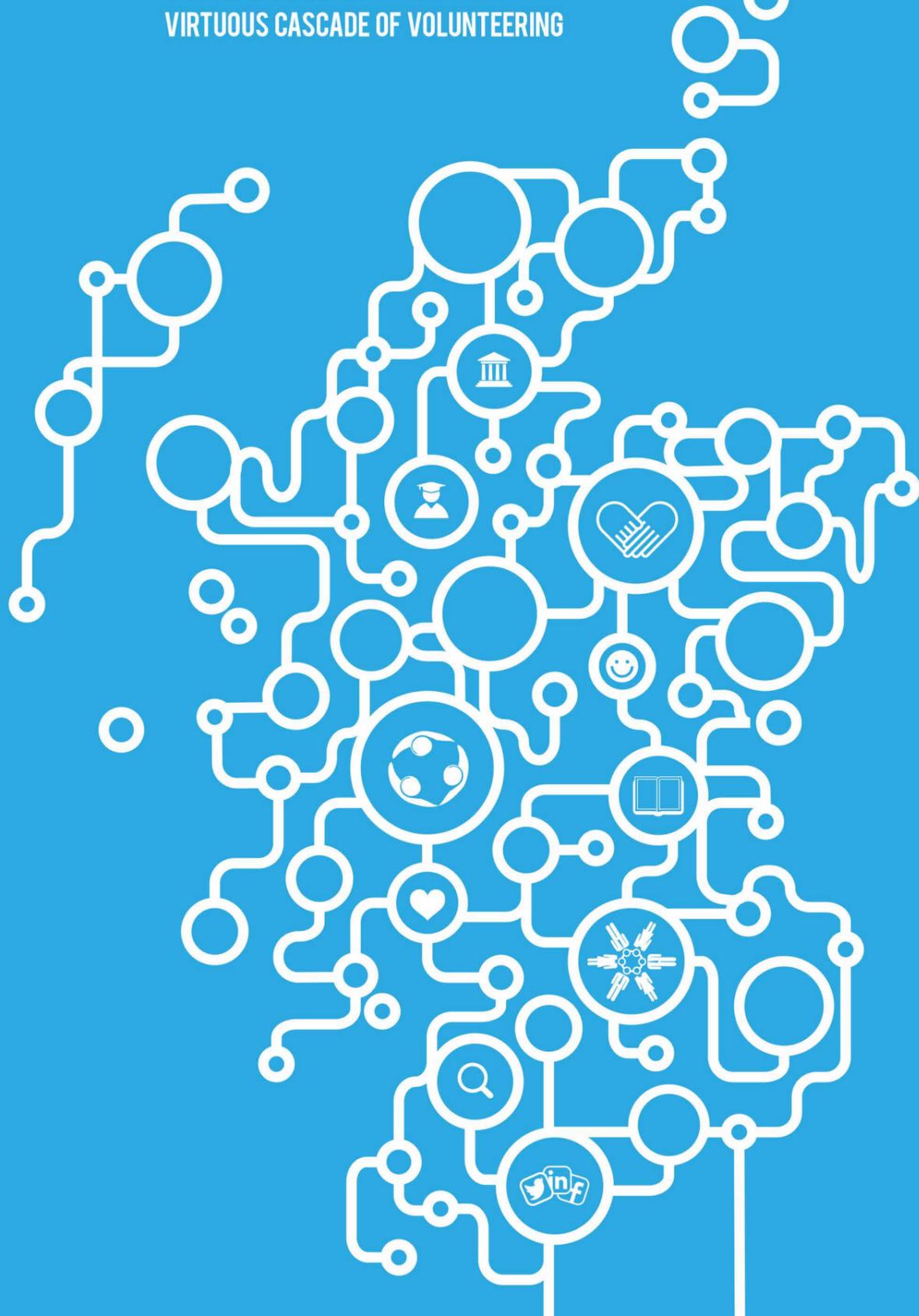
"I really like the loft, their understanding of the brief, level of creativity and quality of work have all impressed me. They are also a good bunch and very easy to work with.

***Stuart Macdonald, Managing Director of Seric Systems***

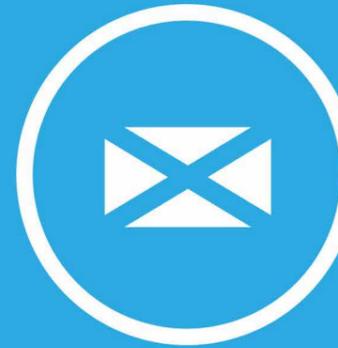


# DIGITAL INCLUSION

DIGITAL ENABLEMENT THROUGH A VIRTUOUS CASCADE OF VOLUNTEERING



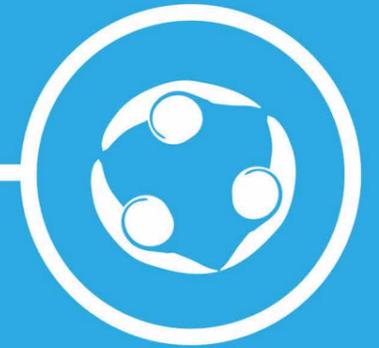
## PARTNERSHIP



PUBLIC



PRIVATE



THIRD

In today's society, being digitally enabled is a fundamental part of daily life. Even basic activities such as applying for a job or keeping in touch with friends and family requires some form of digital inclusiveness. It is a fundamental part of 'life-quality' for many. We achieve digital inclusion by enabling all areas of our communities and by utilising public, private and third sector institutions.

" I'M NOT SCARED OF COMPUTERS ANYMORE! "



## WE WANT TO ENABLE EVERY PART OF SOCIETY

" LEARNED HOW TO UPLOAD MY CV - MOST IMPORTANT THING TO LEARN. IT MADE A BIG DIFFERENCE BEING ABLE TO TAKE THE TIME TO LEARN. "



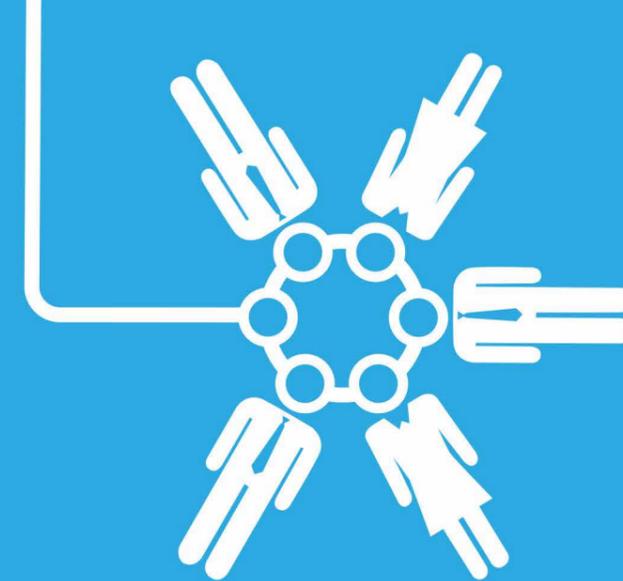
# ORGANISATIONS

## 'PRODUCTIVE CORPORATE SOCIAL RESPONSIBILITY'

By working through partnership organisations, we can help so many more people become digitally enabled. The organisations themselves can build good will and good relationships with potential customers.



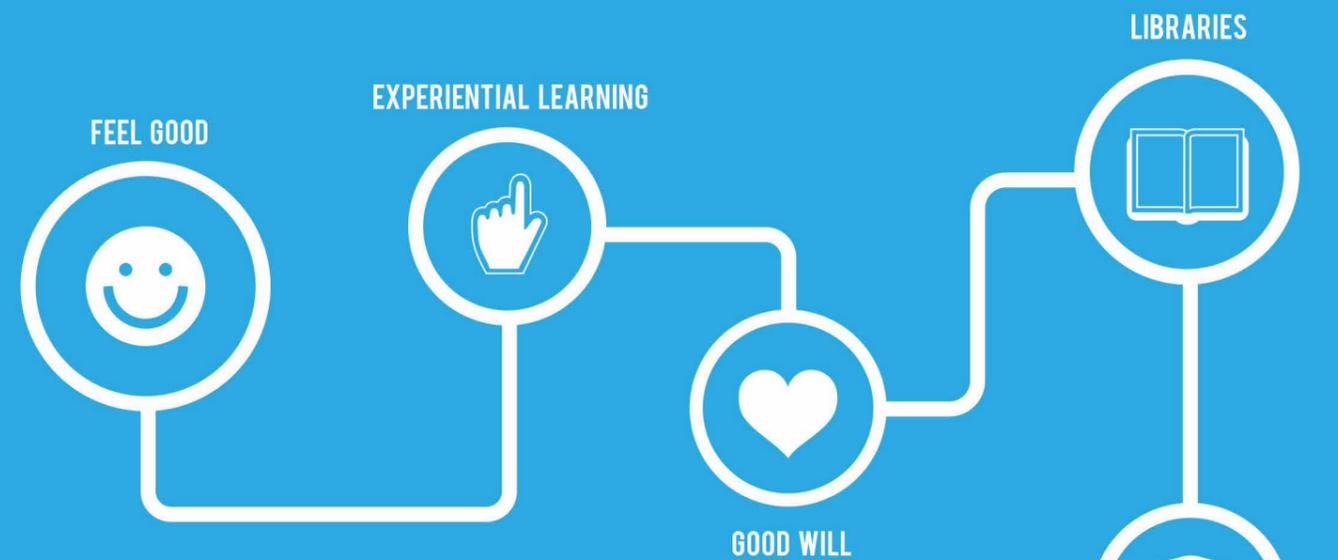
" CHARITY IS NOT SOMETHING WE DO FOR THEM - CHARITY IS SOMETHING THAT'S GOOD FOR US "



" GOT LOADS OUT OF THIS GROUP...HUGE SENSE OF ACHIEVEMENT "

# VOLUNTEERS

For volunteers, there are a range of reasons to assist. These include networking and experiential learning - but above all else, the feel good factor in helping others.



