Question 1: Responsiveness: Speed and availability of support services.

We pride ourselves on how quickly we're able to return quotations. In the signage industry, everything is needed now, or better still, yesterday!

Returning quotations as quickly as possible is our priority. Our experience tells us that costs may not be the main concern for the project. If our customer gets to submit a price to their client at 'lightening speed', there's a much greater chance of the order being discussed or approved and placed even before other tendering suppliers have responded.

Our phones are open from 8:30am to 4:30pm, with online chat available from 7:30am. Many of our customers also have the direct contact numbers for senior and director level members of staff. They also know that if they email us outside of normal working hours with a question, they will receive a response. We believe that level of accessibility and responsiveness is a key part of the service we provide.

For us, being responsive isn't simply about answering quickly, it's about helping our customers keep their own projects moving, meet their deadlines and, ultimately, win more work.

There are many other ways in which we can further support our customers as part of in-built ethos of the business.

Installation advice: We don't have an installation part of our business but we are often asked for help and advice. Our Managing Director and Signs Production Manager are always happy to visit the installation site and offer help and guidance on installing our products. We also welcome installers and fabricators to visit our headquarters for training.

Fleet delivery: Rather than rely on outsourced couriers and transport we have uniquely invested in our own fleet of lorries to have more control and care over our own products. Our dedicated drivers know how to handle the products, each one is handled with the utmost care as they know the work that goes into making them.

Innovation Prototyping: We actively welcome customer feedback, whether it is a suggestion, constructive criticism or simply a frustration with an existing product. We take the time to understand the problem and, where we can, turn that feedback into a practical solution. Our in-house design team can develop the concept and produce a 3D-printed prototype, allowing the customer to physically see and handle the proposed solution before moving into production. From there, we can take the process all the way through tooling and extrusion to stocking the finished material, where required.

In-House extras: Other investments that increase the levels of service to our customers include a CNC router to create bespoke signage shapes. We also have an in-house powder coating department offering any standard RAL colour to any signage system. This massively helps in continuity of quality control as well as shortening lead times for our valued customers.

Customer focussed positions: We employ several positions dedicated to support our customers:
Signs manager, Signs Estimators, Order Processors, Transport manager, Powder Coating manager and Product development manager.

Question 2: Expertise: Knowledge and competence of support staff.

Nova is 21! Our years of experience in the signage industry provides a strong foundation of knowledge, but our expertise goes considerably further than simply understanding the market. We have designed, developed and continually refined our own range of signage systems, including NovaFlex, NovaTex, NovaGuide and NovaTrim. This gives our support team an in-depth understanding of our products, from their design and fabrication through to their installation and practical application.

Our expertise is also demonstrated by the way our systems are specified within the wider signage industry. As a trade-only supplier, Nova may not always be directly involved when a project is first conceived. A specifier can specify, for example, a NovaFlex system as part of a project, and the signage company subsequently awarded the work will then come to Nova to source the specified system. This means our products are often being selected on the basis of their recognised suitability and performance before we have even had direct contact with the customer delivering the project.

Because we design and manufacture our own systems, our support team can offer much more than straightforward product information. Customers regularly come to us when they are unsure which system is most appropriate for a particular application, and our knowledge allows us to recommend the most suitable and cost-effective solution based on the actual requirements of the project.

Our technical expertise also allows us to think beyond the original intended use of our products. Customers sometimes approach us with challenges that fall outside conventional signage applications, and our understanding of systems enables us to explore how existing extrusions or components might be adapted to overcome a particular fabrication or installation problem.

Where an existing product does not quite meet a customer's needs, we can go further. Our in-house design and technical knowledge allows us to develop modifications to existing systems or create bespoke solutions to address specific customer requirements. Our support staff therefore do not simply answer questions about our products; they use their practical knowledge and experience to help customers solve problems.

This combination of industry experience, product knowledge and innovation has also been recognised by the signage industry. We were awarded Product of the Year for NovaSkin in 2015, received the Outstanding Contribution to the Signage Industry award in 2025, and were finalists for Innovative Product of the Year for NovaTex in 2026.

Ultimately, our expertise is demonstrated not simply by the length of time we have been in the industry, but by the trust placed in our systems by specifiers and signage companies, and by our ability to use our knowledge to help customers find solutions, overcome problems and, where necessary, develop something that does not yet exist.

Question 3: Satisfaction: Positive feedback from customers.

