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GRAPHIC DESIGNER | BRAND STRATEGIST

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BEFORE

Project:
Promotional Work

Client:
Senior Flexonics
Pathway

As a legacy company, SF Pathway had the issue that all of their materials were disjointed and not cohesive having been created at different times.

Solution was to create a secondary branding element, and make the pieces more unified.

For over 50 years, quality, craftsmanship, and unparalleled response to industry outages, Pathway and Wahlco/Metraflex have been the "go-to" companies when it comes to emergency replacements of metal bellows and fabric expansion joints and engineered dampers. Give our team a chance to assist you in your next emergency! **We are the Expedite Experts!**

Call 1.800.292.2000

Senior Flexonics Pathway Div. Senior Operations LLC, 2400 Longhorn Industrial Drive, New Braunfels, TX. Senior Operations LLC, 29 University Street, Seattle, WA 98101

BRINELL HARDNESS SURVEY REPORT

Job Number _____	Drawing Number _____	Part Number(s) _____
Location Weld, HAZ or Base (circle one)	Weld number or description: _____	
Bar indicator diameter: _____		
Specimen indicator diameter: _____		
Brinell Hardness of test bar: _____		
Brinell hardness test results: _____		
Job Number _____	Drawing Number _____	Part Number(s) _____
Location Weld, HAZ or Base (circle one)	Weld number or description: _____	
Bar indicator diameter: _____		
Specimen indicator diameter: _____		
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SENIOR FLEXONICS INC.
Expansion Joint Division

Material Data Paper

Unique Aspects of Design for Catofin® Expansion Joint Applications

The Catofin process is unique in many ways, and it is a very challenging design environment. The operating temperature of various media streams is in the creep range of temperature for the materials of construction. Materials that operate in the creep range are susceptible to creep rupture failure. At the high stress levels typical of this process, creep rupture failure can occur over a very short period of time.

The bellows elements are highly stressed membranes. So it is well recognized that the bellows elements should operate at a temperature that is below the start of the creep range. A lower bellows design temperature is achieved with insulation for some applications. In some cases, purging provides assurance that the bellows will operate at a temperature that is below the start of the creep range. There is a significant temperature difference between the bellows elements and components to which the bellows are attached and the internal piping that is operating at media temperature. This difference in temperature results in differential thermal growth and high stress levels.

The angles used at 90° luminous are very sensitive to problems associated with creep rupture so they provide allowable limits for primary and secondary stresses for expansion joint components. These stress limits are extremely low for components at high operating temperature.

The combination of low allowable stress limits and significant differential thermal growth between attached components results in a design challenge that can only be addressed with finite element analysis. The area where differential thermal stress is most challenging is at the root of the transition or conic section of the expansion joint that joins the cooler bellows region to the hot line pipe.

The Senior Flexonics Pathway approach to this problem is to avoid the use of welded conics whenever possible because the abrupt transition at the conic to line pipe interface is in the creep range and in the shape of a welded conic is a stress riser that adds to the design problem. The SFP approach incorporates a formed transition that avoids circumferential welds altogether. The knuckle radius at transition points is generous and the stress intensification factor is therefore held to the minimum. For each Catofin project SFP analyzes the high temperature transitions for each design using Finite Element Analysis.

Typical FEA stress plot for SFP double expanded pipe shape used for Catofin service transitions.

SENIOR FLEXONICS PATHWAY

INSTALLATION, MAINTENANCE & STORAGE MANUAL FOR NON-METALLIC FLUE DUCT EXPANSION JOINTS

A. STORAGE

1. Store in original container.
2. Store in an area where they are protected from physical damage and abuse.
3. Store in a dry area where the temperature will not exceed 150°F (65°C).

B. PRE-INSTALLATION REQUIREMENTS

1. Check that the duct flanges of the branch opening are aligned correctly. Lateral misalignment and angular misalignment dimensions should not exceed the figures shown on the project drawings. Deviations should not exceed up to +/- 30° (10mm) Axial and +/- 1/4" (6mm) Lateral.
2. Flange bolts of the ductwork should be smooth, uniform and flat.
3. Clean work area of all sharp edges or protrusions.
4. Provide protection against weld spatter at or around the expansion joint installation areas. Sheets and/or welding blankets should be used to protect the flanges and the ends of the expansion joint from any weld spatter or slag contact. All shields and/or welding blankets must be removed before the welding operation is completed, or damage to the expansion joint may occur during operation.
5. Ensure that all the necessary hardware (nuts, bolts and washers) are available.

C. INSTALLATION

The proper installation of the expansion joint is dependent of following correctly the procedures listed below.

E1. INTEGRAL FLANGED TYPE EXPANSION JOINTS

1. Compress the expansion joint by repositioning the flanges together and securing in the compressed state with nuts and bolts. The distance between the flanges should be at least 1" (25mm) less than the branch opening dimension to allow clearance for peaking.
2. If fast-welded flanges are part of the installation, tighten these inside the flange prior to installing the expansion joint, but do not weld in place. **NOTE:** If the flange has been welded, if the gas velocity exceeds 35 ft/min (10m/sec), then the flange must be cut off and replaced.
3. Lift or slide the expansion joint and support housing into the branch opening and align the expansion joint holes with the ductwork flange holes. The support housing should be loosely along with several positioning bolts to hold the expansion joint in place yet allowing for the removal of the plates.
4. Remove the plates and support housing.
5. Ensure that all the necessary hardware (nuts, bolts and washers) are available.

*Henceforth refer to the expansion joint as the "plate".

MATERIAL DATA PAPER

Primary Air Shut Off Dampers

Primary air shut off (PASD) dampers are critical to power plant operation and maintenance. The coal pulverizers downstream from the PASD dampers operate in a severe service environment. Because of the severe service condition it is critical that the primary air passes may remain off-line intact when the plant remains in operation. That means the dampers that isolate the pulverizers from the incoming air flow must be reliable and efficient.

The coal dust that results from the pulverizer operation is an explosion hazard. It is critical that the PASD dampers be fast acting during a boiler trip so that the pulverizers can be isolated safely and reliably. The thermal shock that results from fast operation must be taken into account if the PASD damper is to perform consistently over the long haul.

Senior Flexonics Pathway has developed a family of PASD damper designs that address the problems so often encountered at coal fired power plants. Unique PASD design features address severe service conditions, fast operation, thermal shock, and reliability with field proven success.

Cold air shut off damper
Cold air shut off damper with 1" thick CorTen blade to resist corrosion and survive high pressure surges that can result from operation.

Proportional actuators are used for hot and cold air PASD dampers for fast closure rates. Closure rates of 1 second are commonly achieved in factory performance tests.

A cold air PASD damper installed in service with blade.

Division of Senior Op. Div., New Braunfels, TX 78129-0099 email: in

SENIOR FLEXONICS PATHWAY
Performance under Pressure

Engineered Solutions

FLUID CATALYTIC CRACKING

Senior Flexonics Pathway has design standards and a record of quality that are essential for reliable FCCU performance. That is why SFPathway is recognized as the best solution for critical FCCU expansion joints.

