

WILLIAM SMITH GROUP 1832

# ACADEMY

TRAINING THE PROFESSIONALS



  
William Smith

  
SMITH

  
ARCHITEXTURAL

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## TRAINING THE PROFESSIONALS

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Here at William Smith, our Training Academy is dedicated to both training and inspiring those involved in the sign, graphics, and interiors industry, with whom we've been servicing for over 100 years.

Our courses cover a range of training with products from across our portfolio and are intended to help develop you as a professional, no matter what your skill level or area of interest.

Whether you are looking to become a trained installer, have a desire to improve your sales and marketing pitch to clients, or just fancy a taster for the products and opportunities in an exciting and innovative marketplace, we have the training course for you.

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**ACADEMY**

TRAINING THE PROFESSIONALS



## OUR COURSES

- 3M DI-NOC Application Training
- Architextural Application Training
- Kitchen Application Training (NEW 2022)
- Architextural Sales Training
- Avery Dennison Painting with Film 1
- 3M Window Film Training
- Remote Vehicle Wrap Training
- Vehicle Wrap Training
- Advanced Vehicle Wrap Training (NEW 2022)



## WELCOME TO THE ACADEMY

All face-to-face training at William Smith is hosted on-site at Barnard Castle within our dedicated Inspiration Centre.

The space is built with you in mind. We wanted to create facilities that encourage learning and development from the second you walk through the door.

Our purpose-built Wrap Room is fully equipped with everything you could possibly need to learn and practice your new skills.

Our team of expert trainers will also be there throughout your time here to make sure you have the best experience possible.

We aim to build lasting relationships with those who train with us here at William Smith. We're here to support you from your first steps and throughout the rest of your career. Our team will continue to work with you as you grow your business and be readily available to answer any questions or queries you may have.

You also won't leave empty handed. For any application course, the tools and accessories needed will be provided on the day. These are yours to keep, as well as a complementary goody bag to help you on your way.





ARCHITEXTURAL™

Architextural, a division of William Smith Group 1832, are a leading supplier of architectural films in the UK, designed to transform décor both inside and out.

We are proud to support designers, architects, specifiers and anyone else involved in the refurbishment process.

It is our mission to raise awareness of the new way to transform interior design. Our extensive knowledge about the products we supply, mean we can truly support you throughout the process.

We offer comprehensive training and support via our growing range of skilled installers, who have evolved through our esteemed training academy.

Our high-quality installation network can supply and install existing fixtures, fittings and furniture within bars, hotels, restaurants, retail, or any commercial or residential environment.

*Surface. Designed.*



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ARCHITEXTURAL TRAINING COURSES

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## GROW YOUR BUSINESS WITH ARCHITECTURAL FINISHES

Want to expand your business and offer more to customers? We can offer a quick, easy, and cost-effective solution for transforming building interiors and exteriors with architectural finishes.

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Every surface brings the possibility to redesign and reinvigorate space. Realise these opportunities through our Training Academy and open up lucrative opportunities for your business.

”



## 3M™ DI-NOC APPLICATION TRAINING COURSE

A two-day training course for delegates looking to take the 3M DI-NOC Endorsed assessment. The course is designed to hone your skills and put you in a great position to pass the assessment itself. It is practical and provides a fantastic opportunity to work with the film on a variety of surfaces and substrates, practicing the different techniques that will be tested during the Endorsed assessment, all under the guidance of a certified installer of 3M DI-NOC.

*Training will include:*

- All aspects of applying 3M DI-NOC
- Tips and techniques for learning how to overcome surfaces when applying 3M DI-NOC to substrates
- Constant advice and guidance from a certified installer
- Mock practical for Endorsed assessment
- Comprehensive goody bag to take away
- Certification of attendance



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More information and to book your place contact:  
[info@williamsmith.co.uk](mailto:info@williamsmith.co.uk) / 01833 690305

## ARCHITEXTURAL APPLICATION TRAINING COURSE

A comprehensive two-day training course, perfect for beginners, as well as installers looking to improve their current skills.

This course provides a great opportunity for you to broaden your understanding of the interior design opportunities provided by both 3M DI-NOC and Cover Styl', as well as plenty of practical, hands on experience.