Testimonial #1



I have dealt with nova for many years, (approx. 20 years) and during this period two things have remained constant and steadfast:

1. The customer service
2. The quality and price point of goods

For many years we dealt with nova on oddments here and there
Until recently where we have been involved with a lot of larger projects, yet no matter how big or small. Lisa and Kirstin on the desk always come up trumps with what I need, and work hard to ensure seamless supply and customer service. Sometimes going out their way to ensure I get what I need when I need it at the price required to get the job done

Very efficient friendly and knowledgeable, always up for a chat about, well everything and anything ! Fast reliable, confidential service when it matters!

Thanks for all your help over the years and hopefully long into the future.

Darren Booth - Sapphire Signs - Hull

Google

NOVA
Your aluminium all stars

Question 3: Satisfaction: Positive feedback from customers.

Testimonial #2



We have worked with Nova aluminum systems since the day they started. In all of those years the service has been without fault. Nothing is too much trouble and as we all know the sign industry can be a very demanding field to work in.

We have done large roll out projects to simple one offs and all jobs are treated equally. I cannot recommend them enough.

Barry Pearce - Zillwoods - Southampton

Google

NOVA

Your aluminium all stars

Question 3: **Satisfaction: Positive feedback from customers.**

Testimonial #3



Working with Nova Aluminium systems over the years has been an absolute pleasure. Our Account Manager, Lisa, is always ready to work with us on price & lead times to make our projects profitable and timely. We can't thank Lisa and the team enough for the amount of short lead times they've managed to meet for us too, sometimes even next day!

At Image, we're grateful for the excellent service, innovative products, costings and great turnaround times - we look forward to many more years working together.

Image Technique

Google

NOVA

Your aluminium all stars

Question 3: Satisfaction: Positive feedback from customers.

Testimonial #4



We've always found the team at Nova extremely helpful and responsive. Communication is clear, enquiries are turned around quickly, and they're always willing to help find the right solution aligned with the project brief.

The quality of the products supplied is consistently high and deliveries are on time, which gives us confidence when using Nova across our projects.

Jamie Smith - Smith Brewer

Google

NOVA

Your aluminium all stars

Ordered a few more frames from Nova Aluminium for our di-bond signs with excellent service & communication as always.

Arrived on time and of excellent quality.

Thanks guys :D

Joseph Holman - Green Doors

Google

NOVA
Your aluminium all stars

Trade supplier of aluminium systems www.nova-aluminium.com

We have worked with Nova for a number of years and always received great customer service and products.

Would highly recommend.

Rob Weall - Signs Express - Bedford

Google

NOVA
Your aluminium all stars

Trade supplier of aluminium systems www.nova-aluminium.com

Just wanted to say thank you for turning the NovaFlex signs round so quickly and getting them to us a week early! The prints turned up early as well and we're hoping to fi nish the install today!

The super quick turnaround is very much appreciated!!

Nick Baxter-Sibley | Director Signs Express**,** Exeter

Google

NOVA
Your aluminium all stars

Trade supplier of aluminium systems www.nova-aluminium.com

I've been working with Lisa for quite a few years. She's really helpful, completely approachable and nothing is too much trouble. Would highly recommend working with Lisa any day of the week.

Grey Hoole - The Sign Group

Google

NOVA
Your aluminium all stars

Trade supplier of aluminium systems www.nova-aluminium.com

Leading the way and setting the standard for signage and glazing system suppliers. We've worked with Nova for years and they've never let us down. Always extremely helpful and have turned around many urgent jobs for us at short notice. Paul, Lisa and the team are an absolute pleasure to work with. Very friendly, knowledgable and effi cient, genuine and honest people. If they say they'll do something you know they'll get it done and you can rest easy knowing it's all in hand.

Highly recommend!!

Chris Bolt

Google

NOVA
Your aluminium all stars

Trade supplier of aluminium systems www.nova-aluminium.com

We've used Nova for several years and can't fault their service and quality!

They're an amazing and friendly team and couldn't recommend them enough.

Jose Ferreira - Signs Express - Southampton

Google

NOVA
Your aluminium all stars

Trade supplier of aluminium systems www.nova-aluminium.com

We use Nova Aluminium for sign frames and there service has been fi rst class, with extremely fast delivery. Elena in the quotations dept has been particularly helpful and fast to respond.

Philip Cook



Great company, very helpful and always quick to reply. We use them on a regular basis and would highly recommend.

Special mention to Lisa who seems to go out of her way to help.

Gary Austin



Nova have been a long term supplier of ours causing us no hassle whatsoever. Lisa and the team operate in a fast and effi cient manner, a pleasure to deal with.

Stuart Chenery - Director Sign Media



Question 4: Resolution Quality: Effectiveness in resolving issues.