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Pathway Senior Operations LLC
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Engineered Solutions: GAS TURBINE EXHAUST SYSTEM

Senior Flexonics Pathway Metroflex Dampers has supplied more than 800 single blade diverters worldwide since 1976 and continues to be a gas turbine technological leader.

COMPLETE BYPASS SYSTEM
SFP Metroflex Dampers (SFP) can provide an entire gas turbine exhaust system as a turnkey package, including transition ducts, diverter damper, expansion joints, bypass stack, silencer, and support structure. Components can be fabricated at our Maine or Texas facilities, or our approved international subcontractors.

TOGGLE & PIVOT DRIVES
SFP's toggle drive diverter has been designed for today's newest gas turbines. The increased mechanical advantage of the toggle drive system allows users to step/modulate even the largest diverters during full load operation.

Pivot Drive
Pivot Drive diverters are a cost effective solution for users looking to convert an older existing simple cycle system into a combined cycle unit. Pivot drives are traditionally used for diverters under 14' square.

Custom Actuator

BEARING DESIGN
SFP has designed a custom bearing specifically for demanding diverter applications. These self-aligning, permanently lubricated bearings are designed for the slow large moving radial loads common to diverters, providing highly reliable, non-jamming performance.

DUPLEX SEALING SYSTEM
The duplex sealing system consists of two sets of two rows of flexible alloy seals around the perimeter of the blade, sealing each diverter outlet. Application of pressurized sealing air allows for man-safe isolation of downstream equipment.

DRIVE OPTIONS
SFP can design a custom actuation system around user preferences. Electric actuators with self-locking gearboxes are common and economical option for smaller diverters, while larger units often require the torque of a fail-safe electro-hydraulic system. These systems are custom designed to meet all end user interface and instrumentation requirements, while providing years of trouble free operation.

Pathway Senior Operations LLC
Performance under Pressure

Engineered Solutions: FLUID CATALYTIC CRACKING

Senior Flexonics Pathway recognizes the critical nature of expansion joints in FCCU applications. For more than 40 years, Pathway has built a reputation as the industry leader in design, quality and reliability for expansion joints in the most severe service environments.

POWER RECOVERY TRAIN
The Power Recovery Turbine (PRT) harnesses the energy of the high temperature flue gas generated by the FCC process. Gas exits the regenerator at approximately 50 PSIG and must be reduced in pressure before entering the CO boiler or other downstream components. Pathway has developed field proven designs that are customized for maximum service life in the PRT operating environment.

Critical Components

The FCCU (Fluidized Catalytic Cracking Unit) is the most critical process and the highest revenue producer in a refinery. Many processes in the refinery are dependent upon the availability and output of the FCCU. Expansion joints are critical components used in the FCC process stream.

OVERHEAD LINE
The overhead line exits on top of the regenerator and, if there is a PRT, it enters the top of the third stage separator. This is typically the largest and heaviest expansion joint in the refinery. The design is generally a tied universal cold wall construction with internal refractory and carbon steel shell. The expansion joint accommodates axial growth between the elbows internally and the lateral offset from the relative vertical growth of the regenerator and the next piece of downstream equipment.

Large refractory lined universal style

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Engineered Solutions: FLEX-SEAT GUILLOTINE DAMPERS

Senior Flexonics Pathway – Metroflex Dampers has supplied thousands of Flex-Seat Guillotine Dampers since 1976 and continues to be the technological leader in duct isolation technology.

DESIGN OVERVIEW
SFP Metroflex Dampers' Flex-Seat Guillotines are designed for isolation of gas flow system components such as; Electro-Static Precipitators, Flue Gas Desulfurization systems, Gas Turbines, Fans, Boilers and other processes. Components can be fabricated at our Maine or Texas facilities, or any one of our approved international subcontractors.

RACK AND PINION DRIVE ①
SFP Metroflex Dampers' Rack and Pinion Drives are self-cleaning and maintenance free, operating without the need for lubrication or adjustment. The Rack and Pinion drive is designed to cycle in very harsh environments without clogging or fouling. Dampers can be arranged in both horizontal and vertical ducts.

ENGINEERED/FABRICATED BLADE ②
The Flex-Seat guillotine uses a unique compound blade design. The blade periphery is constructed of heavy structural channel shaped members supporting a reinforced membrane section. This design makes the blade both structurally rigid to withstand system pressures and torsionally flexible to resist binding.

ENCLOSED BONNET ③
The gas tight bonnet provides integrity to the duct system by not allowing leakage to or from the damper to atmosphere. Dual Thrust seals at the bonnet entrance reduce the amount of seal air required in the open position.

SEAL AIR SYSTEM ④
100% cross blade isolation is achieved by use of a seal air fan system. The Flex-Seat blade and seal create a seal cavity into which seal air is introduced in the closed position. This pressure barrier prevents cross blade leakage of flue gas in the closed position.

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Performance under Pressure

Engineering - Fabrication - Site Services

Custom designed, engineered and crafted piping solutions that outlast and outperform all expectations in the most severe environments.

Senior Flexonics Pathway is the world leader in the engineering and manufacture of high-quality metal expansion joints, damper products, and fabric expansion joints. Our products are sold and exported to over 80 countries. With over 100 years of experience, we offer unparalleled design, analysis, and on-site installation capabilities.

SF Pathway has specialized knowledge and experience in the supply of expansion joints for Nuclear Power Generation, Fluid Catalytic Cracking Units, LNG transfer lines, Catofin service, Styrene Monomer production and other specialty applications. Our products are sold and exported to over 80 countries. We are dedicated to creating the highest quality products and developing unique design solutions that meet the complex challenges inherent in industrial processes.

SF PATHWAY EXPERTISE:

- Metal Expansion Joints
- Damper and Diverter Valves
- Fabric Expansion Joints
- On Site Services
- Custom Metal Fabrication

Metal Expansion Joints are a critical part of a piping system and without them the plant could not operate. They provide a compact, practical and cost effective way to accommodate pipe motion. The majority of our large scale metal expansion joints are built at our primary facility in New Braunfels, Texas. Our vast experience in designing and fabricating metal expansion joints makes these joints exceptionally durable and reliable.

Gas Turbine Divers and Isolation Equipment are the specialty of the Senior Flexonics Pathway facility in Lewiston, Maine. SF Pathway is a global supplier of diverter valves for gas turbine applications, dampers for control and isolation of fuel gas.

The diverter application range includes product sizes for small gas turbine applications to the largest land based gas turbines available in the world today. The size range for louver and guillotine dampers runs from small boiler applications to the sizes required for the largest boiler installations in existence.