# WE'VE BEGUN

Working in collaboration with local government, schools and libraries, we've begun to make a real impact on peoples lives.

" 80 PEOPLE ENABLED FOR NEXT TO NOTHING "



## CONTACT

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 07717547803



FRIDGE ANGELS

## BRIEF

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Fridge Angels is a new refrigeration and air-conditioning company based in Glasgow. The loft were tasked with creating a brand that ultimately made them stand out from the crowd. It was important that they had a fresh, contemporary look and a strong digital presence was allowed for.

## SOLUTION

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We worked closely with John, the Director of the company, who visited us at the studio on a regular basis to give input and feedback at every stage of the design process, which ensured we created a brand close to his heart. In the design of the logo, we focused on taking the industrial aspect of the company and combining it with the gentleness of an angel. The 'wings' are constructed from piping, softly curved, to represent them 'wrapping around a customer' and portray the importance of customer service to the company. The bright colours are used to provide impact and to step away from the norm of their competitors, which was a big need for John. The style of the logo is carried on into icon designs, allowing use in promotional materials and on the new website, which also has a very clean and simple feel, portraying the forthright service they provide. The cartoon illustrations of the staff further implements the friendly and fun nature of the company.

## RESULT

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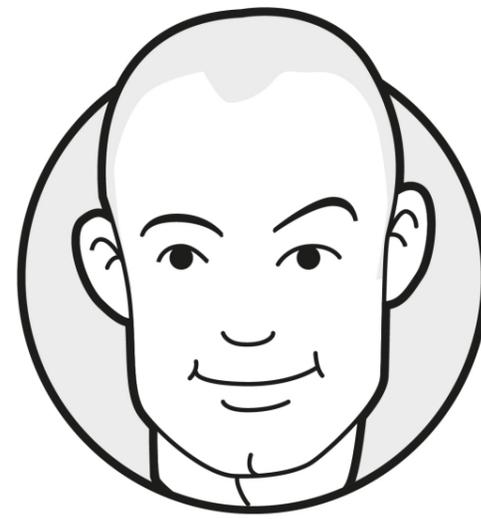
An eye-catching, modern brand was created to depict the lease of life that Fridge Angels brings to the refrigeration world. It captures the young, caring and professional essence of the company and provides them with the objectives to drive their business forward.

"The loft done our branding and website. A really friendly bunch to work with and some of the most talented people I have ever met. We will be using them for all future projects. I would stongly recommend them to anybody."

**John McGrath, Director, Fridge Angels**



FRIDGE ANGELS



## THE TEAM



Repair.



Maintenance.



Sales.



Installation.





## BRIEF

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Altia Solutions are one of Scotland's fastest growing software companies. They have a range of products and solutions which help investigators manage large amounts of data. Their products are effective in reducing bureaucracy and increasing productivity. Altia Solutions approached the loft to look at ways to brand the individual software packages for their 4 current packages: Insight, Financial Analysis Toolbar, Investigators Toolkit and Digital Manager.

## SOLUTION

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We had great fun working closely with Altia staff and management to create a story around each of their products. We found that 'managing data' was consistently at the heart of each of their products. We therefore created a range of product tag lines - Scan DATA, Clean DATA, Link DATA, Link Police DATA. As data is quite abstract, we created a range of data circles and introduced each of them to different visual patterns giving them individual personalities yet with a similar theme.

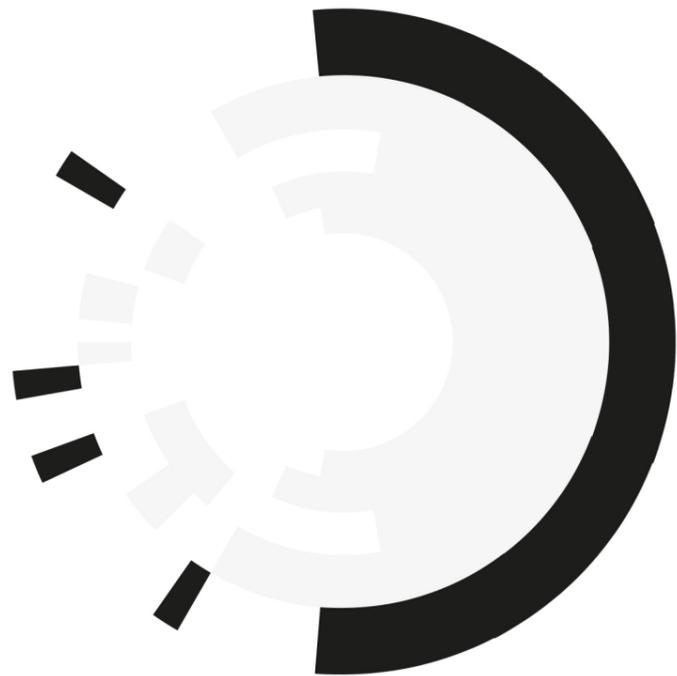
## RESULT

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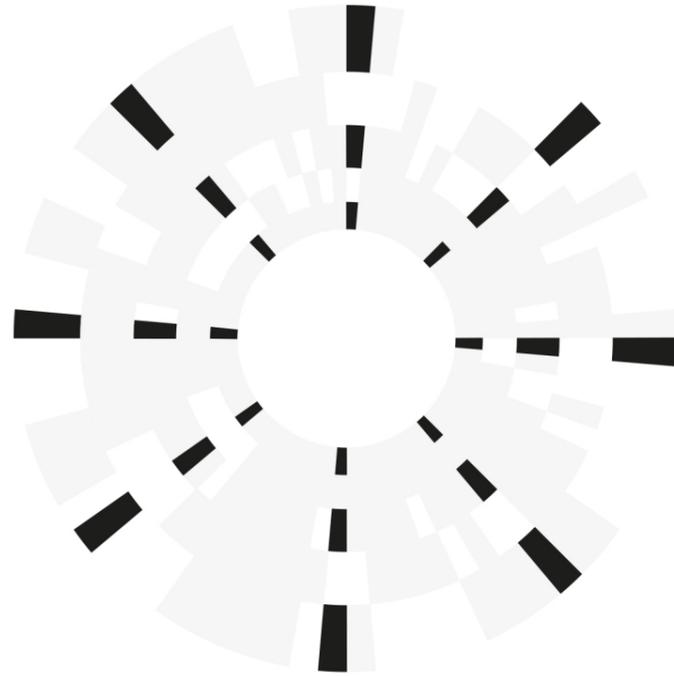
The new icons give the Altia product range an identity of its own. They summarise the product characteristics and neatly add to the Altia brand.

"In developing the product branding The loft talked with all the staff and came up with individual product brand designs that reflect the differing properties of the software yet are linked in their overall theme. We are very pleased with the result and proudly include them on all information sent out of the company."

***Ian Watson, Managing Director of Altia Solutions***



SCAN DATA



LINK DATA



CLEAN DATA



INVESTIGATION TOOLKIT



DIGITAL MANAGER



INSIGHT



FINANCIAL TOOLBAR



## BRIEF

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Beeks FX VPS are one of the global leaders in managed virtual private servers for automated trading. 9/10 of the largest forex brokers in the world use a Beeks FX VPS. The company were looking to re-brand after the acquisition of New York rival - Galant VPS and their move to becoming an international brand.

The loft were asked to re-brand Beeks FX VPS, create and build a new website and collaborate with Alasdair Curry of XYZ Creative on the design of a new video.

## SOLUTION

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Beeks FX VPS have two key advantages over their rivals - Reliability and speed of service. We focussed mainly on the speed of their service, known to their customers as 'latency.' We looked to build an identity which vividly told the story of this speed, after speaking with the management team - the latencies achieved by Beeks FX VPS were down to...

- An infinite loop, where data is held, before signals are made for transactions.
- Strategic positioning. The Beeks FX VPS Servers were in the same Data Centre as The London Stock Exchange allowing for lightning quick trades.
- The speed at which the data leaves the loop.

Each of these elements were brought to life in the brand identity, website and the video.

The website can be seen at <http://www.beeksfx.com>

The video can be found at <https://www.youtube.com/watch?v=1gZ-Guh4Jlc>

## RESULT

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The new brand, website and video site are a huge step forward for Beeks FX VPS who now hold a dominant position in the global market.

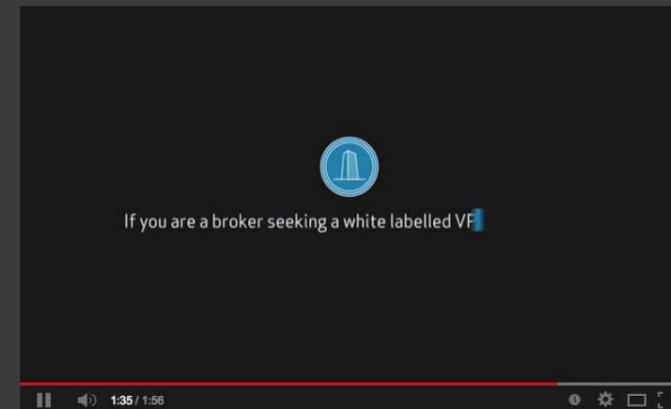
"The loft were instrumental in our re-branding exercise at BeeksFX as we continue to grow our international business, they went above and beyond when working to a tight deadline.