There are many issues any business will come across, some within our control, some not.
We see anything affecting a project could arise in four major areas.

a) **Internal issues:** *that are clearly our mistake, i.e. wrong measurements, wrong colours*

We're all human, mistakes happen. A majority of mistakes could happen internally, which our customers won't actually be aware of, and are therefore picked up before the order goes out the door. During the production process, every aspect of the order is checked against the job sheet before it moves onto the next which helps to eliminate issues.

It's not really about the problem, it's about how you deal with it and that tends to be what customers remember. No different to making a complaint in a restaurant, you don't remember that your meal was cold, you remember the free glass of wine or chocolate brownie offered by way of an apology.
Our ethos is to deal with the problem before apportioning blame, the key is to keep our customer, and in turn, their customers happy.

b) **External issues:** *from the client, i.e. deadline changes, wrong spec, wrong measurements.*

If a customer makes us aware of an issue while the goods are still in production, we will first establish exactly where the job is in our process and what can still be changed. Wherever possible, we will correct the issue rather than simply telling the customer that it is too late.

Where a complete correction is not practical, we will discuss workable alternatives with the customer. This might mean changing the specification of a component, altering the production sequence, supplying part of an order first, or agreeing a revised delivery date that allows the project to continue without unnecessary disruption.

For example, if a customer discovers that a measurement has changed after production has started, we will look at whether the affected components can be modified, remade or held back while the remainder of the order progresses. The aim is always to find the most practical solution rather than simply identify who was responsible for the original error.

c) **Third party issues:** *of suppliers, sub-contractors, government policies i.e. unexpected price hikes of products and tariffs, installers not correctly installing, dates getting mixed up.*

Third-party issues can be particularly challenging because they are outside our direct control, but we do not believe that means they should simply become the customer's problem.

If a supplier changes a price, a product becomes unavailable, or a sub-contractor encounters a problem, we will investigate the options available and communicate with the customer openly. Where possible, we will look for an alternative product or supplier, adjust the production or delivery schedule, or find another way of completing the work without compromising the agreed outcome.

The same approach applies when circumstances change unexpectedly. If an installation date has to move,

for example, we will work with the customer and installer to rearrange the schedule and minimise the impact on the wider project.

Where unavoidable external cost increases occur, we believe in being transparent rather than simply passing on unexpected costs without discussion. We will explain the reason for the change, review the available options and, where appropriate, look at ways of managing the additional cost or phasing the work to make the impact more manageable.

Ultimately, our responsibility is not limited to the parts of the process that we directly control. If something goes wrong, we believe the customer should have a partner looking for solutions, not another problem to deal with.

d) **Opportunity issues:** *Often a whole project is born out of an existing issue a customer may have with a buidling, a location, a previous supplier. This is where we may have to innovate a product to solve an issue. Not all issues are bad!!*

A good example of an 'issue' based opportunity was with a **ToolStation** project. Our customer was using a flex face system that was expensive and was taking too long on site to install and therefore costing too much. The customer approached us and advised us what their key problems were. Paul took to the drawing board and innovated a brand new product especially for this project. The final design became our 75mm NovaComp system. The final flexface system eventually saved the customer 24% in costs and created a day less on site which of course resulted in a very happy customer. The new product was then released to market and had now become one of our best sellers!

Question 5: Demonstrate your Resources: Availability of comprehensive support materials (manuals, tutorials, FAQs)

We believe that good customer support shouldn't rely on a customer having to pick up the phone and ask us every time they need a piece of information. Wherever possible, we try to make product information readily available, in a format that is practical and easy to use.

Our customers work in busy sign-making environments and often need information quickly, whether they are quoting for a project, manufacturing a sign or standing on site ready to install one. For that reason, we provide support materials in a number of different ways.

WALLCHARTS: Our much-loved A1-sized Product Wallcharts can be found on the walls of many of our sign-making customers. We currently have three categories: Flexible, Rigid and Wayfinding.

Each Wallchart provides accurate technical drawings of our products and systems, including dimensions and QR codes linking customers directly to further information. They provide a quick and practical reference point without customers having to search through brochures or online pages to find the information they need.

WEBSITE: Every NOVA product and system can be found on our website, where customers can access downloadable Wallchart PDFs, additional technical information, diagrams, product codes and installation instructions. We also suggest complementary products, helping customers identify the complete range of components they may require for a particular project.

There is also the facility for customers to forward relevant product information directly to their own contractor or installation team, helping ensure that the correct information is available throughout the project.

ASSEMBLY VIDEOS: This year, we have also invested in filming and uploading a growing range of supporting videos demonstrating how our products are assembled. These provide another way for customers to understand our systems and are particularly useful alongside the technical drawings and written installation information.

