SSS SIEDLE

Outside and inside
Communication and signage system

Communication, orientation and information form the perfect symbiosis when it comes to the reception and guidance of visitors. They interact to lend unique character to a building. This is why we decided to develop a system to combine all these functions with a standardized design. An integral view of previously separated areas opens up new design and functional scope.

European Community
Design Prize

Siedle Steel

International Design Award
Baden-Württemberg 2000

Siedle Steel
orientation system

Red dot award
product design 2002

Innovationspreis

Innovation Award
architecture and construction
in the category
“products of high architectural
quality” 2002

Design Award of the
Federal Republic of Germany
Nominated 2004

Premio Intel Design
Mailand 1999

Innovationspreis

Innovation Award
architecture and construction
in the category
“products of high architectural
quality” 2004

Good Design Award 2007

Accepted into the design
collection of the Chicago
Athenaeum: Museum of
Architecture and Design

Good Design Award 2007

Accepted into the design
collection of the Chicago
Athenaeum: Museum of
Architecture and Design

Design Award of the
Federal Republic of Germany
Nominated 2009

When it comes to good design, Siedle relies on its own in-house expertise.
Since 1975, the company has been the creative force behind its own product and corporate design, for the past 37 years under the capable direction of Eberhard Meurer. Over this period, Siedle has evolved consistently to become one of Germany’s most high-profile design companies.
Over 70 national and international awards testify to worldwide recognition of Siedle’s exemplary design quality.

Freedom through minimalism Siedle Steel

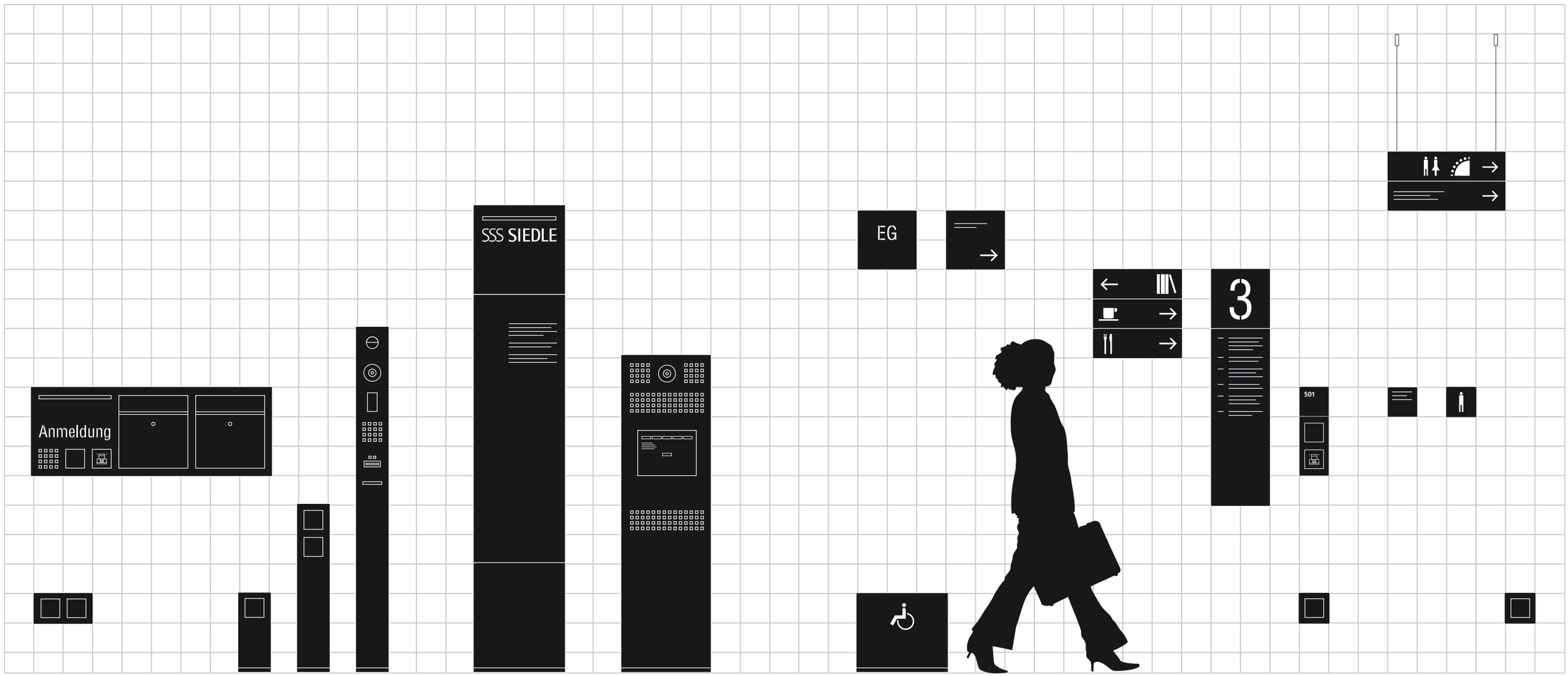
The design quality emanated by Siedle Steel rests on a solid foundation of consistency and authenticity. All fronts come in cohesive solid metal over their whole surface to an exemplary standard of workmanship. Devoid of any visible fixing mechanism, flat surfaces, linear clarity and precise edges highlight the aesthetic merit of the material.The styling is characterized by geometric structures and a design grid which is itself based on a fundamental geometric shape, the square. Concentration on a few consistently applied principles lends the system outstanding design integrity, opening up almost unlimited scope for combination in terms of form, function and material.