### *Training will include:*

- All aspects of applying architectural finishes
- Tips and techniques on how to overcome surfaces when applying architectural finishes to substrates
- Constant guidance throughout the two-day experience
- Expert advice and one-to-one tuition from a certified installer of both 3M DI-NOC and Cover Styl', with a wealth of knowledge and experience within the industry
- Comprehensive goody bag to take away
- Certification of attendance

In addition to this, you will also become a part of our national installer network, meaning we'll be sure to pass on any leads we receive for work in your area, as well as providing you with any advice and guidance you need along the way.



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## NEW COURSE 2022 KITCHEN APPLICATION TRAINING COURSE

A two-day course specifically focused on applying architectural film to a kitchen environment. This course is perfect for beginners as well as those who have already taken part in our Architectural Application Training.

Kitchens are the most common environment requested for refurbishment using architectural film and the market is continuing to grow at an exponential rate. Our newest course has been designed with this in mind, and over the two days, delegates will develop the skills and knowledge necessary to approach the application of both 3M DI-NOC and Cover Styl' to a range of challenging units.

This course is largely practical based with plenty of time allowed for hands-on experience learning and mastering the new skills required to wrap a kitchen. Content includes learning how to handle kitchen sinks, shaker doors, the intricacies of worktops, and other challenging units. Delegates will complete training with a far greater understanding of approaching and overcoming all of the common complexities involved in kitchen application.

### *Training will include:*

- All aspects of applying architectural film to a kitchen environment
- Constant expert guidance throughout the two-day course
- The opportunity to practice new skills using both 3M DI-NOC and Cover Styl'
- Comprehensive goody bag to take away
- Certification of attendance



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Growing demand within the architectural market has led to the creation of this brand-new kitchen specific course. Delegates will leave with a detailed understanding and the necessary skillset to confidently approach future projects.

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## ARCHITEXTURAL SALES TRAINING COURSE

With Architectural finishes, the possibilities are endless, but being able to sell the benefits of using self-adhesive finishes over alternative surface coverings will underpin the success you have in the market.

Our one-day course is a perfect opportunity for you to learn how to sell the concept of the different architectural finishes, 3M DI-NOC and Cover Styl'. It is ideal for delegates looking to drive forward their business, providing the knowledge and support needed when pitching to potential clients.

This course is well suited as a follow up for those who have also taken part on our Architectural Application Training.

Also included in the price of the course is an impressive sales tool demo kit, containing a range of wrapped 3D shapes to showcase the application possibilities that can be achieved with architectural finishes.

### *Training will include:*

- All aspects of selling architectural finishes
- The benefits of architectural finishes
- Hints, tips, and techniques for selling architectural finishes
- Expert advice from our Training and Application Manager
- Comprehensive sales demo kit to take away



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Convincing your customers on not only the visual benefits of architectural finishes, but also the business reasons and opportunities our products will bring, is absolutely crucial.

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## PAINTING WITH FILM

Avery Dennison Facade Film is a premium quality, conformable cast film designed to offer a cost effective, non-disruptive way to refurbish the exterior of buildings. As an excellent alternative to traditional paint, Facade Film opens up lucrative opportunities for refurbishment of buildings cladding and window frames.



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## AVERY DENNISON FACADE FILM PAINTING WITH FILM 1

Take the first step to become a Specialist Facade Installer by taking Part One of the 'Painting With Film' training course.

The one day course is structured to not only broaden your understanding of the benefits and opportunities of Facade Film, but it will also give you hands on experience with applying the product yourself, in turn, preparing you for stage two of the course.

### *Training will include:*

- A great balance of theory/hands-on practice
- Advantages of this film versus paint
- How to prepare various surfaces
- Practice film application techniques onto panels and frames
- First stage to become a Specialist Avery Dennison Facade Film Installer



More information and to book your place contact:  
[info@williamsmith.co.uk](mailto:info@williamsmith.co.uk) / 01833 690305



3M WINDOW FILMS

## STAY SAFE AND COMFORTABLE

3M's Solar and Security Window Film repertoire can help ease concerns of occupants within a building. Safety and Security Window Films have the ability to strengthen glass thus reducing the potential harm caused by breaking glass and window, as well as deterring the potential of forced entry into properties. With the 3M Solar Window Films concentrating on managing temperature and comfort.



## 3M WINDOW FILM TRAINING COURSE

We are offering a comprehensive one day training course on 3M Solar and Security Window Films here at William Smith. The main aim of this training is to broaden your understanding of 3M Solar and Security Window Films, along with learning how to correctly identify the right window film for the glass type and glazing issue in question. The course will also provide the opportunity for hands on experience of applying window film yourself.