PRODUCT SHEETS: Customers can request a comprehensive pack of Product Sheets covering our individual products and systems. These include the features and suggested applications for each product, together with a clear Benefits and Options section.

Of course we don't stop there! We also recognise that support materials cannot answer every question.

We are always happy to provide advice over the phone and regularly offer video calls when a customer requires that extra bit of information, particularly if they are on site and unsure about an installation procedure. We have also attended sites with customers during their first installation of products such as NovaFlex or NovaComp, helping provide practical guidance and reassurance.

A recent example was our involvement with the Domino's South West Distribution Centre. Our support extended beyond simply supplying the aluminium system. We worked with the project management team, customer and installation contractor before production, reviewing the construction of the sign boxes, structural support locations and fixing positions to help ensure the installation could proceed as smoothly as possible. We then attended the first installation to provide practical on-site support. The project management team described our help and advice as "second to none", with our presence on site proving "invaluable".

For us, providing comprehensive support materials isn't simply about producing Wallcharts, PDFs and videos. It's about giving customers the information they need in the way that works best for them, while making sure that knowledgeable and practical support is always available when they need something more.

Question 6: Going Above and Beyond: Demonstrated instances where support went the extra mile to assist customers or implemented exceptional policies.

At NOVA, going above and beyond isn't something we regard as an occasional exception. It is part of how we approach our relationships with customers. We don't simply want to supply a product and leave our customers to work out the rest. Where we can add value, solve a problem or make a project easier, we get involved.

A selection of our case studies provide some great examples of this in practice.

Hotel Chocolat: The new Hotel Chocolat factory shop and café presented a number of challenges. The external signage boxes were over 4m high, the large areas of black graphics created potential heat and tension issues, partial illumination was required and the contractors also asked if NOVA could organise delivery of both the boxes and the printed skins.

Rather than simply manufacture the boxes to the specification, we looked at the project as a whole. We selected our NovaFlex system because its unique method of tensioning was better suited to the scale of the signs and would help eliminate future re-tensioning caused by temperature fluctuations. We also worked with our LED partners to accurately position the lighting modules behind only the areas requiring illumination.

And because we operate our own fleet of delivery vehicles, we were able to take responsibility for delivering both the boxes and skins directly from our Bristol headquarters, removing another logistical problem for the contractors.

The customer's feedback summed up our approach particularly well: *"They work with you at all times to make sure all the bases are covered."*

Domino's South West Distribution Centre: This project demonstrated another aspect of our approach: being prepared to get involved beyond the factory gates.

Before production even started, our technical team worked with the customer, project management team and installation contractor to review the construction of the sign boxes, structural support locations and fixing positions. We wanted to identify potential installation issues before they became problems on site.

We then attended the first installation to provide practical support and guidance to the installation team. This wasn't part of simply supplying the aluminium system; it was about making sure the customer could successfully turn what we had manufactured into the finished signage.

The project management team described our help and advice as *"second to none"*, with our on-site support proving *"invaluable"*.

Upgraded NovaTex: Going above and beyond isn't always about what happens during an individual project. Sometimes it means listening to customers and being prepared to change what we do as a result.

Our upgraded NovaTex system was developed in response to feedback from customers who were experiencing frustrations with conventional construction methods. Rather than simply accepting those frustrations as part of the process, we used them as the starting point for product development.

Our in-house design team developed concepts, produced 3D-printed prototypes and used them to test and refine the design before moving towards production. The result was a redesigned system that addressed many of the practical issues customers had identified, while making the manufacturing and installation process easier.

This is an important part of our approach to customer service. We don't just want to solve today's problem; where possible, we want to find a way of preventing the same problem from occurring tomorrow.

We have also demonstrated this approach through our work on safer signage, where customer requirements around fire resistance helped drive further development of our systems and components.
For us, going above and beyond isn't about having a policy that tells us when we should help. It's about taking responsibility, listening to our customers and being prepared to do whatever we reasonably can to help a project succeed. Sometimes that means solving a technical problem, sometimes it means being on site, and sometimes it means changing the product itself. Whatever the requirement, we believe that if our customer succeeds, we succeed with them.

Looking after our customers: Going above and beyond isn't always about solving a technical problem. For the past three years, NOVA has sponsored the Castle Combe Autumn Classic weekend and invited our customers to join us in the NOVA Paddock, with their hospitality and admission covered by us.

It's a chance to spend time with our customers away from the normal working environment, enjoy a great weekend of motorsport together and, quite simply, say thank you for their continued support. We think looking after customers should occasionally involve something a little more enjoyable than discussing aluminium!