To allow users to make use of this design freedom, Siedle developed modern manufacture - a method which links the individuality of custom production with the processing quality of series manufacture. This is where every Steel system is configured and constructed in line with the customer’s specifications - as a unique one-off unit but to an exemplary standard of precision which only industrial production can achieve.

A perfect reception is not limited to the entrance area alone; the door is only one of several stations passed by a visitor. The route into the building starts with the parking sign or garage entrance and only ends on reaching a certain room. Other functions come to the fore at each one of these stations: Identification of the building and its occupants, communication or interaction with the visitor, access to the inside, followed by guidance, information and support in finding the desired destination.

The communication and signage system complies with every conceivable demand made on standardized design. It combines the unlimited scope for variation of the high-end communication system Siedle Steel with an ergonomically optimized signage system.

The result: The perfect reception - seamless and cohesive throughout the whole of the building.



Door station
LED surface area light
Lettering
Intercom system
Call button
Fingerprint reader
Letterboxes

Wall lights
LED light modules

Light pedestals
LED light modules

Communication pedestal
Video camera
Movement sensor module
LED spot
Intercom system
Card reader
Call button

Free-standing information pedestal
LED surface area light
Lettering

Communication pedestal
Intercom system
Video camera
Communication terminal with touchscreen display

Park pedestal
Pictogram

Wall signs
Lettering

Wall sign
Pictograms

Wall panel
Lettering

Room sign and door station
Lettering
Call button
Fingerprint reader

Room signs
Lettering
Pictogram

Hanging sign
Pictograms
Lettering

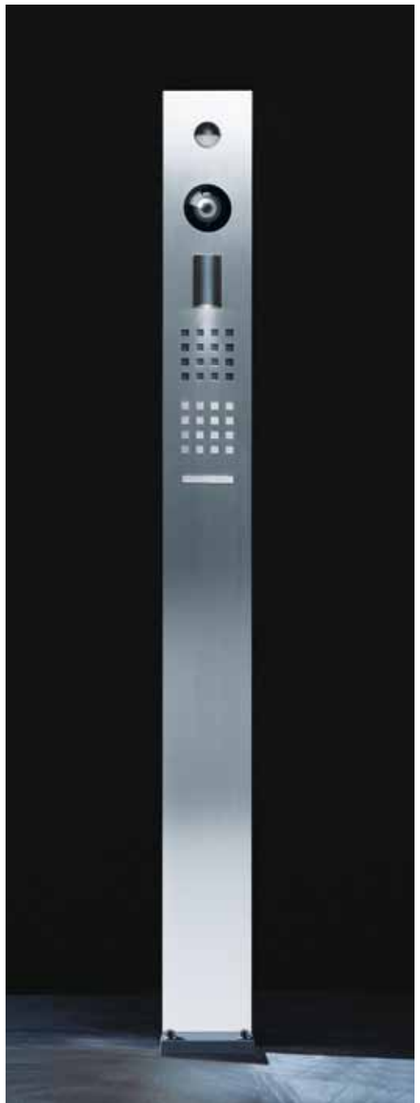
Communication pedestal
Low-profile colour camera
Intercom system
Card reader
Call button

Light pedestals
LED light modules

Finish
In order to demonstrate the seamless design, all plant configurations on photos and in different scenarios are displayed in the same finish: Mounting level in a black paintwork finish, function level in brushed stainless steel. The possible design variety is displayed on pages 20-24.