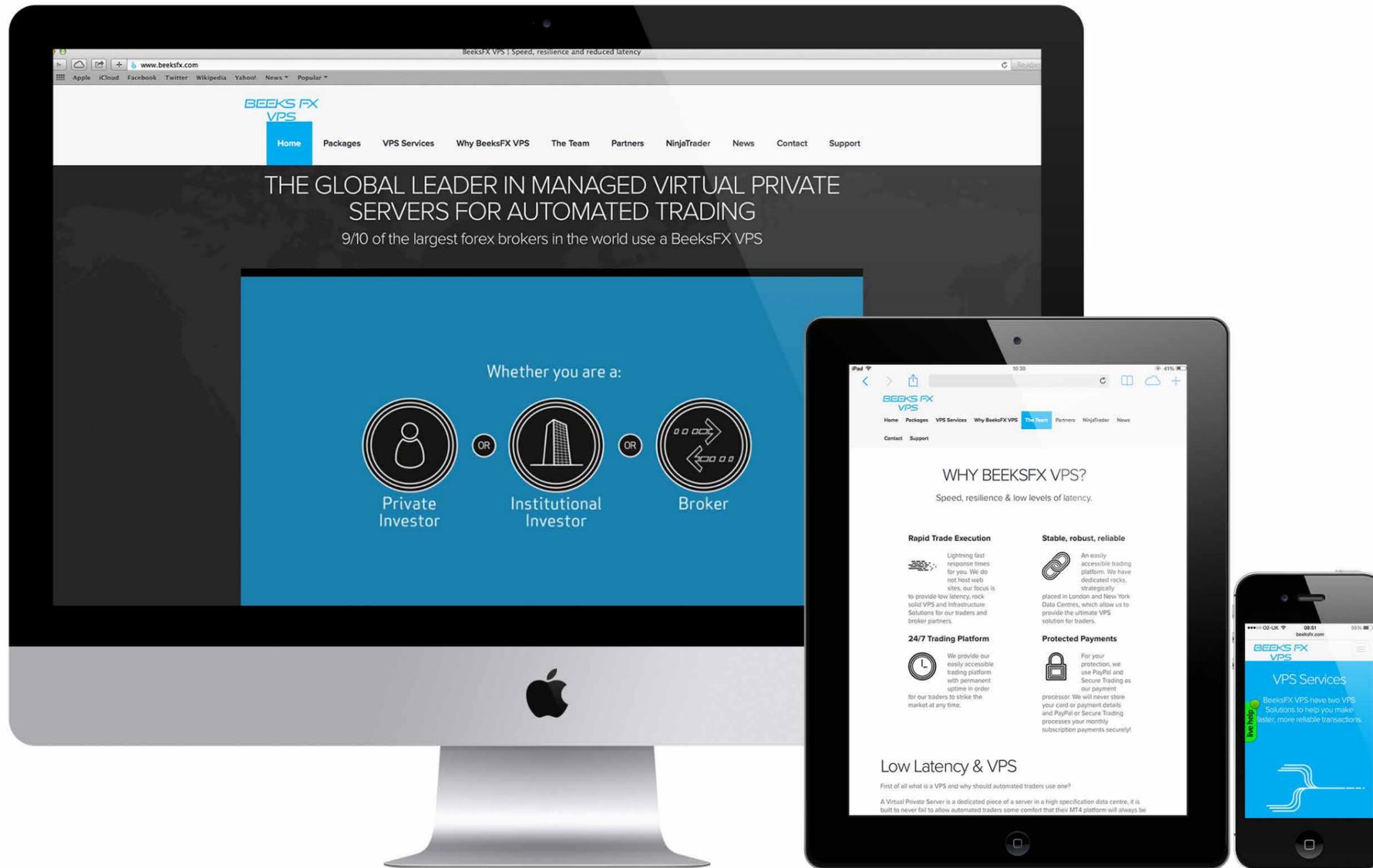
Our team enjoyed working with them and it was a fun experience, however threats of free Prosecco have yet to materialise."

**Gordon McArthur, CEO, Beeks FX VPS**



*BEEKS FX*  
*VPS*





THE GLOBAL LEADER IN MANAGED VIRTUAL PRIVATE SERVERS FOR AUTOMATED TRADING

9/10 of the largest forex brokers in the world use a BeeksFX VPS

Whether you are a:

Private Investor OR Institutional Investor OR Broker

WHY BEEKSFX VPS?

Speed, resilience & low levels of latency.

**Rapid Trade Execution**  
Lightning fast response times for you. We do not host web sites, our focus is to provide low latency, rock solid VPS and Infrastructure Solutions for our traders and broker partners.

**Stable, robust, reliable**  
An easily accessible trading platform. We have dedicated racks, strategically placed in London and New York Data Centres, which allow us to provide the ultimate VPS solution for traders.

**24/7 Trading Platform**  
We provide our easily accessible trading platform with permanent uptime in order for our traders to strike the market at any time.

**Protected Payments**  
For your protection, we use PayPal and Secure Trading as our payment processor. We will never store your card or payment details and PayPal or Secure Trading processes your monthly subscription payments securely!

Low Latency & VPS

First of all what is a VPS and why should automated traders use one?  
A Virtual Private Server is a dedicated piece of a server in a high specification data centre, it is built to never fail to allow automated traders some comfort that their MT4 platform will always be

BeeksFX VPS

VPS Services

BeeksFX VPS have two VPS Solutions to help you make faster, more reliable transactions.



## BRIEF

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Women's Enterprise Scotland 'provide inspiration, information and a voice for women in business.' They have a tremendous story to tell about the success of women in business. Statistics such as 'women led business contribute more than £5billion towards the Scottish economy' and '94,000 women in Scotland are self-employed.' Women's Enterprise Scotland asked the loft to create an info graphic that would proudly display these statistics as well as provide a design to their Action Framework.

## SOLUTION

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We worked closely with the good folks from Women's Enterprise Scotland to create an info-graph that told a story of growth for female entrepreneurs in Scotland. We designed an abstract flower that contained each element of information. We also proudly incorporated the colours of Women's Enterprise Scotland; the famous Suffragette colours.

The info-graphic was designed to be compatible for both digital and print and was complimented with a specially branded document for the Action Framework Launch.

## RESULT

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Printed brochures were created for 'The Women's Enterprise Action Framework Launch' at The Cranachan & Crowdie in Edinburgh to Cabinet Secretary for Finance, Employment and Sustainable Growth, John Swinney MSP and Minister for Youth Employment, Angela Constance. The info graphic brochure and action framework all helped to present the case for women's enterprise in Scotland.

"Women's Enterprise Scotland enjoyed working with the Loft on a project to help us demonstrate pictorially what we do. We were pleased with the process from start to end product. They listened to our brief and developed a creative concept that suited our needs and budget."

**Margaret Gibson**  
**Chief Executive, Women's Enterprise Scotland**

# Women's Enterprise Scotland

ENCOURAGE | NURTURE | DEVELOP | SUPPORT

If rates of women - led businesses equalled that of men, the contribution to Scotland's GVA would increase to £13billion



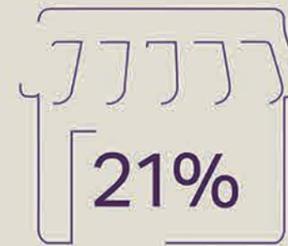
87% of women want to grow their businesses  
27% want to grow rapidly



Women - led businesses contribute more than £5billion towards the Scottish economy



70,000  
women are  
business  
owners



of 343,000 SMEs  
are led by women



women in Scotland  
are self-employed

Women's Enterprise Scotland is a community interest company which provides inspiration, information and a voice for women in business. It promotes female entrepreneurs in the media, influences government policy and economic strategy, and collaborates with private, public and third sectors to promote women's enterprise as an economic driver.

**INSPIRING...** more women in Scotland to set up and grow their businesses or social enterprises.

**INFORMING...** women in Scotland of help available and where to go for support.

**PROVIDING A VOICE...** for women to influence and advocate for women's enterprise to be at the centre of Scotland's economic development policy and strategy.

**INFLUENCING...** government and private sector thinking, policy and strategy on the economic and business opportunities presented by increasing women owned businesses.

**PROMOTING...** women's enterprise in the media; breaking down any barriers and preconceptions which create a failure to recognise the full economic potential of women.



## BRIEF

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Springboard Marketing provide very intelligent sales solutions for their clients via a range of services including telemarketing and CRM System management. They greatly increase the efficiency of sales teams in managing their CRM Systems. One of the biggest challenges faced by Springboard Marketing is the persuasion of sales staff to properly use and record their sales data for the good of the team.

## SOLUTION

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We worked very closely with Steven Sibbald of Springboard Marketing and one of their key clients to create a 'board game info graph' that would encourage sales staff to follow the prescribed sales processes. We worked incredibly hard to ensure that the most important information was present on the final solution yet the game was simple enough to adopt. We had great fun creating individual avatars for some of the key characters.

