

Portfolio

**Brand and Corporate identity,
Printed and online publicity
Packaging for retail
Marketing consultancy**

WILLIAMS
MUNCK
DESIGN AND
MARKETING

Williams Munck provide a personalised and highly professional design, marketing and design management service. This service is based on many years of experience working for major companies in the U.K. and Worldwide. The consultancy is based in the south of the U.K. within easy reach equally of Central London and London's two main international airports at Heathrow and Gatwick. The studio, which overlooks the sea, provides complete and self-contained facilities for all aspects of design and the preparation of digital artwork for reproduction.

Williams Munck was founded in 1973 by Tim Williams and Karen Munck FCSD.

Their clients have included the Alliance & Leicester Building Society, American Express, Contessa, Dalgety, Deloitte, the European Bank for Reconstruction and Development, Golden Wonder, Homepride, La Senza, Makro, Nestlé, Ryman, Securicor, Standard Brands, Villager and many others both in the U.K. and abroad.

Brand identity and Packaging for the retail environment

RYMAN

Over the past fifteen years we have built the Ryman own-label range of products into a key part of their retail product offering. Our initial brief was to strengthen the Ryman identity for use on packaging and then to manage its implementation throughout the store. We have also carried out numerous point-of-sale improvements and work regularly with their display team on product presentation and merchandising issues.

Ryman







Ryman

Personal strip cut
SHREDDER
Model SC-510

**Full Length
Strip-Cut**

Ryman

Personal strip cut
SHREDDER
Model SC-510

- 5 sheet capacity
- 9 litre mesh bin
- Strip cut 7mm
- Duty cycle 7 mins on 30 mins off



www.ryman.co.uk

FUEL EXPRESS

For the past five years we have been overhauling the brand identity and packaging for Fuel Express, a consortium of independent solid fuel retailers.

FUEL express



FUEL
express

Lumpwood CHARCOAL



press
ing
wood
ouldn't
enjoy a
arbecue.
AND
ARBECUE
ch of children.
nddoors.
y place
ct sunlight.
ammable
ed charcoal.
e lighted
ttended and
a water once
ned cooking.
h the hot
ace or grill.



Fuel Express Limited,
Solihull, Reliance Business Centre,
Elm Tree Street, Wakefield WF1 5EP



