



Resene  
Brown Pod

**left and above:** It took 16 litres of primer, 140 litres of Resene Lumbersider and more than 1000 man hours for Sign Foundry to hand-paint this logo on the roof of Whittaker's headquarters in Porirua, which sits under the Wellington flight path. Resene Brown Pod was chosen for its warm, chocolatey appearance.

# In great measure

**Sign Foundry hand-paints a larger-than-life logo for an iconic brand.**

**W**hittaker's has long been a household favourite; the family-owned business has been making chocolate since 1896. Their operation had been based in Porirua for more than a century, and its location on the Wellington flight path spurred an idea to turn the

sprawling flat roofed building into one massive canvas. Sign Foundry was called in to sort out how to make it a reality.

Though technology has greatly changed the methods and capabilities of sign making over the years, their team still includes skilled craftsman capable of creating hand-painted signage.

"Large-scale signage like this is few and far between," says Duncan Rourke, General Manager and co-founder of Sign Foundry. "While the team are qualified sign makers, this project required out-of-the-box thinking. We sat around a table and put forward some ideas, and while we might not have done it the way others would have tackled it, the process worked for us and the results were great!"

From concept to completion, it took over 1000 man hours to complete the immense logo. Aside from the commercial cleaners who prepared the surface, all of the setup, prep

and painting was completed by Sign Foundry's in-house team. A whopping 480 sheets of 2400mm x 1200mm corflute needed to be cut, which was carefully templated across the roof. At 25m tall and 75m wide, it takes up a total area of 1875m<sup>2</sup>. By comparison, the famous Hollywood sign in California is 1460m<sup>2</sup>.

"Since the logo is script with no real block letters, templating took some major work," says Duncan. "It is long run roofing, so that required painting the up-rights and returns which significantly added to the quantity of paint. There is also a 1.5m drop part way through the roof along with fans and other obstructions that had to be dealt with."

It took 16 litres of primer to mark the outlines and 140 litres of Resene Lumbersider to complete the two coloured topcoats, which was tinted to appropriately chocolatey Resene Brown Pod. "We use Resene for a lot

of projects, even to create the look of rust or other cool effects, but this was one-of-a-kind."

Duncan says it felt meaningful to be a part of the project, not just because the signage was for such an iconic New Zealand brand, but also because of its scale. "To say that we have hand-painted a logo of this size is a huge achievement. We picked up an NZSDA Gold Award for it."

"The finished product looks amazing, however, you need to pretty much be in space to truly appreciate the scale," laughs Duncan.

To others interested in incorporating painted signage in their projects, he recommends having the company installing it involved from the get-go and to pick your timing wisely. "Be prepared for events outside of your control, like weather, or make plans to limit the effect." **BW**

To see more of Sign Foundry's work, visit [www.signfoundry.co.nz](http://www.signfoundry.co.nz).