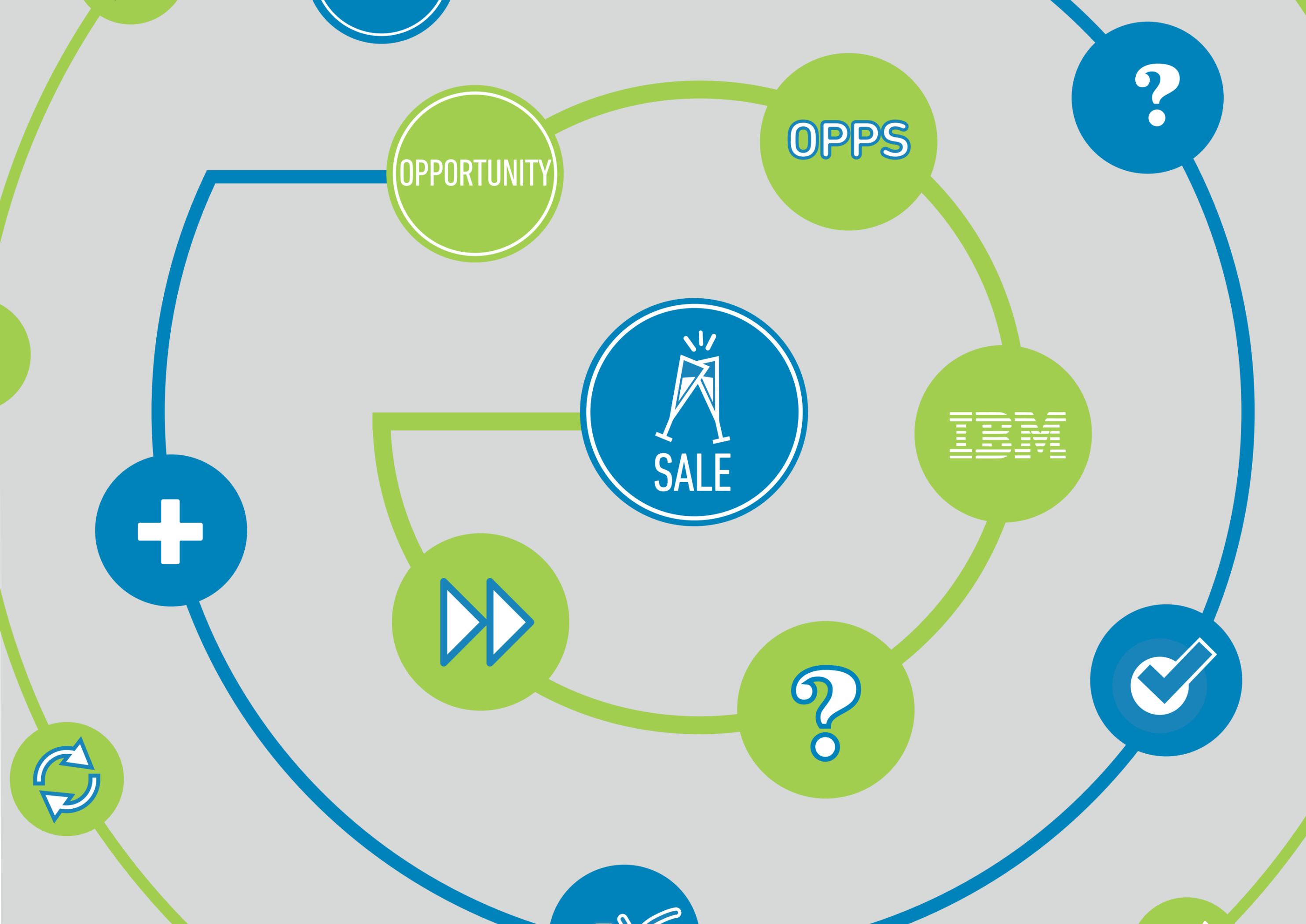
## RESULT

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The final digital and printed versions of the board game info graphs are now widely used by a number of the sales staff from clients of Springboard Marketing. Job done!

"The loft did an outstanding job in assisting me with a very complex piece of work. They created an exceptional solution that was both creative and beautifully finished. Great team, good fun and brilliant designers."

***Steven Sibbald, Managing Director of Springboard Marketing***



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OPPS

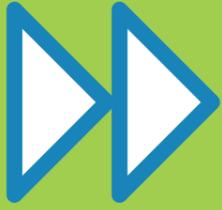
OPPORTUNITY

IBM

SALE

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+

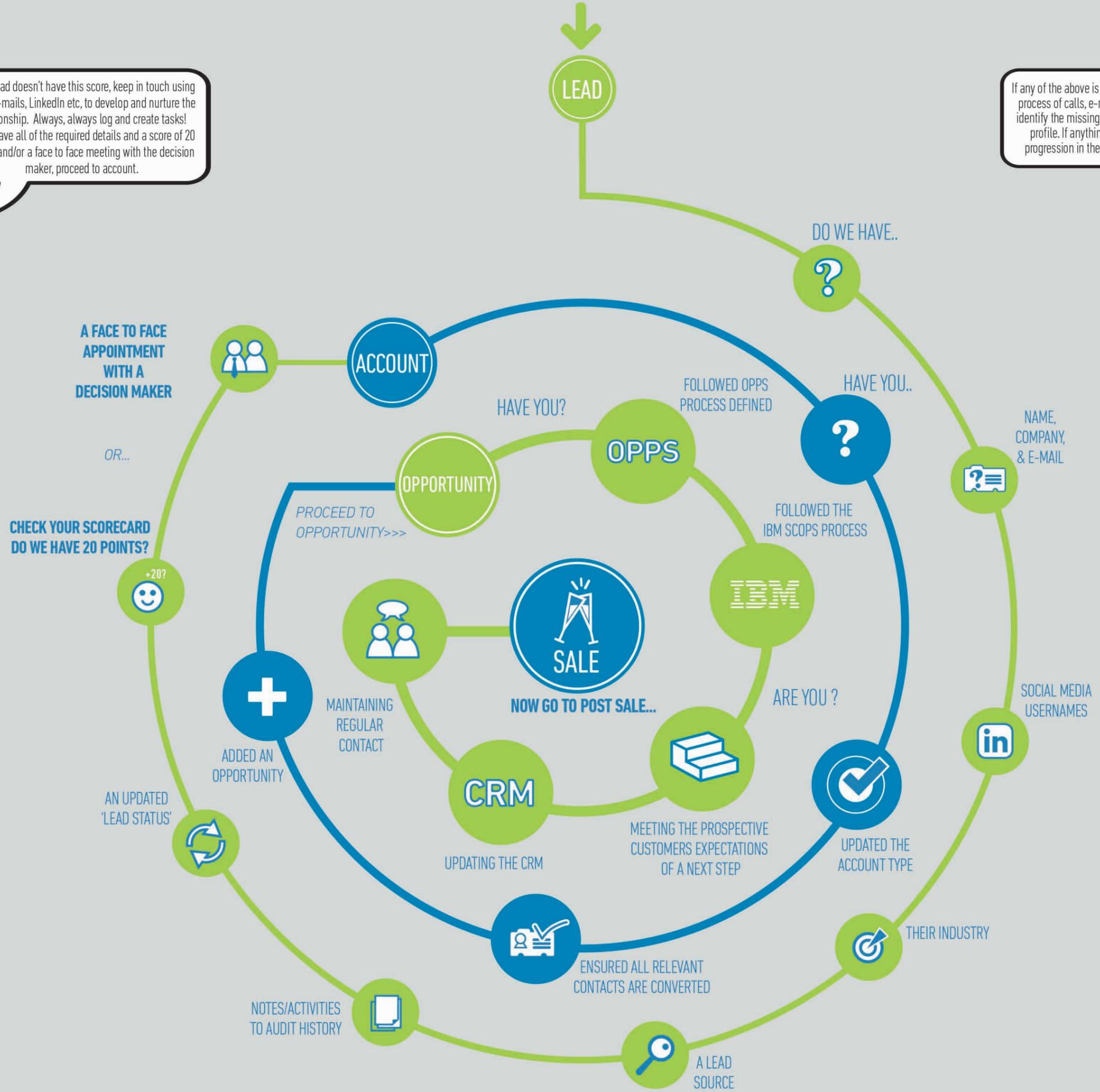


# IT ALL BEGINS WITH A LEAD

## LET'S PLAY A GAME TO DETERMINE THE QUALITY OF YOUR LEAD...

If the lead doesn't have this score, keep in touch using calls, e-mails, LinkedIn etc, to develop and nurture the relationship. Always, always log and create tasks!  
 If we have all of the required details and a score of 20 points and/or a face to face meeting with the decision maker, proceed to account.

If any of the above is missing, through the process of calls, e-mails and activities, identify the missing areas and build the profile. If anything is missing, the progression in the sales cycle halts!



If the 'expected close date' elapses or is likely to elapse, keep it updated so we all get a real time view  
 - DON'T OVER COMMIT  
 - NO SURPRISES!





## POST SALE

WOO HOO! WE HAVE A SALE! PLEASE REMEMBER TO...



CELEBRATE



UPDATE THE OPPORTUNITY TO 'CLOSED WON' OR 'CLOSED WON IMPLEMENTING DEPENDENT ON KIT'



UPDATE THE ACCOUNT TYPE TO 'ACTIVE CUSTOMER'



SEND THE CUSTOMER AN E-MAIL THANKING THEM FOR CHOOSING SERIC



LIAISE WITH GREG/BILLY ON NEXT STEPS



KEEP REGULAR CONTACT WITH THE CUSTOMER

## SCORE CARD

WE SHALL USE THIS IN THE GAME TO QUALIFY OUR LEAD... HAS YOUR LEAD?



ATTENDED AN EVENT



REQUESTED A CALL BACK



IDENTIFIED A NEED



REQUESTED INFO ON PRODUCTS /SERVICES



REQUESTED A WEBINAR



REQUESTED A MEETING



CONNECTED ON LINKEDIN



IDENTIFIED THE DECISION MAKER



SUBSCRIBED TO A MAILING LIST



IDENTIFIED THEIR BUDGET



DOES YOUR LEAD BUY FROM A COMPETITOR?



## BRIEF

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Keto Pumps are an ambitious and growing Pumps company based in Australia. They are owned by Private Equity Fund, Clyde Blowers Capital. We were asked to design a brochure for Keto Pumps in light of their recent takeover of South African company Pump Technology Services.

## SOLUTION

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We worked very closely with the Clyde Blowers internal marketing department to design the brochure. We built on the excellent work started in-house and took the core elements of the company's competitive advantage – speed, responsiveness and customer intimacy to design the new brochure.

## RESULT

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The results are a brochure that vividly highlights the company's key competitive advantages and is now in circulation worldwide.

"The loft are really good. They are quick, easy to work with and do great work."