www.fuelexpress.co.uk



FUEL
express

Thermo-Logs

Quick & Clean

- LOW ASH
- HOTTER
- CLEANER
- LESS CO₂

ideal for
open fires,
multi-fuel stoves,
chimeneas & BBQs



15K

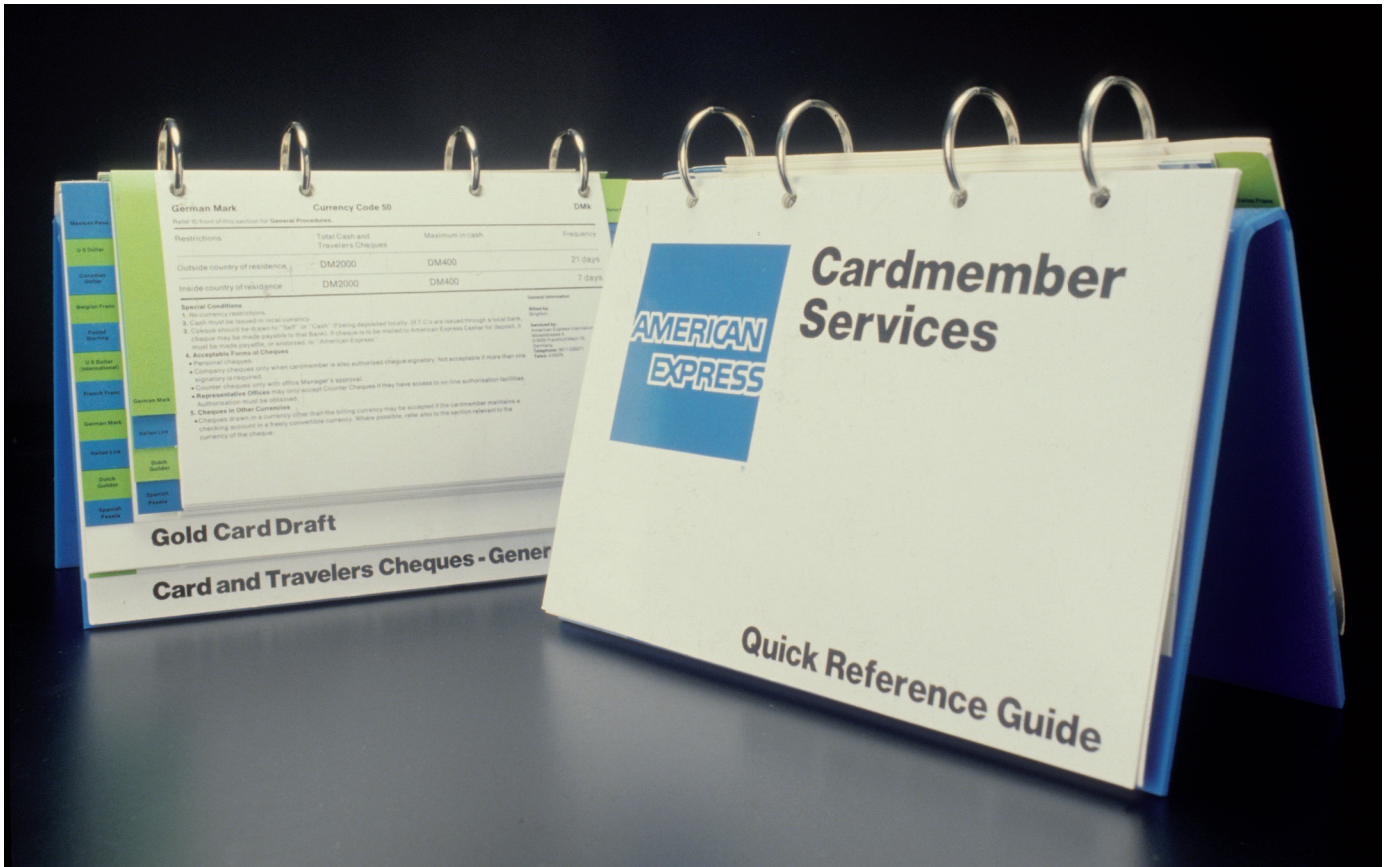
GOLDEN WONDER CRISPS



NEDEMA - HOLLAND



AMERICAN EXPRESS CARDMEMBER SERVICES



POLAR PACKS



LIMELITE

We refined and modified the entire Limelite range to improve shelf impact and sales appeal as well as introducing new products into the range. The range has also been launched in Denmark in a Danish language version and a range of new special promotional packs was created for the United Kingdom.



MAXIFLUSH

Maxiflush Deep Clean and Active Mousse were the first in a series of new products launched under the Maxiflush brand with packaging and product positioning designed and developed by Williams Munck.

Maxiflush Big Bleach Block and Big Blue Block were the next stage in the modernisation and development of the Maxiflush brand.



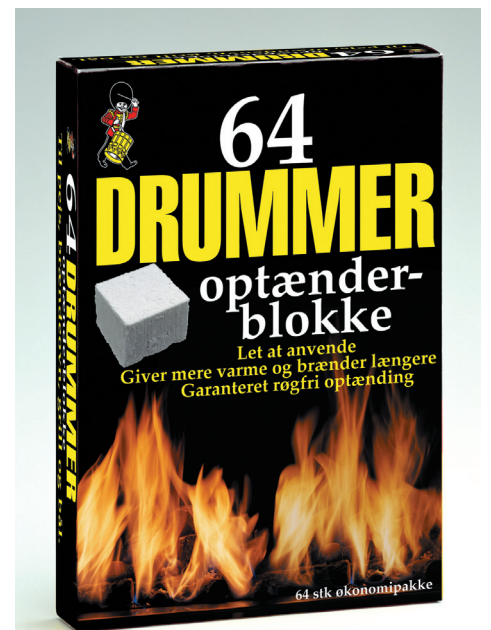
SUNNY JIM

Sunny Jim is the fighting brand of Standard Brands in a number of key markets. Sunny Jim Singles is the first Brand extension into a new product variety.