### *Training will include:*

- A great balance of theory/hands-on practice
- Learn about the advantages of Solar and Security Window Films
- Learn how to identify the right film dependant on glass type and glazing issue
- Practice film application
- Comprehensive goody bag to take away
- Certification of attendance





## WILLIAM SMITH TRAINING COURSES

Vehicle wrap training is our oldest course here at William Smith. We've been training installers now for over 10 years with more than 1000 individuals having completed the course.

With that level of experience behind us, it's not surprising to know that our wrap training remains one of the most popular courses we run. Attendees can be confident that they will be trained by a highly knowledgeable team who will provide many hints, tips, practical advice, and guidance throughout their experience.

At William Smith, we are committed to maintaining strong relationships with our customers. Many who choose to train with us continue to work with us years later, having gone on to build successful businesses of their own.



## REMOTE VEHICLE WRAP THEORY COURSE

A two and a half hour, remote course designed to cover the basic theory of vehicle wrapping. It is perfect for complete beginners or ideal as a refresher for experienced wrappers wanting to brush up on their wrapping knowledge.

Content includes, the benefits of wrapping, basic technology of wrap films, adhesive features, digital print and colour change films, how to choose the correct film for the job, graphic production and essentials for success.

Gill Harrison, Training and Application Manager at William Smith will lead the course allowing plenty of time for questions and detailed insight into the industry.

This course also has the added benefit of being completely free of charge, so there's no reason to miss out.



More information and to book your place contact:  
[info@williamsmith.co.uk](mailto:info@williamsmith.co.uk) / 01833 690305

## VEHICLE WRAP TRAINING COURSE

A comprehensive two-day course, perfect for both beginners as well as relatively new wrappers looking to improve their current skills. It covers all basic techniques needed to wrap an entire vehicle, using a range of branded digital print and coloured wrap films, including 3M, Avery Dennison, and Arlon.

The course is practical based, with some theory on the first morning. This gives attendees as much time as possible to work with the films on a variety of vehicle panels. You will learn how to deal with a multitude of common challenges and the ways to overcome them.

The course is co-lead by Gill Harrison, our Training and Application Manager at William Smith, and Mike Szwacki, a highly acclaimed Avery Dennison and Arlon approved wrapper with years of experience and expertise within the industry. Both trainers will allow for plenty of one-to-one tuition, ensuring you are truly able to get the most out of your experience here with us.

*The session will include:*

- A fantastic balance of theory and hands-on practice
- Opportunity to use a range of branded wrap films, including 3M, Avery Dennison, and Arlon
- How to approach irregular surfaces and recesses found on many vehicles
- One-to-one tuition from a highly acclaimed professional wrapper
- A tool bag including essential wrapping tools to take home
- Certification of attendance



## NEW COURSE 2022 ADVANCED VEHICLE WRAP TRAINING COURSE

A two-day course, exclusively designed for experienced vehicle wrappers looking to take their skills to the next level. This entirely practical-based course teaches participants how to overcome the most intricate and difficult challenges involved in vehicle wrapping.

The course is co-lead by Gill Harrison, Training and Application Manager at William Smith, and Mike Szwacki, a highly acclaimed Avery Dennison and Arlon approved wrapper. Class sizes are also smaller with a maximum limit of four delegates per course.

Please note that there is an expectation that applicants must meet certain criteria to participate. This is to ensure that the course can run at the full pace required to cover all advanced aspects without delay. The criteria include being confident enough to wrap an entire vehicle without assistance, a minimum of two years wrapping experience, and preferably also having previously completed formal training on a recognised vehicle wrap course.

*Training will include:*

- An entirely practical-based course
- Unrivalled tuition from one of the best vehicle wrappers in the UK
- Opportunity to practice skills with a range of branded wrap films, including 3M, Avery Dennison, and Arlon
- A tool bag including essential wrapping tools to take home
- Certification of attendance

“

The advanced course has reignited my passion for wrapping. The whole experience was fantastic from start to finish. Mike was an inspiration and being able to work and learn alongside the others, sharing our knowledge and experience, you just can't find that anywhere else. I would recommend this course to anyone considering attending.

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## CONTACT US.

View our full training and events calendar

Visit [www.williamsmith.co.uk/training](http://www.williamsmith.co.uk/training)

**WILLIAM  
SMITH  
GROUP 1832**

  
**William Smith**  
*Trade sign & graphic materials.*

  
**SMITH**  
*Trade sign makers.*

  
**ARCHITEXTURAL**  
*Surface design materials.*