***Robin Tait, Marketing Director of Keto Pumps, a portfolio company of Clyde Blowers Capital***



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KETO\_PTS\_REV001\_JR

**KETO** PUMP TECHNOLOGY™ SERVICES

Pump Design, Manufacturing & Rotating Equipment Repair Specialists

Pump Design | Reverse Engineering | Pump Solutions  
Pattern Making | Casting Supply | Pump Manufacturing  
Pump & Blower Servicing & Repair | Pump Testing | Pump Training

ENGINEERING DESIGN

KETO Pump Technology Services design and manufacture all types of pumps including double-suction horizontal split-case pumps. Pumps can be designed or modified to customer specific requirements. We can re-engineer components for improved performance, reliability and cost saving. KETO Pump Technology Services specialise in increasing production outputs by improving efficiency to existing and new pumps.

MANUFACTURING

KETO Pump Technology Services manufacture an extensive range of centrifugal pumps from large split case process pumps to bore pumps and trailer mounted pump-sets. From initial pattern manufacture to final machining and heat treatment, these processes are conducted in-house ensuring that we are in total control of each step. The outcome is the right result first time, reduced lead times and lower cost.

PATTERN MAKING

KETO PTS' engineering and design team utilises the latest computer modelling, 3D design software and scanning technology to ensure our on-site pattern shop is producing high quality pattern equipment. Through the skilled hands of our pattern makers, 3D printers and CNC multi axis machines KETO PTS are able to offer a wide range of industry-specific patterns to meet our customer's unique requirements. We already have a large range of pattern equipment to service companies in the mining and heavy industry sectors.

- Horizontal and multi stage split case pumps
- Bearing housings
- Impellers
- Wear rings
- Volute
- Suction heads and covers

PATTERN LIST

Worthington Split Case Pumps

LA Type  
12LN-22 / 8LN-21 / 8LN-18 / 12LNH-21 / 12LN-29 / 12LN-17 / 10LN-22 / 10LN-18

LR Type

2 1/2 LR-10 / 4LR-12 / 4LR-14 / 4LR-11 / 6LR-16 / 8LR-13 / 10LR-15

DR Type

4DR-15

LA Type

12LA-4

Worthington Impellers

3IN-143 / 4IN-143 / 4IN-153 / 4LR-13A / 4LR-14 / 4LR-12E / 5LR-15D / 6LR-16B / 6LR-16D / 8LR-18A / 8LR-21D / 8LN-21E / 8LR-13A 10HN-22A / 10HN-27 HIGH FLOW / 10HN-27 LOW FLOW / 10LNH-18A / 10LNH-22 10LNH-22A / 10LA-15A / 10H-41 / 12LN-21A 12LN-32 12LNH-21 / 12LNH-21B / 12LN-32C 16LNH-23C

PTS also have an extensive register of patterns across Slurry and BFO Centrifugal Pumps.

ROMER ARM

The Romer Arm is the latest technology for both QA inspection and reverse engineering using a combination of co-ordinate measurement and laser scanning.

This is a compact portable system which can be used on site for in-situ data collection, reducing the need to take parts out of service for extended periods.

3 AXIS CNC ROUTING

Our in-house CNC Router is used to physically machine cut Foundry Patterns from traditional materials utilising 3D model driven technology and remains without question the mainstay of competitive manufacturing worldwide.

The Router not only eliminates costly manual processes necessary for the cast metal patterns but actually relieves pressure from existing staff to meet delivery targets. From a business perspective the key shift, apart from accuracy and time saving, is the moving of the design decision making from workshop to engineering.

3D Z CORE PRINTING

Newly designed pump impellers or reverse engineered data from the Romer arm can be turned into casting patterns in a fraction of the time of conventional pattern making through a process of 3D printing. This technique ensures absolute accuracy of the complex compound curves used in impeller vane development.

For double entry impellers the 3D printing of impeller vanes ensures that the vane leading edge profiles on both sides are an exact mirror image resulting in balanced hydraulic loading on shafts and bearings.

DYNAMIC BALANCING

KETO PTS utilises a hard bearing style balancing machine that indicates residual unbalance in both single and dual planes. This equipment is used for balancing impellers and single or multi stage rotating assemblies to ISO 1940 2003 Grade G6.3 or above. NATA accredited certificates are also available. This attention to detail ensures minimal vibration, extended bearing life and optimal pump efficiency.



INTRODUCTION TO KETO PUMPS AND SYSTEMS

KETO Pumps is a designer, manufacturer, and supplier of engineered slurry pumps, solutions and associated pump packages to the global mining market. We are able to support the existing market with spares that fit into the dominant brand.

KETO Pumps is committed to delivering industry leading products and services which meet the technical and commercial challenges of our customers. We operate across the full spectrum of mining industry activities. Our customer focused aftermarket organisation is positioned to provide comprehensive care for our varied and diverse product lines.

In 2012, global engineering group Clyde Blowers Capital acquired KETO Pumps Australia, First Africa Pumps and Tri-Invest. The merge of the three companies formed KETO Pumps and Systems. Clyde Blowers Capital is a private equity company specialising in engineering businesses. Their current portfolio includes David Brown Gear, David Brown Hydraulics, Parsons Peebles Motors & Generators and Moventax.

In October 2013 KETO acquired Pump Technology Services.

'KETO Pumps is committed to delivering industry leading products and services which meet the technical and commercial challenges of our customers.'



## BRIEF

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Murphy Wealth are a rapidly growing Wealth Management firm based in Ayr, Scotland. To coincide with their 35th Anniversary and impending move to Glasgow, they commissioned the loft to build an entire new brand and website. The main strategic objectives were to attract more clients, to build the perceived value of the brand and to build strategic partnerships with major Scottish legal firms.

## SOLUTION

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We worked very closely with Murphy Wealth to create a brand strategy and then a wide range of communications. Key to the strategy was understanding their main competitive advantage in the marketplace – with such a widespread distrust of financial institutions – ‘transparency’ was seen as the most authentic and obvious building block for the brand. The theme of transparency was used throughout the entire branding process – it inspired the logo, icons and all areas of art direction.

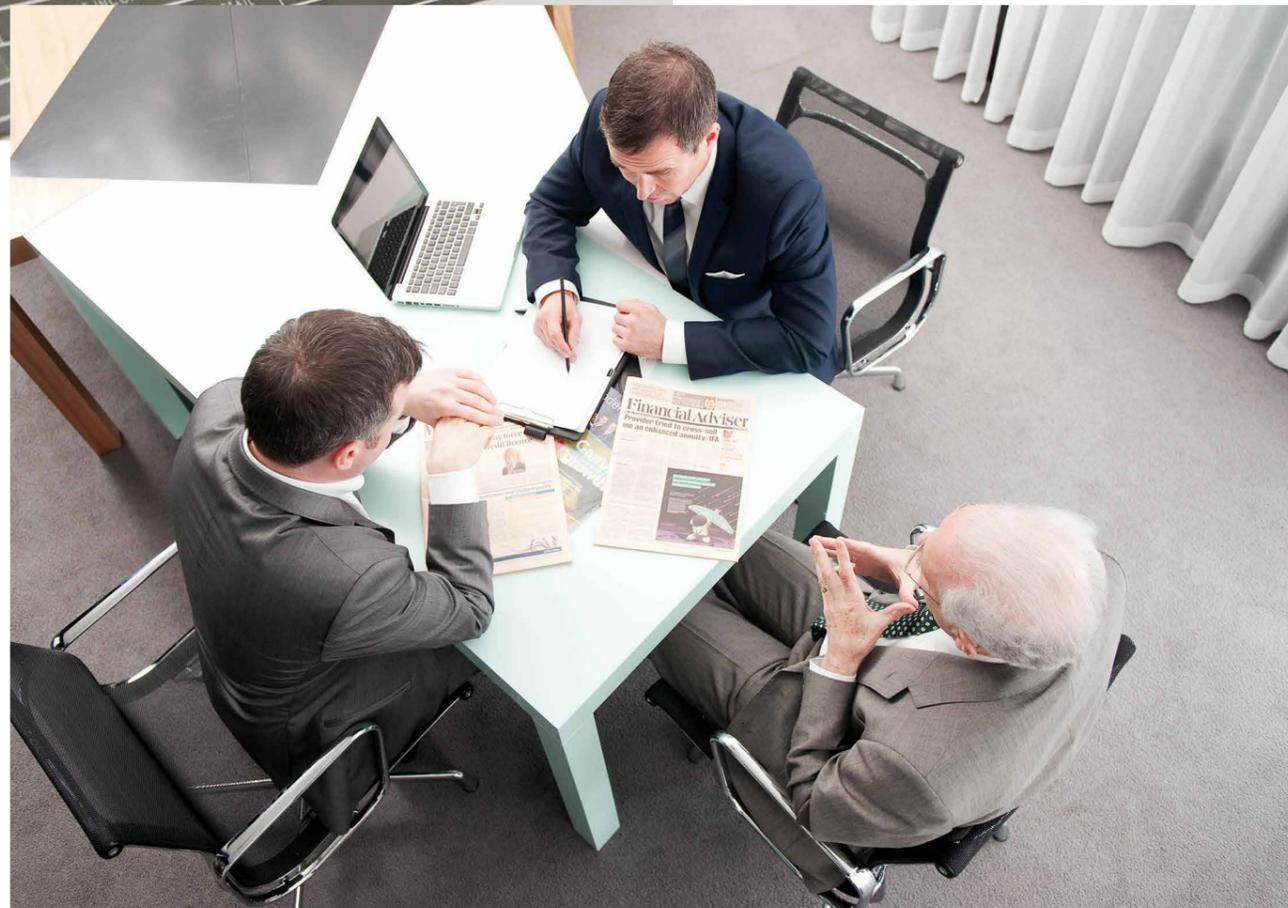
We created a brand new and eye-catching website which is now used to display all forms of company information. In addition, it is built on a brand new content management system, is fully responsive and is fully compatible with smart phones, tablets and desktops.