DRUMMER

Drummer has been introduced into the Danish market as a low cost alternative to Zip. The design uses the traditional Drummer Boy symbol but is new in every other important respect.



SQEZY

Sqezy dishwasher tablets is the first line extension under the Sqezy name, one of Britain's best-loved washing-up liquid brands. The Brand logotype has been strengthened and made more dynamic but the key visual properties of the existing brand have been retained.



COUNTRYWIDE STORES

We have carried out a study and report into the branding and naming strategy for this up-and-coming chain of rural retailers and our recommendations are being implemented during the roll-out of new stores. This strategic study included the optimisation of the company name and logo and the development of a range of own-label products for the country, rural and agricultural retail market.

countrywide



STANDARD BRANDS

Standard Brands is a new company established in 2001 as the owner of the Zip brand and its production and distribution worldwide. Our first task was the creation of a Corporate Identity for the new company which would form the foundation for the future growth and development of the company.

STANDARD BRANDS



ZIP FIRELIGHTERS WORLDWIDE

Williams Munck were given sole responsibility for the development of the ZIP brand worldwide. The first priority was the establishment of visual property standards together with a clear product and brand architecture so that the brand message and the product positioning was the same all over the world. This work ensured that whenever new products were introduced they fitted within an agreed structure ensuring maximum brand impact and consistency of message.

These examples which represent a small selection of the product range show the way in which a consistent approach has been adopted worldwide.

Far left; the UK range, left; the republic of Ireland range, below; Switzerland, top right; Germany, bottom right; the same product as sold in Denmark. Note the use of a coal fire for the German market but a wood fire for the Danish market.



SGFA - SOCIETY OF GRAPHIC FINE ART

Standardisation of all publicity material, exhibition posters and price lists, quarterly bulletin and administrative material.



SOCIETY OF GRAPHIC FINE ART

DRAW 11
90th Annual Open Exhibition
of original drawings, prints and paintings
MENIER GALLERY
51 Southwark Street, London SE1 1RU
3-15 October 2011
www.sgfa.org.uk

Opening times

Mon	Tue	Wed	Thu	Fri	Sat	Sun
12pm to 4pm	12pm to 4pm	12pm to 4pm	12pm to 4pm	12pm to 4pm	12pm to 4pm	12pm to 4pm

Jackson's **SAATCHI ART** **DERVENT** **GO SHARING**

89th ANNUAL OPEN EXHIBITION
AT THE MENIER GALLERY, 51 SOUTHWARK STREET, LONDON SE1 1RU
MONDAY 21st OCTOBER - SATURDAY 16th OCTOBER 2010, 10.00 TO 18.00
OPENING AT 12.30 ON FIRST DAY, CLOSED SUNDAY 10th OCTOBER,
CLOSING AT 15.00 ON FINAL DAY.
ADMISSION IS FREE AT ALL TIMES.

SOCIETY OF GRAPHIC FINE ART
THE DRAWING SOCIETY

SOCIETY OF GRAPHIC FINE ART
THE DRAWING SOCIETY

THE ORIGINAL THEME THIS YEAR IS
THE FRONT

CONTRIBUTIONS BY MEMBERS DURING THE COURSE OF THE EXHIBITION AS PART OF 'THE BIG DRAW' NATIONAL DRAWING EVENT
OUR WEBSITE www.sgfa.org.uk OR TELEPHONE 020 85592221

SOCIETY OF GRAPHIC FINE ART
THE DRAWING SOCIETY

This will be the last Bulletin before our 85th Annual Open Exhibition and the SGFA Council urge all Members to spread the word regarding the event. Whilst your Council do all they can to promote the exhibition, it really is up to ALL Members (and in their interests) to back this up by any means possible - local publicity and press reports, contact with interested parties, sending out invitations together with volunteering to help with stewarding and many other tasks at exhibition time - please don't leave it all to Council Members or assume it will be done. As you know, the exhibition will be opened on Tuesday 11th September by International artist Gerald Scarle (work commitments permitting), so please make people aware of this well.

