



wide format imaging • signmaking • screenprinting

To whom it may concern:

John Hadfield is a highly valued member of the Signmaking and Visual Display industries. Having established Hadfield Signs in 1972, he drove the business to a position as one of the most successful of its kind in Australia. His entrepreneurial approach led him to adopt a range of technologies to complement his signmaking expertise, including screenprinting, digital imaging and a variety of other applications considered revolutionary at the time. These initiatives, along with his uncanny ability to create new business opportunities, made his company the model to which other signmakers aspired. He sold Hadfield Signs in 2001.

Control Zone, which he established in 2003, is involved in professional and business development of small businesses. He has also accepted a part time position as business development manager of the Australian Sign & Graphics Association (ASGA). In this role he writes a regular column for our publication, and this valuable contribution is now an integral component of the magazine's regular editorial mix. His no nonsense editorial style has increased not only the profile of ASGA, but also its membership. As the managing director of Control Zone, he also travels throughout Australia presenting seminars on various industry matters, including: regulatory information, education, work practice reforms and new processes. Notable at most Hadfield seminars is his personal crusade for industry members to adopt modern management techniques and to keep abreast of the latest technologies available.

On a personal note, I have found John Hadfield to have what is probably the most complete understanding of the dynamics of this diverse industry and the amazing gift of being able to translate this into language we can all understand. He is universally respected by his peers as a mentor of the highest quality, a man who is not afraid of a challenge, and he is held in the highest regard by this writer. Without reservation I would recommend John for any position requiring a high degree of managerial expertise, exceptional communication skills and an abundance of common sense.

Ken Pobjoy

Director/Editor, Image Magazine

Cygnets Publication

26 April, 2006

Cygnets Publications Pty. Ltd.

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