## RESULT

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The results of this project are clear for everybody to see, a much more sophisticated brand, a huge step forward in the company’s digital presence and the reaching of all of the company’s main objectives pre-project. We were delighted to be subsequently awarded the design and build of the website for their sister company, Murphy Insurance, which shall be complete before very soon.





**FAQ**  
INFORMATION  
PORTAL

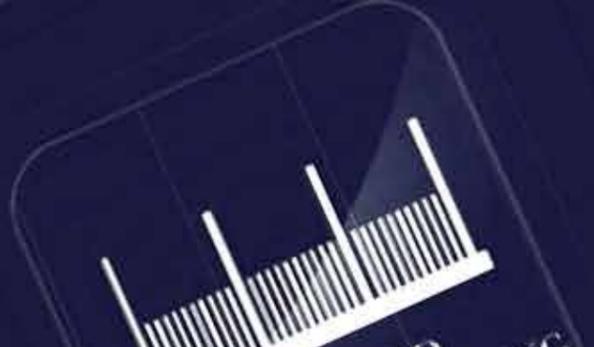
  
BLOG

  
TWITTER

  
WHAT WE DO

  
NEWS

  
CONTACT US

  
TAILORED  
FINANCIAL PLANNING

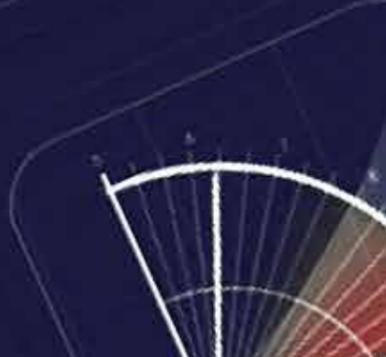
**TAX**  
TAX-PLANNING

**DISCRETIONARY**  
MANAGEMENT

  
ENDORSEMENTS

  
WORKING WITH  
PROFESSIONALS

**NEWS**  
NEWSLETTER

  
RISK-PR

  
CLIENT LOG-IN

  
PORTFOLIO  
MANAGEMENT

**MW**  
WE ARE

  
STUDIES



## BRIEF

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Altia Solutions are one of Scotland's fastest growing software companies. Their well-established brand is synonymous with quality and a bespoke level of service. Altia approached the loft to create a brand that would tie-in with the data elements of the new product sub-brands yet continue with the success and familiarity of their current brand - 'the wee man.' The company also wanted the loft to explore a 'stronger message' for future communications.

## SOLUTION

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The loft worked incredibly closely with the entire company. Every single member of staff was interviewed as part of the branding process. The management of Altia Solutions were adamant that any new brand carried every single member of staff with it. The first part of the brand was to create a company message. After spending invaluable time with the staff it became apparent that although 'assisting investigators' was very important as a message, the company did and were more than that - they provide an incredibly 'customer-focused' and 'human experience' for a technology company that deals with massive amounts of data.

The company tag-line 'Humanising Data' was created as not only a message but an entire narrative for the new brand. The next stages were to look at ways of incorporating this new message into the current logo.

The Altia 'Wee-Man' was given a 'half-data' personality to symbolise the chaos and unpredictability of data. We also customised the typeface and softened the overall appearance.

## RESULT

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The updated brand perfectly allows Altia to communicate a strengthened message whilst maintaining continuity with the success of their current brand.

"The Loft worked closely with the whole staff and developed a company re-branding that encapsulates the very being of the company. It was refreshing to be able to interact with all of the designers and have our ideas and thoughts taken seriously. A great experience!"

***Ian Watson, Managing Director of Altia Solutions***



**Altiä**  
Solutions



## BRIEF

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Murphy Insurance are a leading Insurance Broker based in the West/Central belt of Scotland. After working with Murphy Wealth, The loft was commissioned to design and build a new website that communicates the company's love of 'proper' broking and absolute dedication to quality of service.

## SOLUTION

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'Authenticity' and 'quality' were absolute buzzwords for the new website. The loft worked very closely with Tom and John from Murphy Insurance as well as photographer Malcolm Cochrane to create a range of images that were in-fitting with the company message and would enhance the website.

A specialist 'process' section was created to highlight the 6-step process that Murphy Insurance takes with each client. The site was also designed on a responsive template that would allow the website to be used on smart-phone/tablet devices.

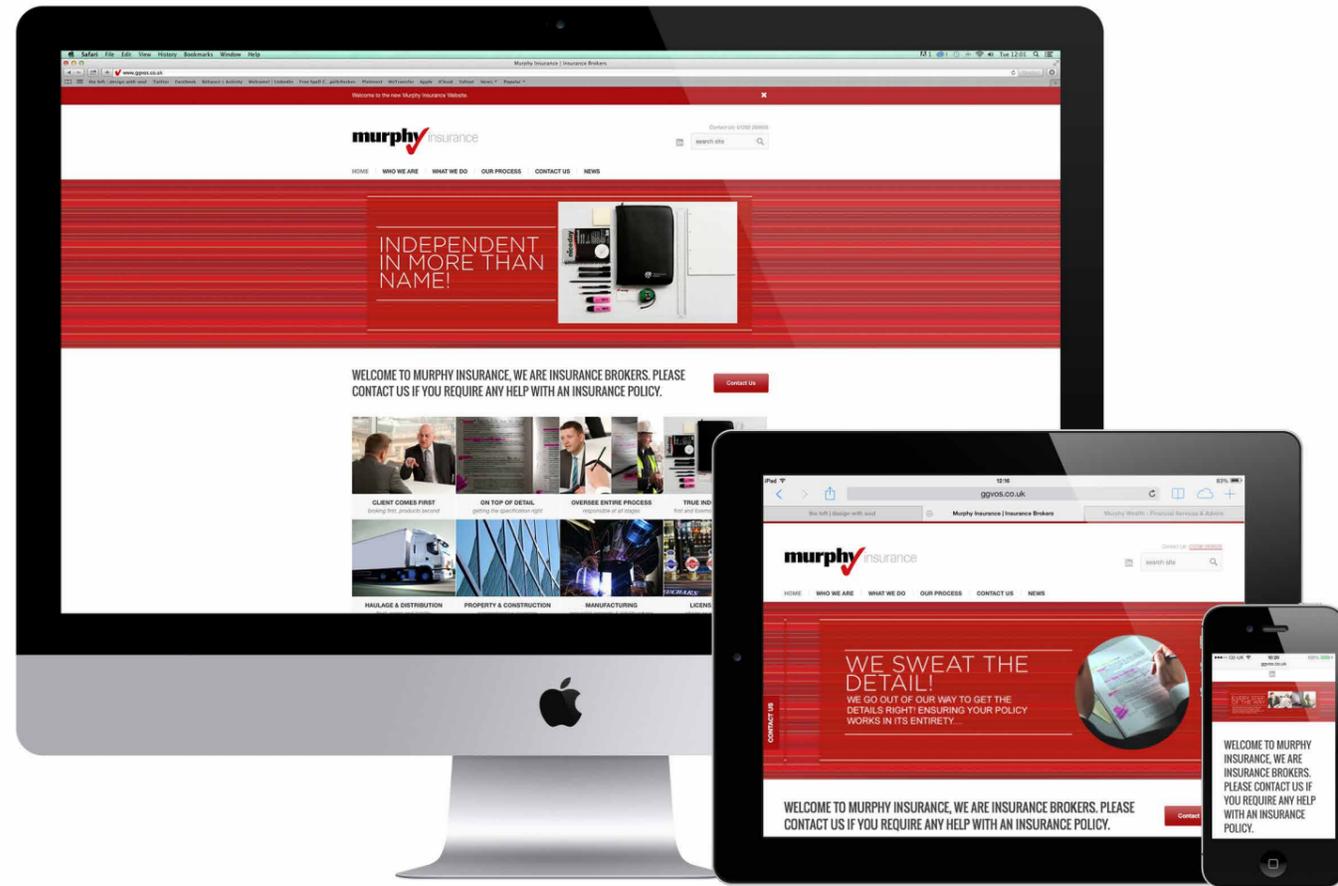
## RESULT

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The new site is a huge step forward for Murphy Insurance who are better able to communicate the real strengths of their brand - absolute commitment to the process and dedication to excellence in client service.

"The great thing about dealing with the guys at the loft was the time taken at the outset to get under our skin and really find out what makes us tick. Then they come up with a way of communicating that ethos, all backed up with excellent design. A real bespoke service. "

*Tom Yorke, Managing Director, Murphy Insurance*





## BRIEF

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Altia Solutions is one of Scotland's most rapidly growing software companies. Their software is used to assist with complex investigations. We were asked to create a range of materials for the company that would help to demonstrate to potential users the real benefits of the software and the various packages for a number of trade shows.

## SOLUTION

---

We worked very closely with the Altia Solutions team to really understand the software, how it works and the benefits to the end user. We then created a range of very graphic designs that simplified the information flow for the main software and individual packages. Designs were created for large banners but were also designed for use on digital formats too.

## RESULT

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Sensational results, the trade show stand was phenomenally well received with the MD describing their stand as more popular than 'Jaegermeister's and they had to give out free shots.' There was a reported three-fold increase in footfall over the stand from the previous year. This has resulted in a sales increase in the event follow-up.

"The Loft produced an innovative design for our trade stand at a recent conference. It certainly succeeded in drawing attention to our stand and there was a significant increase in the number of people stopping to ask about our products and interact with the staff – so it worked well!"