- Roger Lewis, President

BULLETIN 2/07 www.sgfa.org.uk

SOCIETY OF GRAPHIC FINE ART
THE DRAWING SOCIETY

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BULLETIN 1/11

SOCIETY OF GRAPHIC FINE ART
THE DRAWING SOCIETY

In the aftermath of our celebration of drawing at the 85th Anniversary and our tribute to Sir Frank Brangwyn, it is now forward to Council will be busy discussing a number of important issues which is the subject of finance as costs rise for Gallery hire etc. Whilst we hope to have another Members-only exhibition in 2011, also encouraging Members to consider running much smaller SGFA banners wherever they live (these were two this year). They have merit in that Members are well known in their own locality and the Society could, amongst other support, advertise their event fee on the website. Let a Council member know how we could assist. It also helps to publicise the SGFA.

Your Council work very hard on your behalf please support them by attending the ACM on January 27th 2007 at the Conway Hall, Holborn, London where I am pleased to announce that Dr Libby Homes, author, curator and expert on Brangwyn, will give a talk on his life and work (12am refreshments, 12.30 Libby Homes, 1.15 ACM). So please come and air your views, meet Libby and fellow Members over a glass of wine and hear what's cooking in YOUR Society.

"Roger Lewis, President"

BULLETIN 3/06

SOCIETY OF GRAPHIC FINE ART
THE DRAWING SOCIETY

BULLETIN 3/11

The President's Drawing Day held at the Cirque Port town of Rye in July was a great success. We had a good number of Members and Non-members and friends, some coming from as far as Warwick and Somerset, some staying over the whole weekend. What struck me was the immediate and easy sense of community amongst a diverse group with the common enjoyment of experiencing and drawing a new and interesting location. It was a special day in all senses and I hope we can take the format to other interesting out-of-the-way places, as the President's Drawing Day need not be confined to Rye.

There were changes in the Council arrangements in June. For personal and work commitment reasons I have stepped back from day-to-day running of the Society. Vice-President Jo Hall has stepped up to chair operations, aided by an enthusiastic Council sub-group. We intend that greater sharing of responsibilities, particularly the growing areas of IT and Marketing, will develop a stronger and more responsive Society. The Council has approved for me to continue as your elected President in a non-executive role, and I can report that the Council that represents your interests is in good shape and focused on delivering an exciting Open Exhibition. As usual, we will review all arrangements at the Annual General Meeting in February.

I have received many amazing and delightful Open Exhibition entries from you and I look forward to seeing as many of you as possible at the evening reception on **Thursday 6 October**, when Fred Cuming RA will be presenting the prizes. I was inspired to see Fred's painting 'Sky Graffiti' (our theme) recently in the Rye Gallery here.


I am always delighted to hear from you.

Will contact@willylockart.com

Corporate identity and logotype design

C21 BUSINESS SOLUTIONS

C21 Business Solutions is a new network and computer systems consultancy offering technical consultancy for enterprise scale client server business systems. Our task was to create a corporate identifier which was appropriate to their business sector and target client profile.



Business Solutions

Technical consultancy for enterprise scale client server business systems.

EXPRESS CLEANING SUPPLIES

Express Cleaning Supplies is a relatively young company with a highly imaginative approach to marketing. Their use of the internet together with energetic and dynamic marketing has grown their company into a market leading force in a relatively short time. The corporate identifier developed by us for Express Cleaning Supplies expresses and reinforces that dynamism.