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Product Quality Checklist

SF P02001 Rev 1.1 • Last Revision 11/29/2013

Customer:	SFP Serial #:
Customer Tag #:	SFP Drawing #:
Customer P.O. #:	Sales Order #:
QC:	
YES NO N/A	
1. Is the unit free from any dents, scratches, or any non-uniformity in the bellows? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. Do the welds appear uniform, complete and demonstrate skill and attention to detail? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Is the flow direction clearly shown with a flow tag if the assembly has a flow liner? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
4. Are liners correctly installed with acceptable radial clearance? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
5. Is the cover correctly and securely attached and not interfering with other components on the expansion joint? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
6. Has a weldable rust preventative been applied to the weld end bevels if required? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
7. Are the flange faces free of any scratches or non-conformities that may prevent sealing? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
8. Is the unit free of welding distortion: flange flatness, tie rod lugs, tie rod plates, hinge arms, shell ID? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
9. Has QC inspected and approved the assembly or part for conformance to the drawing and applied a QC Passed green sticker? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
10. If required, has Customer Inspector/Third Party issued a Release to ship? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
11. Overall, does the final product represent SFP's commitment to producing products with the highest level of quality and craftsmanship in the industry? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Shipping:	
12. Have all markings been removed from the assembly or part? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
13. Has the unit/part been satisfactorily cleaned internally & externally? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
14. Are all external carbon steel surfaces painted or primed? (if required) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
15. Are shipping bars and spiders clearly marked with "Remove After Installation" and painted yellow? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
16. If packaged by SFP, does the packaging assure that the part will arrive at its destination free of damage? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
If the answer is NO to any of the above questions, please contact the Director of Quality Assurance for resolution.	
QC Inspector	Date
Shipping Department	Date

Pathway Senior Operations LLC
Performance under Pressure

Project Document Submittal Index

SFP P02001 Rev 1.1 • Last Revision 11/29/2013

Customer:	SFP Serial #:
Customer Tag #:	SFP P.O. #:
SFP Drawing #:	Sales Order #:
Design Submittal:	
1 Calculation Document <input type="checkbox"/> <input type="checkbox"/>	
2 Sub Vendor List <input type="checkbox"/> <input type="checkbox"/>	
3 Inspection Test Plan <input type="checkbox"/> <input type="checkbox"/>	
4 Drawings <input type="checkbox"/> <input type="checkbox"/>	
5 Welding Procedures and Procedure Qualification Records <input type="checkbox"/> <input type="checkbox"/>	
Inspection/Data Package Submittal:	
6 NDE Reports (Liquid Penetrant, Radiographic, etc.) <input type="checkbox"/> <input type="checkbox"/>	
7 Pressure Test Report • Hydro/Pneumatic Test Report <input type="checkbox"/> <input type="checkbox"/>	
8 Heat Treatment Charts <input type="checkbox"/> <input type="checkbox"/>	
9 Ferrite Test Reports <input type="checkbox"/> <input type="checkbox"/>	
10 Hardness Test Reports <input type="checkbox"/> <input type="checkbox"/>	
11 Paint Inspection Report <input type="checkbox"/> <input type="checkbox"/>	
12 Final Visual and Dimensional Inspection Reports <input type="checkbox"/> <input type="checkbox"/>	
13 PMI - Positive Material Inspection <input type="checkbox"/> <input type="checkbox"/>	
14 CMTR - Certified Material Test Report & Material Certificates <input type="checkbox"/> <input type="checkbox"/>	
15 Refractory Lining Report and Dryout Chart <input type="checkbox"/> <input type="checkbox"/>	
16 Inspection Release Note <input type="checkbox"/> <input type="checkbox"/>	
Other:	
17 NCRs <input type="checkbox"/> <input type="checkbox"/>	
18 Certificate of Compliance/Conformity <input type="checkbox"/> <input type="checkbox"/>	
19 Warranty <input type="checkbox"/> <input type="checkbox"/>	
20 ASME Sect. VIII Only: Sub Vendor List, Photocopy of Tag <input type="checkbox"/> <input type="checkbox"/>	
Customer Approval:	
Name	Signature
Date	Date



The Mini-Symposium takes key portions of the Pathway full day Symposium tailored to meet the needs of an individual company, process or project.

Information on current state of the art technology, including recent advancements in Metal Expansion Joints is comprehensively explained.

Training provided with compliments of Senior Flexonics Pathway and Dave McGrath.

Date: To Be Announced

Conference Room

11:00 a.m. – 12:00 p.m. Morning Session
12:00 p.m. – 1:00 p.m. Working Lunch
1:00 p.m. – 2:00 p.m. Afternoon session

To register click [here](#).
Please reserve your seat today.

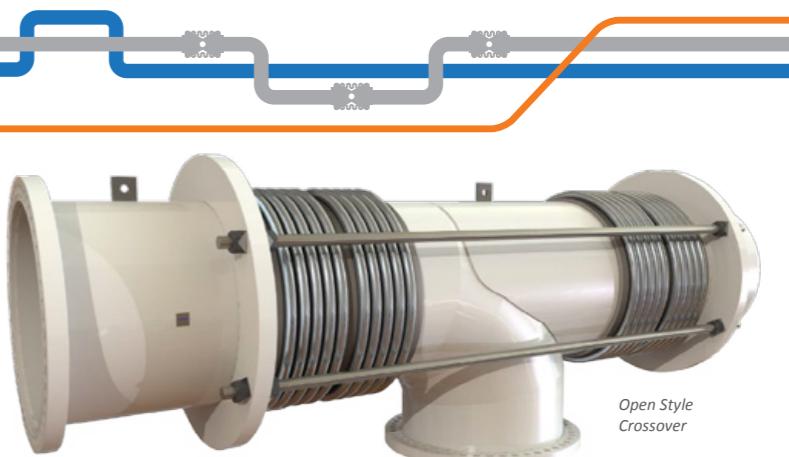
Project:
One Sheets

Client:
Senior Flexonics Pathway

Promotional pieces highlighting both Symposium and Crossover Refurbishment, building on unified branding elements.



Engineered Solutions: CROSSOVER REFURBISHMENT



Problem: The loss of power or efficiency as the result of a failed turbine crossover expansion joint is a serious problem for any power generating station. The failure of a crossover assembly generally occurs as a result of a crack in the bellows and is seen as escaping steam or moisture on the outside of the crossover piping. In many cases, the bellows is not accessible without disassembly of the crossover and weld repairs to bellows are rarely successful.

Solution: Refurbishment of a crossover expansion joint can put it back in service for many more years. **Senior Flexonics Pathway is the recognized industry leader in the refurbishment of turbine crossover expansion joints.**



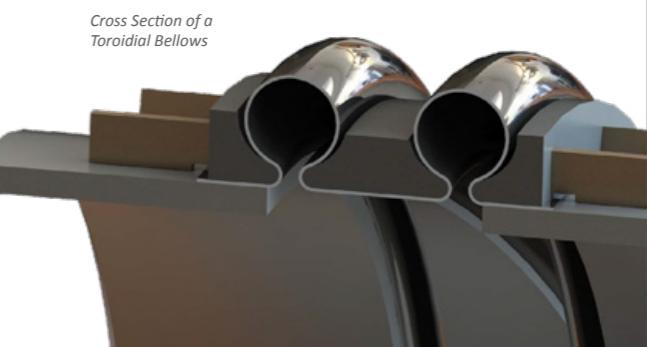
Wrapper Style Crossover Joint

Turbine crossover expansion joints are generally pressure balance type expansion joints where the pressure thrust of the flow bellows is balanced by the pressure thrust of the balance bellows. By eliminating the pressure thrust loads on the turbine nozzle, only the relatively small spring forces are seen by the turbine. There are generally two main styles of crossover expansion joint construction: Wrapper Style and Open Style. The wrapper style (pictured above) utilizes a heavy cover over the bellows which also acts as the pressure restraint hardware. The cover is bolted to rings on each side of the expansion joint.