***Ian Watson, Managing Director of Altia Solutions***



# INVESTIGATION SOFTWARE

BROUGHT TO YOU BY ALTIA SOLUTIONS



POLICE



LOCAL GOVERNMENT



CENTRAL GOVERNMENT



CORPORATE FRAUD



PROCEEDS OF CRIME

EVIDENCE PROCESSING



INVESTIGATION TOOLKIT



FINANCIAL ANALYSIS TOOLBAR

INVESTIGATION MANAGEMENT



INSIGHT

## INVESTIGATION TOOLKIT

## FINANCIAL ANALYSIS

## INSIGHT



# INVESTIGATION TOOLKIT

BROUGHT TO YOU BY ALTIA SOLUTIONS



CONVERT SEMI-STRUCTURED EVIDENCE INTO USABLE INFORMATION



## SCAN

BANK STATEMENTS & OTHER RANGES OF DATA



## CONVERT

WITH ALTIA OCR APPLICATION



USED IN CONJUNCTION WITH EXCEL



## TRANSFORM

RAW TEXT OUTPUT INTO USABLE INFORMATION

- 10x FASTER THAN MANUAL DATA
- DRAMATICALLY REDUCES INPUT COSTS
- INTERNATIONALLY PROVEN



### Summary

The Altia Investigation Toolkit is a comprehensive application for converting bank statements to consistent error-checked Excel® files. The Investigation Toolkit is ten times faster than manual data entry, dramatically reducing input costs and dependence on limited typing resource. Unlike standard OCR packages it transforms the raw text output into useable information. The Altia Investigation Toolkit is internationally proven, with hundreds of installations in police, public and private sector organisations across the world. What's more, it comes with full training and professional support.



# INSIGHT

BROUGHT TO YOU BY ALTIA SOLUTIONS



AN EASY-TO-USE, COST-EFFECTIVE, SOFTWARE PACKAGE FOR MANAGING ALL TYPES OF INVESTIGATION FROM BEGINNING TO END.



PAPER DOCUMENTS



VEHICLES



DIGITAL DOCUMENTS



COMMUNICATIONS



PEOPLE & ORGANISATIONS



ASSETS & ACCOUNTS



PLACES



MULTIMEDIA

SET POLICY, ALLOCATE TASK & RECORD

ORGANISE & RESEARCH

DIGITAL STORAGE



Altia Insight is a comprehensive investigation management system which is remarkably easy to use. It simplifies the process of entering and storing information and material; merges the functions of a database and digital evidence store; provides a comprehensive set of tools for managing and progressing your investigation, and enables users to create case bundles and disclosure lists in digital format. Altia Insight minimizes paperwork, improves efficiency and can make your investigators more effective.

INPUT CASE DATA

BUILD DIGITAL INVESTIGATION

DIGITAL CASE FILE



# INVESTIGATION SOFTWARE

BROUGHT TO YOU BY ALTIA SOLUTIONS



EVIDENCE PROCESSING



INVESTIGATION TOOLKIT

TRANSFORM DATA TO INFORMATION

- CAPTURE
- TRANSFORM
- STRUCTURE



FINANCIAL ANALYSIS TOOLBAR

MAKING SENSE OF FINANCIAL DATA

- CATEGORISE
- SUMMARISE
- REPORT



INSIGHT

MANAGE YOUR ENTIRE INVESTIGATION DIGITALLY

- DATA & DOCUMENTS
- RESEARCH & ORGANISATION
- FILE PREPARATION

STRUCTURED DATA



TANGIBLE EVIDENCE



DIGITAL CASE FILES



PAPER DOCUMENTS



DIGITAL DOCUMENTS



PEOPLE & ORGANISATIONS



LOCATIONS



VEHICLES



COMMUNICATIONS



ASSETS & ACCOUNTS



## BRIEF

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Jim Henderson is a business coach for renowned business-coaching consultancy 'ShirlawsUK.' Although a proud member of the Shirlaws family, Jim was looking for something a little more personal to help build his social media presence. The loft and Jim worked together on a new personal blog and art-directed photography that would help to tell a story about Jim and the impressive work he does with Shirlaws.

## SOLUTION

---

One of the most interesting aspects of working with Jim is his ability to sketch out diagrams and pictures right in front of you as part of his lessons. It is a truly impressive feat (one that as creatives, we particularly enjoy.) We wanted to get that across in Jim's pictures. We set-up a photo-shoot that helped to get this unique aspect of Jim's work across. We created a much-updated and responsive blog that would load news items on-demand as well as encourage 'social-sharing.'

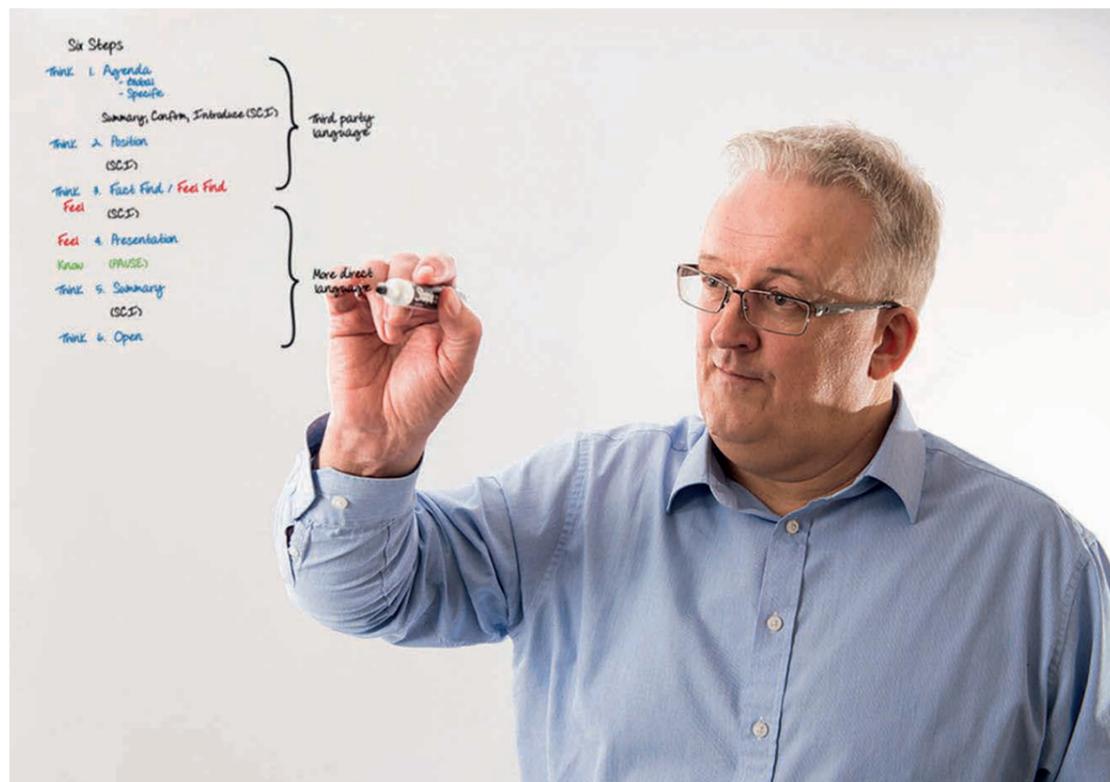
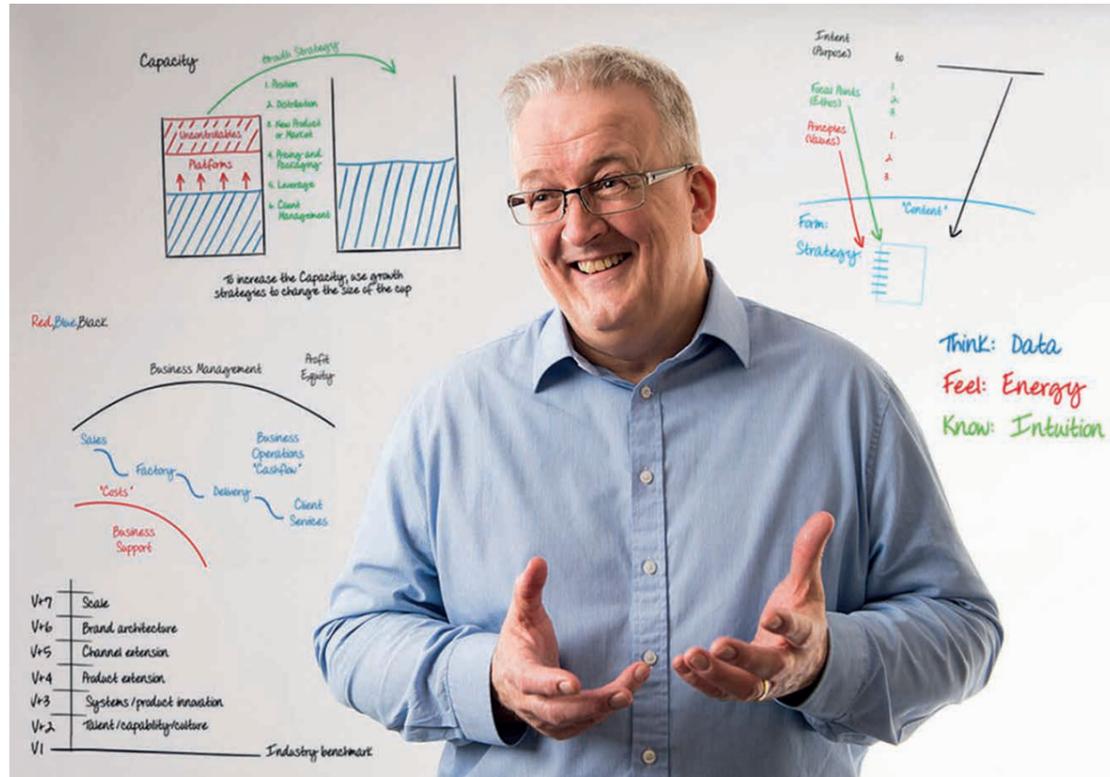
## RESULT

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The updated photography helps to give Jim a unique profile for his social media presence and the revised blog is a huge step forward in terms of appearance and functionality to help Jim share great stories of working with entrepreneurs in his role as a business coach for Shirlaws.

