



# GLASS & STUFF. . . . .

## ENDLESS POSSIBILITIES

### BROUGHT TO YOU BY DESIGN TINTS

## WHATS IN A NAME?

Now that the dust has settled on our company name change, we can begin to think about our "Brand". We are now known as DeSign Tints and we are 'building' the name so it becomes very well known amongst our target audiences (Architects, Designers, Builders, Contractors etc), but what's in a name?

There is an old saying in marketing, that if a product (or brand) 'just' meets the consumers expectation, then they will tell 1 or 2 people about it, yet if the product 'exceeds' their expectation, they will tell 10 people. However, if the product 'fails' to meet expectations, they will also tell 10 people! Word of mouth can play a big part in promoting brands or unfortunately, detracting brands.

How is it relevant to DeSign Tints? Our company has a fantastic reputation in the market due to the dedication to service that we believed in right from the start. The issue for us now is that the reputation was built for another brand (HPWF). We now have to start from scratch and build equity in the new name and the new brand. The three core values that we believe in and we maintain as a focus for our activities are: Professional Service, High Quality Production and Superior Installation. We will tell the market that is what we offer; and then we will deliver more.

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**DeSign Tints** has evolved from Dial-a-tint Window Film (a Residential and Car Tinting Company over 30 years ago) and has become a respected market leader with professional service, high quality production and superior installation.

As a specialist window film supplier our range includes; Solar films for thermal performance and glare reduction, Security and Safety film for duty of care and film for office fit-outs from simple frost to our exciting range of Digital Print solutions for creative film applications.

At DeSign Tints, we not only embrace the digital print world, we push the boundaries in new directions. Every day we are set new challenges by imaginative designers, artists and marketers to which we respond with technical expertise and qualified advice.

Over 30 years ago we applied our first window film, now we work with New Zealand's leading architects and builders, solving their glazing, solar and safety issue. We work with leading corporate brands bringing their visual identity to life. Through imaginative signage solutions.



Mohammad Thompson  
Director