Cross Section of a U-Shape Bellows

(pictured left) are typically found on open style crossovers and are manufactured by mechanical forming using an expanding mandrel or other methods.



Cross Section of a Toroidal Bellows

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HOME COMPANY PRODUCTS RESOURCES CONTACT REQUEST A QUOTE **EMERGENCY RESPONSE**

SFP On Site Inspections

Full Service Hot and Cold Including Thermal Imaging

LEARN MORE

Metal Expansion Joints

Petrochemical Process, Industrial HVAC

MetroFlex Dampers

Control and isolation of flue gas in a wide variety of applications

Fabric Expansion Joints

Flue gas and other low pressure ducting

On-Site Services

Inspection, installation or on site repair

Project:
Website Redesign

Client:
Senior Flexonics Pathway

Revamp of company website, spotlighting the strengths and core competencies at a glance.

Resources like Webinars and One Sheet brochures made especially accessible as these tools are utilized by the sales agent network.

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HOME COMPANY PRODUCTS **RESOURCES** CONTACT REQUEST A QUOTE **EMERGENCY RESPONSE**

Videos

Here you can find the videos from previous webinars and other videos for viewing.

Webinar 12: Bellows Fundamentals 4 – Maintenance and Outage Planning

When your plant has a scheduled outage, determining scope and minimizing unplanned additions to the scope and duration, are critical. Plant cool downs and heat up post outages, are often when unplanned issues arise. Expansion joints are a dynamic part of the plant state change, often one of those issues.

Join Dan Edgar P.E., as he shares details about getting ready for a turnaround.

Useful information including performing hot and cold inspections, tracking hardware load, welded cones, and your options if you encounter a problem will be covered.

Webinar 11: Bellows Fundamentals 3 – Unrestrained Expansion Joints

The most basic and economical expansion joint is the Unrestrained Expansion Joint.

This video introduces this type of joint and how to properly apply it.

Webinar 10: Bellows Fundamentals 2 – Types of Expansion Joints

There are many types of expansion joints and some are better suited to a particular need than others.

In this video, Dan Edgar, P.E., takes an in-depth look at the types, and their applications.

Webinar 9: Bellows Fundamentals 1 – Expansion Joint Introduction

Join Dan Edgar, P.E., as he shares details about getting ready for a turnaround.

Webinar 8: Designing for Bellows

Bonnie Blackley, P.E., shares her knowledge on how to design for bellows.

Webinar 7: Positive Impact of In...

A man in a blue shirt is shown in a video thumbnail.

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**senior FLEXONICS
PATHWAY**

HOME COMPANY PRODUCTS **RESOURCES** CONTACT REQUEST A QUOTE **EMERGENCY RESPONSE**

Brochures

Our brochures provide great information about specific topics and applications. The 8.5x11 Style One Sheet allows for easy viewing and printing.

Catofin Exp. Joints

Senior Flexonics Pathway is the world leader in the design and fabrication of expansion joints for Catofin applications. Our team of engineers and fabricators will continue to work with our partners as the industry leader to provide solutions to meet our customers needs in this growing industry.

[Download Brochure](#)

FCCU Exp. Joints

SR Pathway recognizes the critical nature of expansion joints in FCCU applications of Petrochemical facilities such as Electrostatic Precipitators, Flue Gas Desulfurization systems, Gas Turbines, Fans, Boilers and other processes.

[Download Brochure](#)

Flex Seat Guillotine

Senior Flexonics Pathways' Metroflex Dampers' Flex-Seat Guillotines can provide an entire gas handling system under one turnkey package, including transition ducts, damper, damper expansion joints, bypass stack, silencer, and support structure.

[Download Brochure](#)

Gas Turbine

Senior Flexonics Pathways' Metroflex Dampers' Flex-Seat Guillotines are designed for isolation of gas flow in gas turbine applications such as Electrostatic Precipitators, Flue Gas Desulfurization systems, Gas Turbines, Fans, Boilers and other processes.

[Download Brochure](#)

Engineering Services - CATERPILLAR APPLICATIONS

Engineering Services - FABRIC EXPANSION JOINTS

Engineering Services - FABRIC EXPANSION JOINTS

Engineering Services - METAL EXPANSION JOINTS





Project:
Event Branding
Promotional Work

Client:
CARE

As a first time event, CARE needed materials that would set them outside the pack, and attract the attendee they were looking for, participants who would come for the run, but then get involved with the non-profit pet rescue.