EXPRESS CLEANING SUPPLIES

Unit 14, 190 Malvern Common
Footbrook Road, Malvern
Worcestershire, WR14 3JZ
United Kingdom
Tel +44 (0)1684 565552
Fax +44 (0)1684 577707
e mail sales@express-cleaning-supplies.co.uk
www.express-cleaning-supplies.co.uk

Mike Boxall

Unit 14, 190 Malvern Common
Footbrook Road, Malvern
Worcestershire, WR14 3JZ
United Kingdom
Tel +44 (0)1684 565552
Fax +44 (0)1684 577707
e mail sales@express-cleaning-supplies.co.uk
www.express-cleaning-supplies.co.uk

with compliments

- Hygiene Chemicals
- Paper Disposables
- Cleaning Machines
- Industrial Resilience
- Cleaning Products
- Chairs and Stairs
- Laundry Products
- Disposable Wearware
- Floor Care Products
- Mopping Equipment
- Roller Saks

Registered office at above
Express Cleaning Supplies is a member of The Cleaning Supplies Group
Registered in England No. 2651482



Business Solutions



EXPRESS CLEANING SUPPLIES

ST. MARTIN'S, STAMFORD

We have had great pleasure in designing an emblem for the parish churches of St Martin and St Mary in Stamford, Lincolnshire.

The new design is being used on the new notice board, stationery and on other material in and around the church. It will also appear on a number of new publications during the year. The design depicts the legend of Saint Martin who divided his own cloak to clothe a naked beggar.

PARISH CHURCH OF SAINT MARTIN,
STAMFORD BARON

EACH SUNDAY
SUNG EUCHARIST 9.30AM

THIS CHURCH IS OPEN DAILY FROM 9.30AM TO 4PM
THERE IS A EUCHARIST AT SAINT MARY'S CHURCH
EACH SUNDAY AT 11AM

RECTOR: MICHAEL THOMPSON
01780 751233



VILLAGER STOVES

We have created a new brand and corporate identifier for the company which manufactures Villager stoves and solid fuel fires. We have optimised the design of their publicity and created a range of supporting products to reinforce the 'Villager way of life' positioning.



LANCING MARINE

A coordinated marketing and design project including corporate identifier, brochure and pricelist design, integrated website design and promotional CDROM for free distribution with the leading trade magazine for the boating industry.





- Parts pictures
- Databook
- ▼ PRICEBOOK
- Index page
- ▼ ENGINES
 - Diesel, Ford, New Holland and Fiat: page 2
 - Diesel, Vetus: page 3
 - Bow thrusters: page 3
 - Control and steering systems: page 4
 - Trim tabs: page 4
 - Power take-offs, Pumps and Calorifiers: page 4
 - Electrical and installation parts: page 5
 - Water intake and Exhaust systems: page 5
 - Gearboxes
 - Sterngear: page 8
 - Propellers: page 9
 - Sterndrive, Surface Drives and Water Jets: page 10
 - Diesel marinising
 - Repair parts
 - Engineering services and Adaptations: page 19
 - Bell housings and Machined castings: back page
 - Download complete Pricebook 2012
- D-I-Y Marinisation and engine swap guide
- About Lancing Marine
- Finding Lancing Marine
- Bargains page
- Request price and data books
- Request technical information
- Company information

Welcome to Lancing Marine, the boat builder's source of engines and marinising parts. We carry Europe's biggest stock of marinising parts enabling us to supply everything from minor components to the supply of a complete kit of parts to mechanically fit out a yacht or motor cruiser.



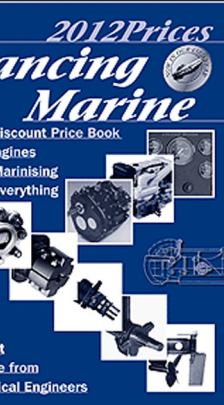


E-mail: bargains@lancingmarine.com Website: www.lancingmarine.com
51 VICTORIA ROAD, PORTSLADE, SUSSEX, BN41 1XV, U.K.
PHONE: 01273 410025 FAX: 01273 432392

New Marine Diesels
Cummins 8.1 Litre 275hp re
VETUS GENSET
MERCHEUSER PARTS
NEW & USED ENGINES
TRIM TABS
DIESEL ENGINE NEW + MAINTENANCE KIT
TURBO CHARGERS
SPECIAL OFFER GEARBOXES



Data Book V Lancing Marine
The Boat Builder's Guide to Engines and Marinising and Everything



2012 Prices Lancing Marine
Discount Price Book for Engines Marinising Everything

NEW - Click on a cover image to turn the pages of the Databook/Pricebook on screen.

