

Interpretation Displays & Lecterns

Simple Guide | INTERNAL SALES / ESTIMATING GUIDE

THE FIRST DECISION

Is this a STANDARD / CONFIGURABLE display, or is it becoming a DESIGN PROJECT? This determines how quickly we can quote and who needs to be involved.

Ask these questions first

- What is the customer trying to display - map, history, visitor information, artwork or tactile content?
- Lectern, post-mounted or wall-mounted?
- Approximate panel size and quantity?
- Printed, etched/engraved, cast relief or tactile/3D?
- Is finished artwork being supplied?
- If not, what artwork/design input is required?
- Preferred structure/style/material and colour?
- Delivery only or installation?
- Where is the project?

Route the enquiry

STANDARD / CONFIGURABLE

Example: Teddington-type lectern + known panel size + client-supplied print-ready artwork + standard finish.

→ Progress as a relatively straightforward quotation.



DESIGN PROJECT

Example: bespoke structure + historical content + artwork development + cast/tactile bronze or aluminium + site installation.

→ Allow proper design, estimating and project input.

Product / manufacturing routes

- Lecterns – generally aluminium supporting frame with angled panel (look at Teddington, Awere etc); panel size can vary.
- Post-mounted displays – Single or twin post options - traditional or contemporary structures can be developed.
- Printed interpretation - GRP or aluminium printed panels are established Leander options.
- Cast / tactile interpretation - aluminium or bronze relief and 3D features can be developed where required.
- Bespoke structures - use Leander casting, fabrication and finishing capability where this adds value.

WATCH OUT

Artwork creation, copyright/image permissions, complex mapping, research, translation, accessibility/tactile requirements, unusual materials, structural/site requirements and installation can materially change scope. Define these before fixing the price.

Minimum information before quotation

- Quantity / panel size
- Display format
- Panel manufacturing route
- Artwork responsibility clearly defined
- Structure / finish requirement
- Delivery / installation scope
- Project location
- Any bespoke design or accessibility requirement



KEY DISTINCTION

INTERPRETATION is normally permanent or long-term information. If the customer needs to open a cabinet and regularly replace notices, route the enquiry to Outdoor Noticeboards.