Project:
Logo + Brand Identity

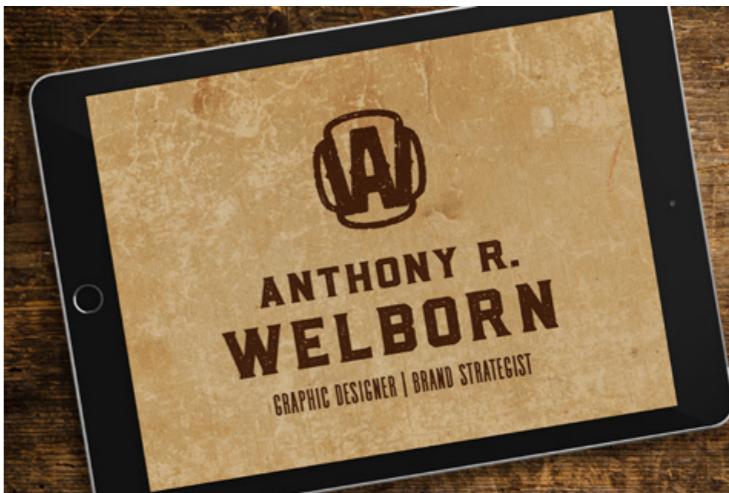
Client:
Myself

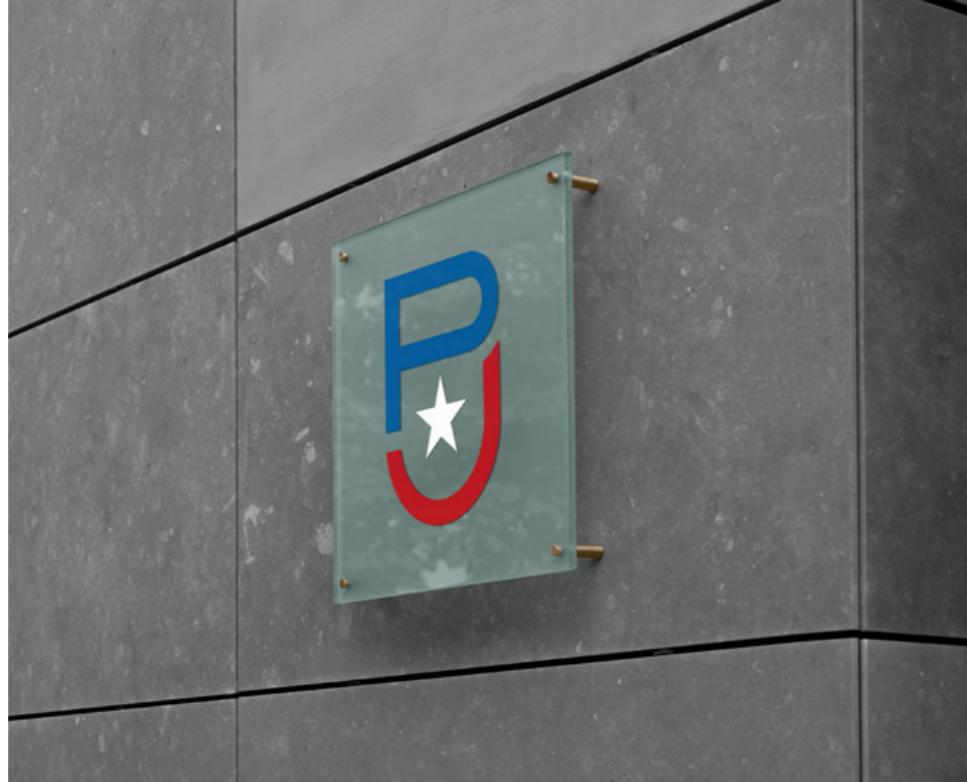
Branding yourself as a creative is inherently one of the most difficult projects to undertake. There's an enormous responsibility in that process. You're putting a public face on your process and skill, and it's a showcase to potential clients. Would a client put their trust in a Graphic Designer whose studio or personal brand wasn't well executed?

This brand delivers for me exactly what I was trying to achieve. Part ranch brand. Part Japanese tsuba. Part Flamenco. Part rustic. Part experienced statesman of design. It has an easily recognizable icon, flexible execution and easy to iterate on.



RIGHT:
One of my favorite iterations of the brand is an homage to the old cowboy show "Have Gun. Will Travel", reimagined for the modern era.





Project:

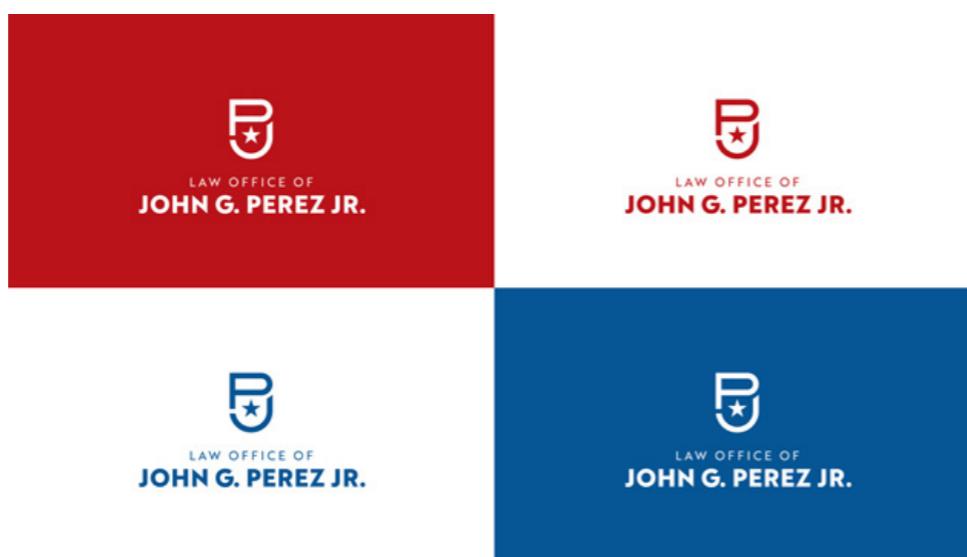
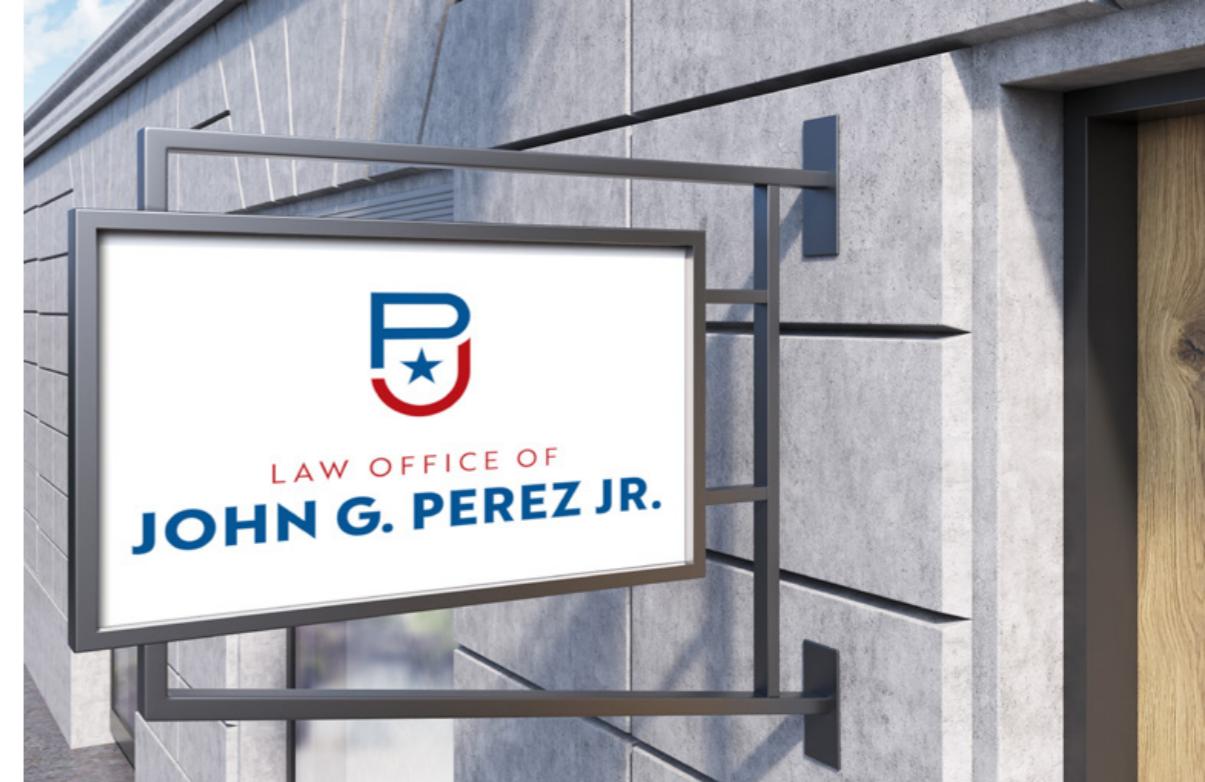
Logo + Brand Identity

Client:

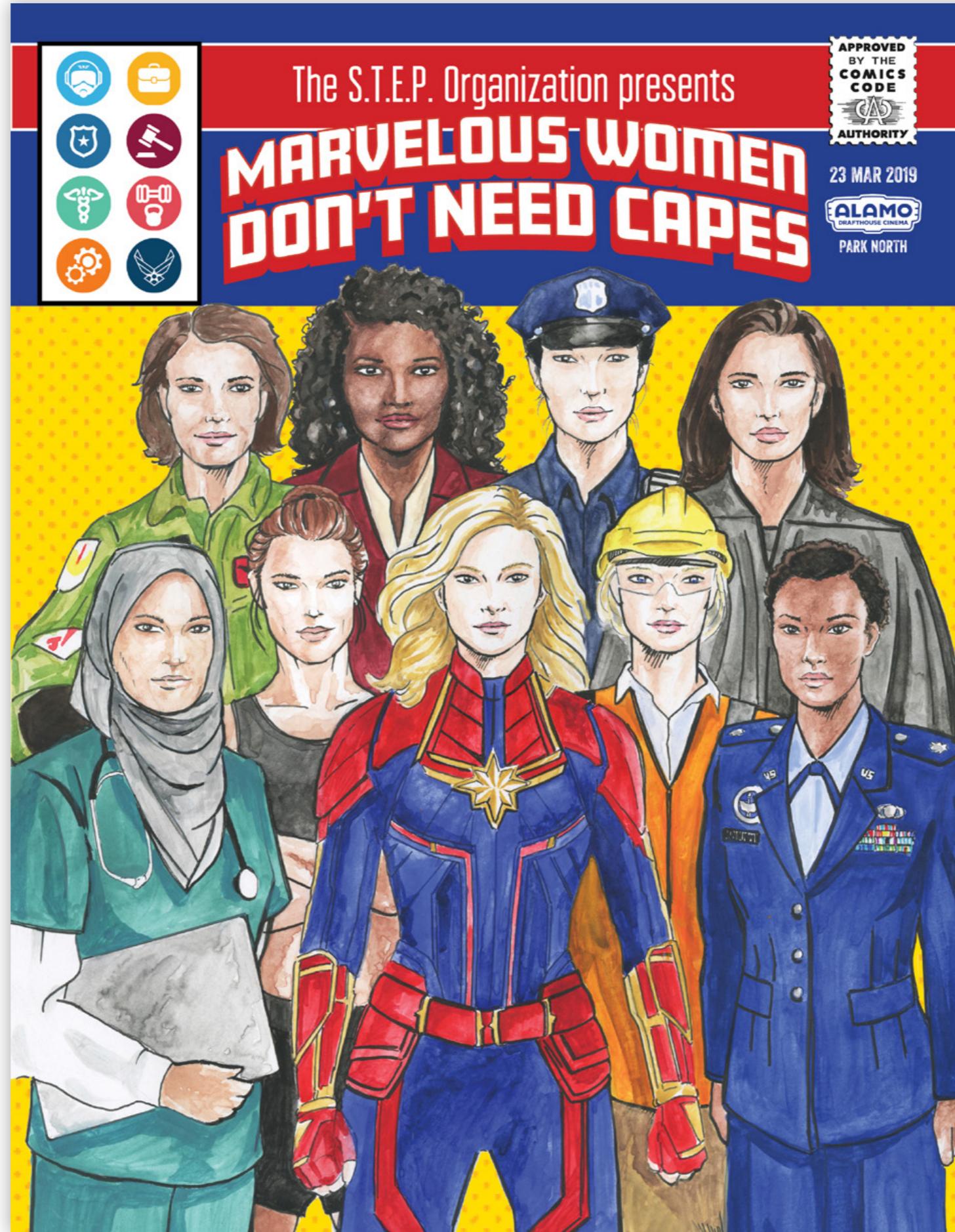
Law Office of
John G. Perez Jr.

Identities for lawyers can be a unique challenge. Designers need to harness tons of creative power to stay away from cliche iconography, such as scales, lady justice or gavels (not that there can't be fresh takes on these). Most client-lawyer relationships are built on trust, and in the case of a small firm, usually on the founder. As a result, many firms go for a time honored approach of an icon based on a monogram, because the name of the lawyer is where we are endeavoring to create brand equity.

The client is a lawyer who specializes in criminal law. I was looking for a perfect embodiment of what he was after. Then, the client said something during the creative brief that was my "aha!" moment, that really informed my process. "I'm there to help people on their worst day, and help them out of a situation that was in most cases a misstep, not something that should define them the rest of their lives." I liked the idea of that kind of personal stake in his clients, and completely looking out for their interests. The identity completely reflects that, while being fresh and modern, perfectly at home in any of the color combinations within the brand.







Verano 2006

La ORILLA

La ORILLA

Verano 2005
Ejemplar gratuito



VUELVEN LAS
CARRERAS DE CABALLOS
DE SANLÚCAR

EL SEVILLA FÚTBOL CLUB:
UNA VENTANA ABIERTA A EUROPA

EL RETABLO DE
LA VIRGEN DEL ROCÍO:
UNA OBRA UNIVERSAL

HOMENAJE A
ROCÍO JURADO
Y SU PUEBLO

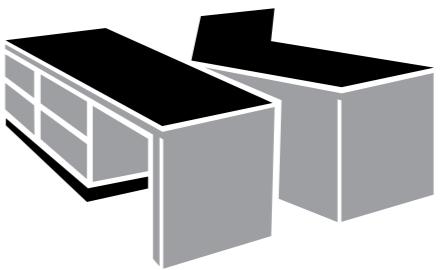
Project:
Magazine Cover

*Photo Composition for
magazine cover for
tourist/summer
magazine
(Covers plus complete
publication, including ads)*

Client:
Amaranta
Alzahar, S.L.



Ctra. Chipiona-Rota, Km 2,3
11550 Chipiona (Cádiz)
Tlf: 956 373 405 • Fax: 956 372 624
email: rocio.gerencia@gamastone.com



KitchenTech®
de GamaStone®



Ctra. Chipiona-Rota, Km 2,3
11550 Chipiona (Cádiz)

Rocío Rodríguez de la Rosa
GERENTE



Ctra. Chipiona-Rota, Km 2,3
11550 Chipiona (Cádiz)
Tlf: 956 373 405 • Fax: 956 372 624
email: rocio.gerencia@gamastone.com



Project:
Corporate Identity

Client:
KitchenTech®

Logo and Corporate Identity for Kitchen countertop and custom kitchen furniture design company





Project:
Corporate Identity

Client:
Café New York

*Logo and corporate
identity for an American
style coffee house
opening in Spain*



Project:
Corporate Identity

Client:
Plastikos
Cirugía + Laser +

Logo and Corporate Identity System for plastic surgeon expanding private practice into a full service plastic surgery clinic

PLASTIKOS
cirugía + láser +

PLASTIKOS
cirugía + láser +

Ctra. El Puerto-Rota, KM 0,4 • Edificio Alfa, Local B1 • 11500 El Puerto de Sta. María (Cádiz)