Lancing Marine are suppliers of new Ford, Euro & New Holland diesel engines, marinised to the highest possible standards using Bowman, Jabaco and locally made components and are suppliers of Vetus marinised engines in the smaller horsepower ranges. A full range of instrumentation, harnesses, alternative alternators and starters, alarms, systems, transmission, couplings, controls, steering equipment, bilge pumps, propellers and rudders are also available.



2010 Prices Lancing Marine
The Boat Builder's Guide to Engines and Marinising and Everything



Data Book IV Lancing Marine
The Boat Builder's Guide to Engines and Marinising and Everything

FREE with BoatingBusiness worth £50

The Lancing Marine Propeller Computer

CDROM also includes




N-Series Diesels



N67-280 - 280 HP at 2800 RPM
N60-400E - 370 HP at 3000 RPM
N67-450E - 420 HP at 3000 RPM
'FFT' by Lancing Marine*, based upon a proven base engine by one of the World's leading engine manufacturers. For UK pleasure boat use only.

Engine specifications may vary as improvements are introduced. Specifications are subject to change without notice and are not for engineering purposes. See the Lancing Marine Price Book for Complete Installation Kit. Lancing Marine reserves the right to alter specifications without notice.

Design Features

Engine
 Low noise, high strength, rugged bottom end with 7 main bearings, piston cooling, thick wall pistons, large diameter valves to improve volumetric efficiency. High compression ratio for faster starts and warm up with reduced white smoke.

Fuel system
 High nozzle opening pressures for high fuel efficiency and low smoke. Self air purge fuel pump, automatic excess fuel and timing retard for excellent cold starting. Full electronic control on 400E and 450E.

Reliability
 The 'FFT' by Lancing Marine* range is covered from a partner collaboration of major manufacturers. Inspired from a boatload of pleasure, they are worldwide proven.

Serviceability
 Photo jet oil cooling for extended life. Long filter and oil change intervals (600 hours pleasure). Self adjusting poly vee drive belt for alternator and fresh water pump for low slipage with minimal power loss and longer bearing life.

Variation to standard specification (see inside front cover) and extra optional items for this engine type

Additional standard items
 Electric fan/water control
 Full power dynamometer test
 Electronic fuel injection on 'E' models
 Oil sump drain pump

Optional items
 Drive belt guard
 Power take-off pulley or shaft
 Keel cooling and dry exhaust in lieu of heat exchanger system



Dimensions in mm

	N67-280	N60-400E	N67-450E
A	1071	1071	1089
B	888	889	895
C	585	542	552
D	236	236	236
E	60	49	55

N-Series Diesels



N45-100 - 100 HP at 2800 RPM
N67-150 - 150 HP at 2800 RPM
'FFT' by Lancing Marine*, based upon a proven base engine by one of the World's leading engine manufacturers and supported by Lancing Marine giving worldwide parts availability.

Engine specifications may vary as improvements are introduced. Specifications are subject to change without notice and are not for engineering purposes. See the Lancing Marine Price Book for Complete Installation Kit. Lancing Marine reserves the right to alter specifications without notice.

Design Features

Engine
 Low noise, high strength, rugged bottom end with 7 main bearings, piston cooling, thick wall pistons, large diameter valves to improve volumetric efficiency. High compression ratio for faster starts and warm up with reduced white smoke.

Fuel system
 High nozzle opening pressures for high fuel efficiency and low smoke. Self air purge fuel pump, automatic excess fuel and timing retard for excellent cold starting.

Reliability
 The 'FFT' by Lancing Marine* range is covered from a partner collaboration of major manufacturers, extensively used in automotive, industrial and agricultural tractor applications.

Serviceability
 Photo jet oil cooling for extended life. Long filter and oil change intervals (600 hours pleasure). Self adjusting poly vee drive belt for alternator and fresh water pump for low slipage with minimal power loss and longer bearing life.

