

THE ESTUARY LETTERS

Swan Signage manufacture a wide range of bespoke signage solutions to businesses across the UK. They were looking for a high quality laser cutting solution to provide the key components for one of their projects – an exterior sign that would hang above The Estuary, a popular restaurant in Leigh-on-Sea.

THE CHALLENGE

Swan Signage instructed Laser 24 to help create the most critical step of the sign – the letters of the restaurant name itself! After the letters were cut, they would need melding with metal pins for exterior fitting. We had to ensure these letters were cut by the deadline, within budget and at the highest quality.

There were 10 letters in total – each letter crafted independently to form the trademark name.

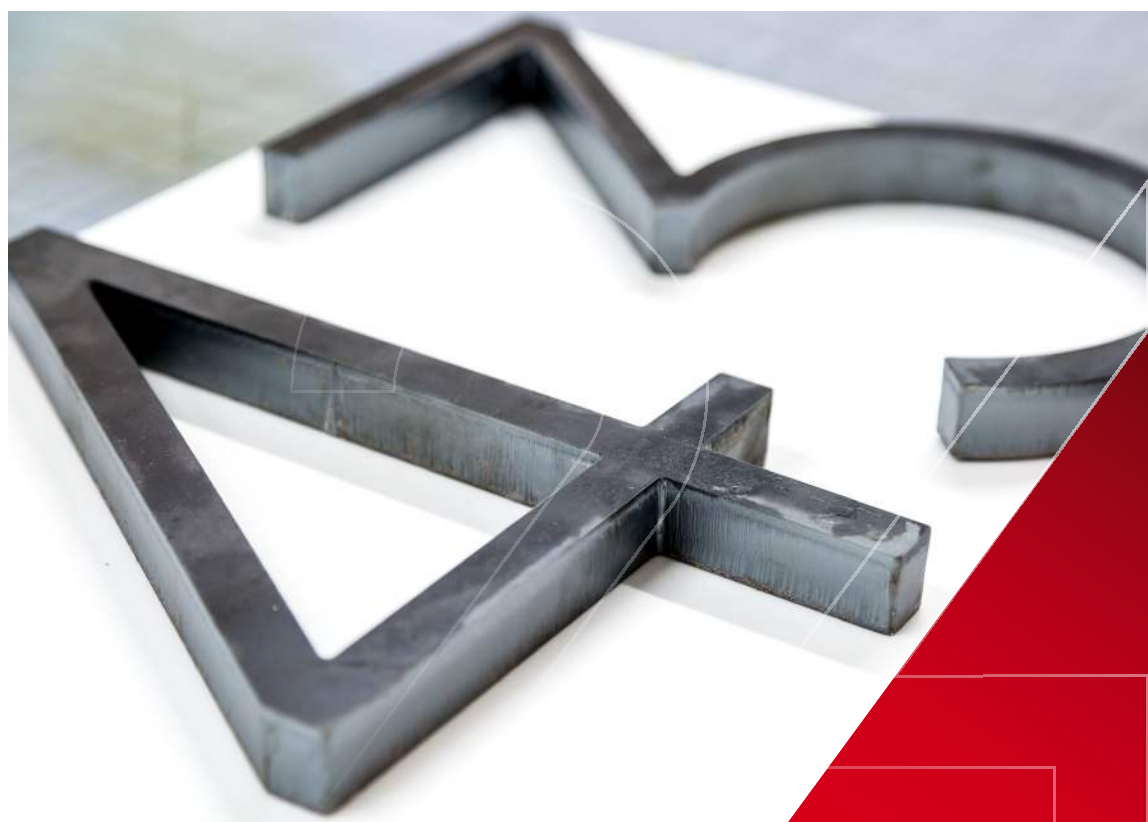
The restaurant wanted to establish their brand position and ultimately increase their footfall, we had to work alongside the creative signage company to ensure demands of the job and styling were met. While keeping true to the industrial vibe of the restaurant with metal cuts, we were to elevate it with a smooth and polished finish.

As a well-established restaurant, the manufactured metal had to be strong and thick, enough to stand the test of time. Once produced by our laser cutting team, these letters would be painted by our customer with a quality coat to suit the restaurant's sleek design.

High quality exterior signage to suit the modern restaurant identity.

“
Believe it or not,
we had to slow
down the lasers...
If we reduce the
speed of the laser
it improves the
quality of the cut to
a smooth finish.”

Jo Miller
Business Manager



The cut of the project was even better than we expected, making the finishing of the letters easier. The finishing result looks fantastic – setting the tone for the restaurant as soon as the customer walks in.

Paul Hope
Swan Signage

WHAT WE DID

There were two critical factors to ensure the right metal material and programming for this project: 1) the precise design of the letters and 2) the durability of the material. To suit the new modern feel for the restaurant, the logo had to be smooth and rounded to perfection.

With our laser cutting capabilities, there are many ways to cut signage letters, including a whole manner of materials, thicknesses and styles for the right finish. So, our laser cutting consultants worked alongside the signage team to calculate the best method of production.

For strong and thick 3D letters, we chose solid 20mm mild steel.

We needed a material that would stand the test of time, just as the restaurant has. We chose solid 20mm mild steel, an extremely durable and thick metal that can withstand even the most adverse weather conditions.

HOW WE DID IT

With all our laser cutting projects, we used our world-class Bystar 10kw Fiber Laser for ultimate precision and quick turnaround. Using our specialist BySoft programming software, our experts were able to carefully work to the high specifications of the job – such as font-styling, as well as the smooth edging on the letters.

With every task at hand, there has to be a close eye from our production team from start to finish.

THE RESULT

The customer was absolutely thrilled with precision and sleek finish on the logo, confirming they would be happy to instruct Laser 24 again for any metal-cut jobs in their pipeline. Rest assured, the sign now proudly hangs above the popular restaurant in Leigh-on-Sea. With a strong and bold sign that amplifies character, the message is clear: The Estuary is here to stay!

Metal cuts that are signed and delivered.

Our steel cut lettering was a vital part in the restaurant's renovation. The finished project fits the brief and perfectly complements the interior design.



Want to find out how we can help your signage projects?

Email Us sales@laser24.co.uk

Call us 01268 733 883