Dr. José Luis Nadal de Mora
Col. 6250

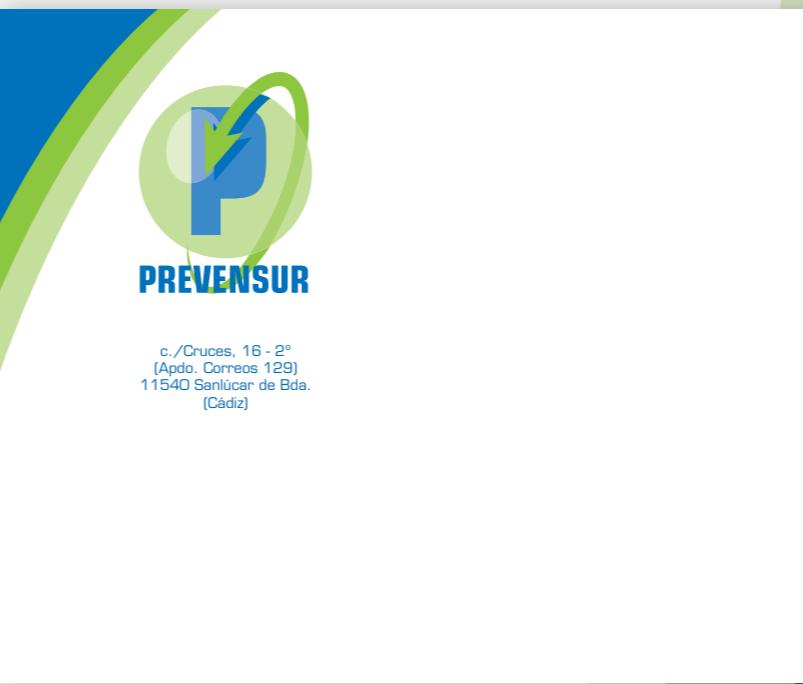
Ctra. El Puerto-Rota, KM 0,4
Edificio Alfa, Local B1
11500 El Puerto de Sta. María (Cádiz)

Tlf: 956 542 681
Tlf/Fax: 956 851 044
Móvil: 667 629 233

Su próxima visita

dia _____ mes _____ hora _____

Si no puede venir,
por favor avise con antelación
Tlf: 956 542 681



Project:
Corporate Identity

Client:
Prevensur®

Logo and Corporate
Identity for Workplace
Accident Prevention
Consultancy Firm



Project:
One Sheet

Single sheet promotion for new products as many of these products were new in Spain's national market

Client:
Super-Mex Foods

Super-Mex®

Ingredientes Naturales. Sabor Superior.
Natural Ingredients. Great taste.
Ingrédients Naturels. Grande Saveur.

Tortilla Chips y Tortillas de Maíz "Nixtamal" de Primera Calidad

Premium Quality "Nixtamal" Corn Tortilla Chips and Corn Tortillas

Super-Mex® Foods Tortilla Chips and Corn Tortillas are made using a traditional recipe from Mexico's Aztec Indians. We make our products from the highest quality ingredients and therefore our corn products have the taste and texture that exemplifies a premium gourmet product.

Super-Mex® tortilla chips and corn tortillas are produced from the careful hand cooking of premium quality, sun dried whole corn. The corn is stone ground to release its natural rich corn flavor. The tortilla chips are roasted in 100% high oleic sunflower seed oil, an oil with documented beneficial health qualities.

Los productos de maíz Super-Mex® se obtienen de la cuidadosa cocción a mano de maíz de primera calidad naturalmente secado al sol. Se muele el maíz a piedra para liberar el rico sabor natural del maíz. Nuestras tortilla chips se frien en aceite 100% de girasol alto oleico, un aceite reconocido por sus características saludables.

Los productos 100% NATURALES Super-Mex® no contienen conservantes pero si un alto contenido de fibra alimentaria. Nuestras tortilla chips naturales y las tortillas de maíz no contienen gluten y son "GMO Free". Estos productos contienen un nivel muy bajo de grasa saturada, y no contienen grasas "trans" ni hidrogenadas.

Super-Mex® Foods elabora productos de maíz de primera calidad gourmet. Notaras la diferencia—pero casi más importante sus clientes estarán muy contentos.

- Rich corn flavor
- Made from whole corn
- Good health benefits

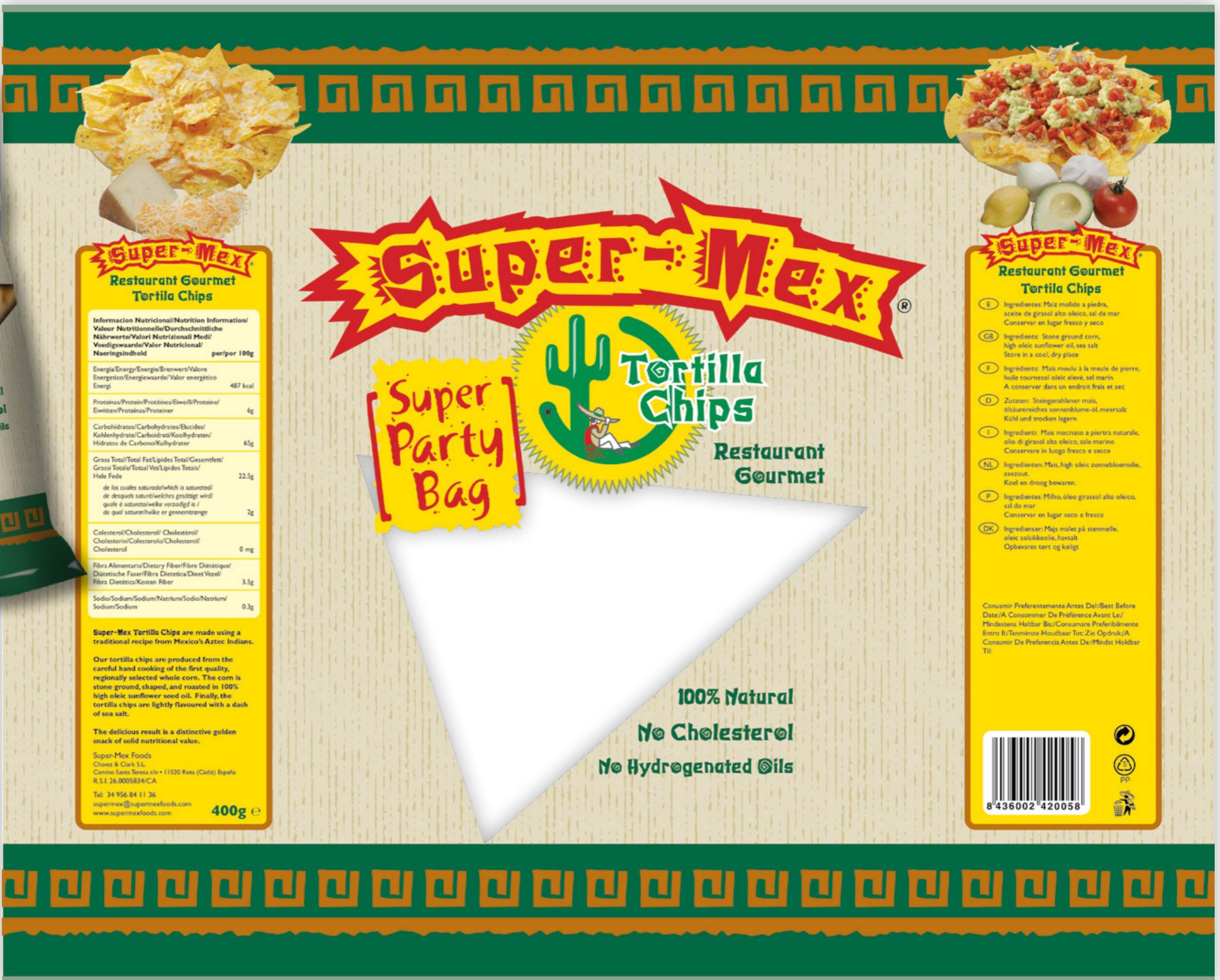
Tortilla Chips et Tortillas de Maïs "Nixtamal" Gourmet

