



*profile*



## Film Buff

We ran out of time and it was our fault. In the normal course of events we would have been very interested in a chat with Andy about Mod era stuff and we would have liked listening to somebody with a passion for Lambrettas. A chat about self build eco houses? Normally we'd have been getting into the whole rainwater harvesting conversation with gusto.



# profile

►►► enhance the office environment as our glazing films can be quickly and easily installed in situ with stunning results making the design appear part of the glass. Clever designers don't just measure up the glass and slap on some coloured film. This is sophisticated, where whole designs can be built around a subtle blend of light, views and privacy. This is light and film combining to produce creativity.

'Originally my career started in graphic design, and I hope that shows in the way we work with designers and understand their vision. And on a personal level I've always been interested in design, in all its forms. Product design, cars, everyday objects, I've got some nice pieces of furniture at home. I like clean, functional, good design.'

Having touched on his career beginnings we asked Andy to tell us more.

'I started in graphic design with a big international company – the speciality was heat transfer screen printing with clients such as Adidas and Marks and Spencer. After six years learning my trade I realised that I really enjoyed being in sales – in other words being customer facing. I worked for an American company selling value added materials, and then in 1994 I started this company – Madico Graphic Films. I'm the majority shareholder in the UK operation. We enjoy close ties with Lintec Corporation – a \$2 billion company listed on

the Japanese Stock Exchange and a recognised global leader in the manufacture of pressure-sensitive adhesive materials, including window films. This is worth mentioning because we benefit from Lintec's focus on innovation and commitment to R&D, which is vital to maintain a leadership position.

'As a result of that investment we've got several sexy new products coming through. For example, early next year we've got 'switchable' film – where if you switch off you see just glass, switch on and you can have privacy and use it as a projection screen. It's far cheaper than gas filled...and you can cut the image into shapes! What else? We're bringing out new dry-apply self wetting adhesives – the film just floats out; and a fantastic anti-microbial film for hospital environments.'

Andy's passion for what he does, and more importantly how he can help his customers, is absolutely plain to see. He doesn't smother you in techy geek speak, he's actually interested in a design challenge. And even more importantly, he's a top bloke too.

We were in Smiths, obviously. About this moment was when friends like Terry, Claire, Mark, Michael, Bill and others all came in to join Andy and me, a good bottle of red or two emerged, and, you know what, we knew we'd run out of time. Our fault ●