Variation to standard specification (see inside front cover) and extra optional items for this engine type

Additional standard items
 Electric fan/water control
 Full power dynamometer test
 Oil sump drain pump

Optional items
 Drive belt guard
 Power take-off pulley or shaft
 Keel cooling and dry exhaust in lieu of heat exchanger system



Dimensions in mm

	N45-100	N67-150
A	1071	1071
B	648	888
C	585	585
D	257	335
E	60	60
F	115	115
G	810	115
H	700	705

Marinising parts for Diesel engines

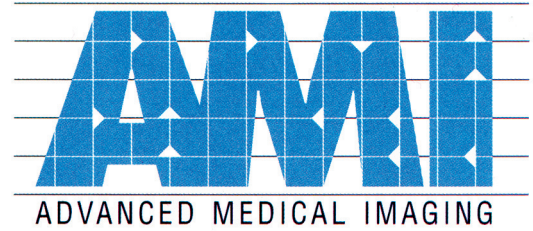
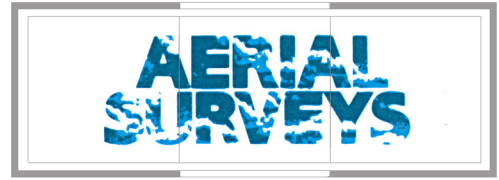
Part No.	Standard HP/RPM (approx)		B.M.C. CHEVROLET GARDNER SPENCER PEUGEOT V.W.											
	3040/3000	3000/4000	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	3.0 LITRE	
03	208	208	208	208	208	208	208	208	208	208	208	208	208	
05	447	796	1300	1300	1300	1300	1300	1300	1300	1300	1300	1300	1300	
06	691	1271	1971	1971	1971	1971	1971	1971	1971	1971	1971	1971	1971	
07	1322	1322	1322	1322	1322	1322	1322	1322	1322	1322	1322	1322	1322	
08	291	291	291	291	291	291	291	291	291	291	291	291	291	
09	34	34	34	34	34	34	34	34	34	34	34	34	34	
IND	844	1294	908	3227	1500/1628	1877	15	94	94	94	94	94	94	
15	309	1140/1	505	505	505	505	15	294	345	419	419	419	419	
18	339	575	315	298	298	298	18	294	345	462	462	462	462	
19	338	441	338	338	338	338	19	295	345	462	462	462	462	
20	338	441	338	338	338	338	20	295	345	462	462	462	462	
31	878	866	878	866	878	866	31	190	235	305	305	305	305	
38	204	202	210	340	340	340	38	30	31	31	31	31	31	
39	3021	31	31	31	31	31	39	711	711	711	711	711	711	
02	238/160	174	238	180	253/232	254	02	180	174	180	174	180	174	

Other engines for which partial or complete kits are available:-
 Ford crossflow and OHC Petrol; Ford V4 & V6; Chevrolet & Ford V8 Petrol; Rover V8; Jaguar X4 & V12; Perkins 4-154; Mercedes 3000;