Super-Mex® Foods Tortilla Chips et Les Tortillas de Maïs sont élaborées selon une méthode traditionnelle des Indiens Azteque du Mexique. Nous fabriquons nos produits en utilisant des ingrédients de première qualité et naturels, c'est pour cela que nous produits ont la texture et la saveur que l'on espère d'un produit de catégorie gourmet.

Les produits de maïs de Super-Mex® sont obtenus de la cuisson soignée à la main de maïs de première qualité naturellement séché au soleil. Ce maïs est moulu à la meule de pierre afin de libérer ces riches saveurs et arômes de celui-ci. Notre tortilla chips sont frit à l'huile 100% de toumesol oleic élevé, une huile reconnue par ses caractéristiques de nutrition saine.

Les produits 100% NATURELS Super-Mex® ne contiennent pas de conservant mais si une halte contenue de fibre alimentaire. Notre tortilla chips naturelles et les tortillas de maïs ne contiennent pas gluten et sont "GMO Free." Ces produits contiennent un niveau très faible de matière grasse saturée, et aucune matière grasse "trans" ni hydrogénée.

Super-Mex® Foods élaboré des produits de maïs de qualité gourmet. Vous remarquerez la différence, mais plus important sera la satisfaction de vos clients.



Project:

Packaging

Client: Super-Mex Foods

Packaging for introducing a new product in the Super-Mex brand

Ricky's Pro-action®

TLF: 956 373 847

www.rickyspro-action.com



evs

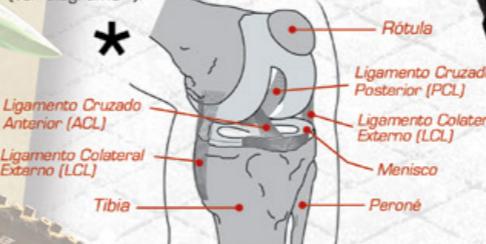
¿POR QUÉ ES IMPORTANTE USAR RODILLERAS?

El error más común que cometemos los pilotos de motos es pensar que las rodilleras son "cosa de viejos" o que sólo sirven para las personas con problemas de rodilla. Nada más lejos de la realidad, pues la importancia de usar rodilleras es la misma que la de usar casco, evitar posibles lesiones.

¿Llevar casco garantiza que la cabeza no vaya a recibir ningún golpe? Por supuesto que no, del mismo modo que usar rodilleras no garantiza que las rodillas se golpeen, pero si reduce en gran medida el riesgo de lesiones en la mayoría de los accidentes. Si tenemos en cuenta el dolor, el coste que generan y los efectos a largo plazo de las lesiones de rodilla, un piloto de motocross no puede dudar en usar siempre rodilleras de protección.

LA RODILLA:

La rodilla está formada por varias piezas clave. Las lesiones más comunes suelen ser aquellas que afectan a uno o más de los cuatro ligamentos principales, a saber el ligamento cruzado anterior (o ACL), el ligamento cruzado posterior (o PCL), el ligamento colateral mediano (o MCL) y el ligamento colateral externo (o LCL) (ver diagrama*).



LESIONES DE RODILLA, ¿CÓMO SE PRODUCEN?:

Son numerosas y muy variadas, pero la más común se produce cuando la articulación recibe un impacto o se desplaza más allá de su trayectoria normal de movimiento. Caerse o aterrizar en una postura rara es sólo una de las formas posibles, si bien lo más habitual es distenderse o desgarrarse uno o más de los ligamentos principales. En estos casos, si la lesión es parcial, la recuperación es casi siempre rápida, pero si el desgarro es más importante, no queda más remedio que recurrir a la cirugía. También son comunes los desgarros de menisco y las distensiones simples de tendones o músculos.

RODILLERAS Y SU FUNCIÓN:

Uno de los objetivos que cumple la rodillera es complementar la pérdida de funcionalidad que sufre la rodilla después de varias lesiones. Si se usa correctamente, la rodillera reduce la inestabilidad, proporciona el apoyo que le falta y, al mismo tiempo, disminuye el riesgo de lesiones. En el caso de personas con el ligamento ACL lastimado, la rodillera reduce la fuerza que el movimiento ejerce sobre él.

Las bisagras del lateral de la rodillera favorecen los movimientos naturales de estiramiento y contracción de la rodilla y refuerzan, al mismo tiempo, los ligamentos MCL y LCL. Usar rodilleras evita que la rodilla se contraiga o se extienda más allá de lo posible.

Las rodilleras absorben parte del impacto en choques o caídas, reduciendo la fuerza de los golpes en la rodilla. Esta capacidad de absorber el impacto y de vigilar el desplazamiento de las piezas de la rodilla son la mejor garantía que podemos tener para evitar lesiones de rodilla, así que una preocupación menos para seguir conduciendo y disfrutando de la moto!



BJ22: PETO INTEGRAL



BJ22 ULTRA: PETO INTEGRAL



NUEVO - Con protección articulada para la columna



RC2: COLLARÍN



LP1:
Mallas
Reforzadas



PP05:
Pantalón Corto
Reforzadas



SB03:
PROTECTOR
DE HOMBRO

Project:
2pg Magazine Ad

Double page magazine ad that appeared in Spain's national motocross magazines, Moto Verde and Solo Moto

Client:
Ricky's Pro-Action®



I Festival de Música "Ciudad de Chipiona"

"In memoriam Rocío Jurado"

En el 250 aniversario del nacimiento de Mozart y
150 aniversario de la muerte de Schumann



Project:
Promotional Signage

Client:
Chipiona City Hall, Spain

*Signage promoting local
classic music festival, same
image was also used on
tickets and programs*

**del 15 al 21 de agosto de 2006
Plaza de Andalucía 22:30h.**

Todos los conciertos serán gratuitos.
Aforo limitado.



Información y Programas:
Área de Cultura del Ilmo. Ayuntamiento de Chipiona
Casa de Cultura – Plaza Pío XII, 2
Tel: 956 377 081 • e-mail: cultura@chipiona.org