"When I engaged the loft to work on creating the JimatShirlaws blog, I wanted something that looked and felt different whilst embodying the Shirlaws brand ethos. The result was fantastic, I was absolutely delighted and would not hesitate in recommending the loft's work - professional, creative and with soul."

*Jim Henderson, Partner, Shirlaws Coaching*





## BRIEF

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Construct Build Pro UK approached the loft to help them communicate what they really do to their clients. The nature of their services was very innovative and forward looking but they felt that their brand was misunderstood by a number of clients. We were asked to look at the entire brand from the strategy up.

## SOLUTION

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We wanted to get under the skin of the key stakeholders of the brand so we worked to find out what motivated and inspired them. The company was engaged in a huge number of activities, we wanted to look for the reason behind these activities? To find the true essence of the brand, 'restoring balance' was eventually found to be the phrase that best describes what the founder does.

Once 'Restore Balance' was unveiled as the key message, we worked on a range of concepts that were based on those words. The brand, photography, website design, print materials and brochure design were all inspired by variations of a circular theme that 'restores balance.'

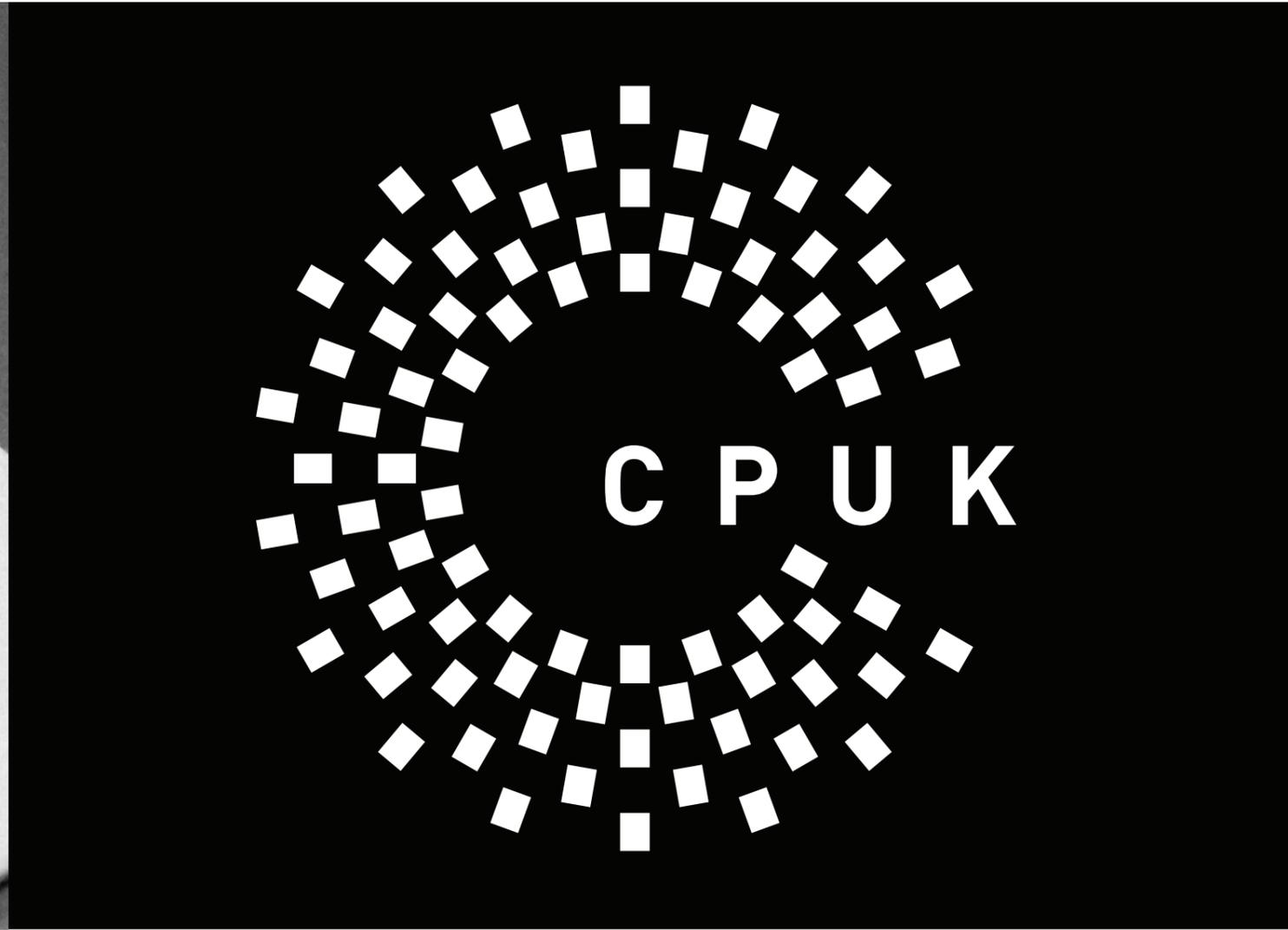
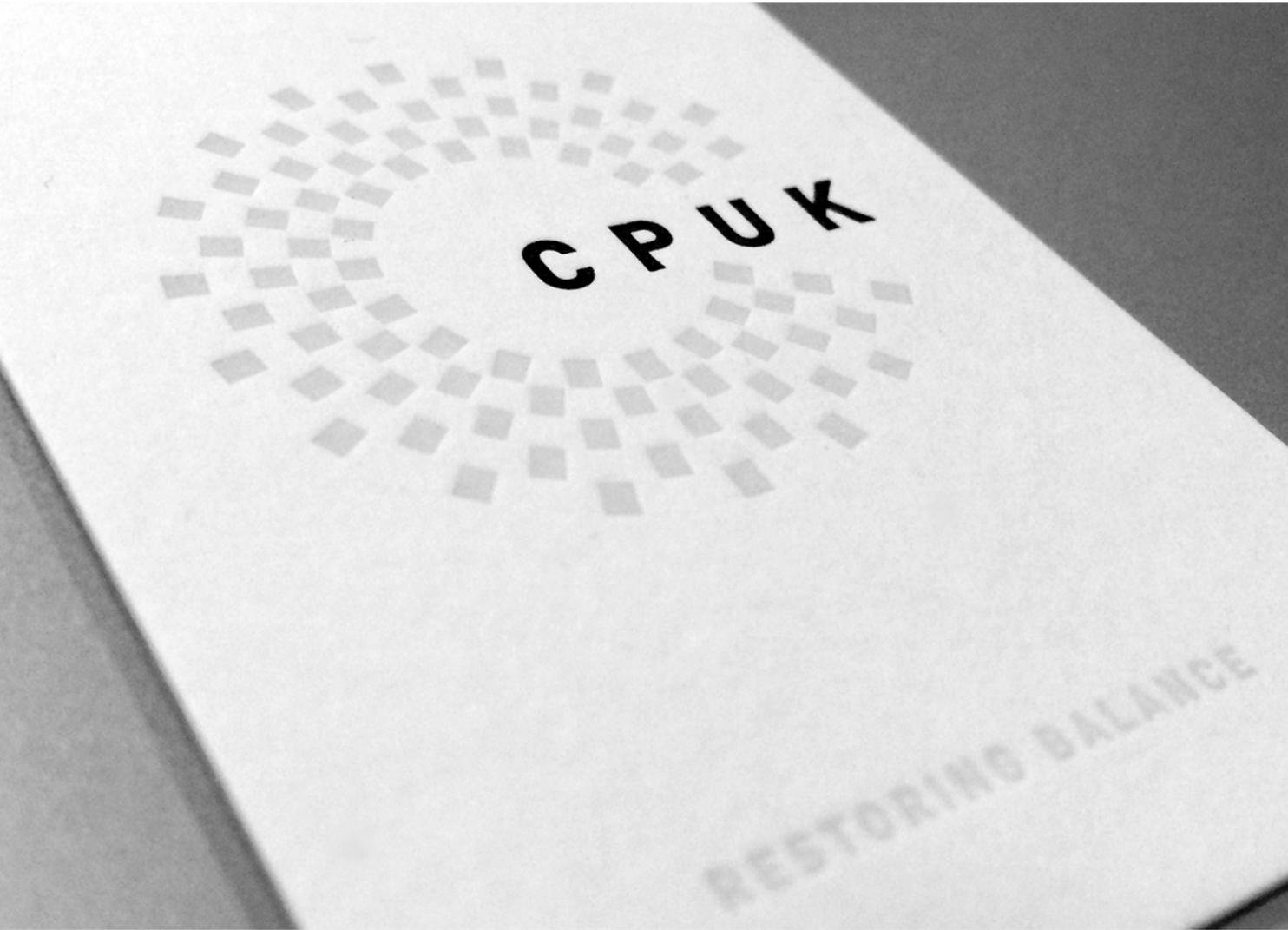
## RESULT

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A new strategy, logo, brochure and art-directed photography all help to dramatically improve the professionalism and clarity of the brand.

"Working with Benedetto & the loft has been an incredibly uplifting journey. From what was becoming dated and obscure, we have a brand that is simple and packs an incredible punch in today's competitive marketplace. Our brand is so important to everything we do as a business, so getting it right has helped us win more business. I would have no hesitation in recommending that you take this journey and beautiful define, why you do what you do."

**Yosof Ewing, Managing Director of CPUK**



# CLIENTS

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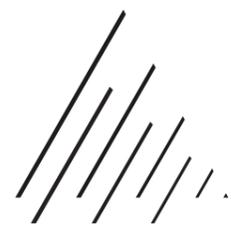




# WORKING WITH THE LOFT

We pride ourselves on excellent client relationships. The creative process is an exciting journey and one that we love to share. Making people happy is one of our biggest aims - it begins with the work but involves every part of the process.





THE LOFT

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