Separate marinising components

EXHAUST MANIFOLDS & OUTLETS - DIESEL (REPLACEMENT TYPES)	DIESELS & CONNECTIONS	EXHAUST MANIFOLDS & RISERS - PETROL	EXHAUST MANIFOLDS & RISERS - PETROL
Perkins 10-254 & 110-254, direct replacement	1705 Rubber elbow hose, 22mm bore	1705 Rubber elbow hose, 22mm bore	1705 Rubber elbow hose, 22mm bore
Scania D511 (not as original)	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Value TD70 (not as original)	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Chevrolet petrol VR small block per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Chevrolet petrol VR big block per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Ford petrol VR small block per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Reason for above VR per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Ford 1100-1800 V flow, new water cooling	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Ford 1.0 litre & 2 litre O.H.C.	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Ford Essex V6 per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Reason Ford Essex V6, per pair, for 2" exhaust hose	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Jaguar X4 & V12	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Reason for Jaguar X4 & V12, per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Jaguar V12 per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Reason Rover V8 per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
Reason Rover V8 per pair	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
TDVALV BRASS B.S.S. HOSESETS	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
THREAD FOR HOSE BORE mm	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
1/2"	2.50	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
3/4"	4.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
1"	6.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
1 1/4"	9.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
1 1/2"	12.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
1 3/4"	15.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
2"	18.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
2 1/2"	21.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
3"	24.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
3 1/2"	27.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
4"	30.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
4 1/2"	33.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
5"	36.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
5 1/2"	39.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
6"	42.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
6 1/2"	45.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
7"	48.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
7 1/2"	51.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
8"	54.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
8 1/2"	57.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
9"	60.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
9 1/2"	63.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
10"	66.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
10 1/2"	69.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
11"	72.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
11 1/2"	75.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
12"	78.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
12 1/2"	81.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
13"	84.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
13 1/2"	87.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
14"	90.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
14 1/2"	93.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
15"	96.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
15 1/2"	99.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
16"	102.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
16 1/2"	105.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
17"	108.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
17 1/2"	111.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
18"	114.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
18 1/2"	117.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
19"	120.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
19 1/2"	123.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
20"	126.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
20 1/2"	129.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
21"	132.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
21 1/2"	135.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
22"	138.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
22 1/2"	141.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
23"	144.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
23 1/2"	147.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
24"	150.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
24 1/2"	153.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
25"	156.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
25 1/2"	159.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
26"	162.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
26 1/2"	165.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
27"	168.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
27 1/2"	171.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
28"	174.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
28 1/2"	177.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
29"	180.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
29 1/2"	183.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
30"	186.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
30 1/2"	189.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
31"	192.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
31 1/2"	195.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
32"	198.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
32 1/2"	201.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
33"	204.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
33 1/2"	207.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
34"	210.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
34 1/2"	213.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
35"	216.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
35 1/2"	219.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
36"	222.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
36 1/2"	225.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
37"	228.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
37 1/2"	231.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
38"	234.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
38 1/2"	237.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
39"	240.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
39 1/2"	243.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
40"	246.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
40 1/2"	249.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
41"	252.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose, 30mm bore
41 1/2"	255.00	1105 Rubber elbow hose, 30mm bore	1105 Rubber elbow hose

**Some of the many
logotype designs by
Williams Munck**



FLEXIPRINT

Precision
INSTRUMENTS

FlightWatch
TRAVEL SERVICES

RAPIDA

KEYSTOR

RIVERA
CONTACT GROUP

Lancing Marine

STEWART
SIGNS LABELS LIVERIES

MEADOW IRISH
GRASS FED
BEEF

SportsGym

MY O MY

Zuidyk
STUDIOS

**Older work by Williams
Munck between 1973
and 1990**

MAKRO UNITED KINGDOM

In 1973, shortly after the launch of the Makro Self Service Wholesaler concept in the UK, Williams Munck, a then newly founded design group, was asked to develop a brand name strategy and packaging concept for Makro's proposed new own label range of products. The name aro was chosen to avoid any direct association with the group but, by using the arrows which were a pervasive signage element around the stores plus the distinctive Makro letter style, a positive association was achieved.

An initial launch range of products was followed by ten years of continuous development during which time Williams Munck became an integral component in the company's marketing toolbox.



MAKRO NETHERLANDS

Following the success of the UK own label launch Williams Munck were asked to create a packaging range for Belgium and subsequently for the Netherlands with a more specifically HORECA targeting to reflect the different role played by the Self Service Wholesaler concept in these countries. Many consumer oriented products were added to the range as its success spread throughout all three countries. The brand is now used by Makro all over the world.



MAKRO BELGIUM

Following the success of the UK own label launch Williams Munck were asked to create a packaging range for Belgium and subsequently for the Netherlands with a more specifically HORECA targeting to reflect the different role played by the Self Service Wholesaler concept in these countries.



CIRCLE K

Circle K convenience stores acquired the Sperrings chain in 1987 and asked us to rebrand the stores with their identity. We designed shop fronts, own label packaging, delivery vehicle liveries and instore publicity throughout the lifetime of the brand in the UK until its acquisition in turn by Alders .



**Major projects designed
by Karen Munck and
Tim Williams between
1963 and 1973**



CHLORIDE



elkes



evg



crest



Marabou