At the perimeter, on driveways, gates or paths: the free-standing pedestal is ideally placed wherever it most effectively fulfils its function, irrespective of walls and facades. It comes with all the right credentials - not just in terms of aesthetic appeal: All the functions are positioned at just the right ergonomic height for maximum user convenience.

Fitted with LED light modules, it is transformed into a path lighting system which can be automatically controlled if required by means of movement sensor switches and photoelectric lighting controllers. A video camera, intercom systems or other functional elements turn it into a communication pedestal which opens doors and gates, which identifies, informs or receives the mail.



On the threshold At the building

A signage system must supply the right information from the right distance. Inscriptions with long-distance and close-up effect consequently differ in terms of their size, design and placement.

In the illustrated example, a free-standing information pedestal with large, illuminated letters draws attention to itself from afar. Close up, the eye-level signage system points the way to entrances whose door stations in turn feature large lettering for long-distance effect. Thanks to their seamless design, any searching glances immediately associate all the points of orientation as belonging to one and the same system.

Wall lights
LED light module

Door station with letterbox
LED surface area lights
Pass-through letterbox
Intercom system
Large-format buttons
Fingerprint reader
Lettering:
Laser cutting technology

Free-standing information pedestal
LED surface area light
Lettering:
Laser cutting technology for long-distance identification, printed film for close-up identification

Glass-mounted door station
Mounted directly in the glass cut-out without any additional fastening elements.
Functions:
Movement sensor module
Low-profile colour camera
LED spot
Intercom system
Card reader
Large-format buttons
Lettering:
Laser cutting technology, printed film

Door station with laser cut header panel, film inscribed list panel, intercom system, large-area button and code lock. Every panel can be individually removed. An electromagnetic locking mechanism can optionally be used to secure valuable functional elements.

A forwarding agent needs to deliver goods, a postman to find the letterbox. Guests ring the doorbell and announce themselves, employees gain access using a numerical code or fingerprint. Visitors need light to find paths, register information and operate devices.

Occupants and owners want to make an appropriate impression. They have design aspirations, aim to reflect a specific corporate image or express their own personal style. The architect aims to use certain materials, the planning bureau outlines special requirements in terms of technology and installation.
The threshold is the meeting place of ideas, aspirations and requirements. In an ideal world, these should not contradict but complement each other.

A visitor who has entered a building is still not at his destination. He still needs the same support as outside the door: Information, orientation, guidance. A concept which performs such a cohesive function should speak the same design language too.

Which is why Siedle Steel does not distinguish between its door station and signage system. Because the cohesive design concept sends out a clear signal denoting the same functional purpose, perfect coordination brings benefits not just in terms of formal styling but of ergonomics too.

Scope for free positioning and scaling also makes a valuable contribution to ergonomics. The system places every control element, every sign and every inscription in precisely the right position to perform its function to perfection. Which can also include adjusting the control height for children or wheelchair users.

Wall panels
Lettering:
Laser cutting technology, printed film

Wall sign
Orientation:
Laser cutting technology, pictograms, arrows

Room sign and door station
An intelligent combination used to denote sensitive areas: A combination of room identification and access control.
Functions:
Inscribable room sign
Large-format buttons
Fingerprint reader

Room sign
Orientation:
Pictogram

Wall lights
LED light module

Sensible combinations: Room sign for identification, large-area button for calling and fingerprint reader for access control. The inscribed film behind acrylic can be easily changed.

The symbiosis of electronic communication technology with visitor guidance continues to provide benefits inside as well as out. A room sign with bell button and fingerprint reader is just as easily possible as integration of an LED surface area light in a wall panel.

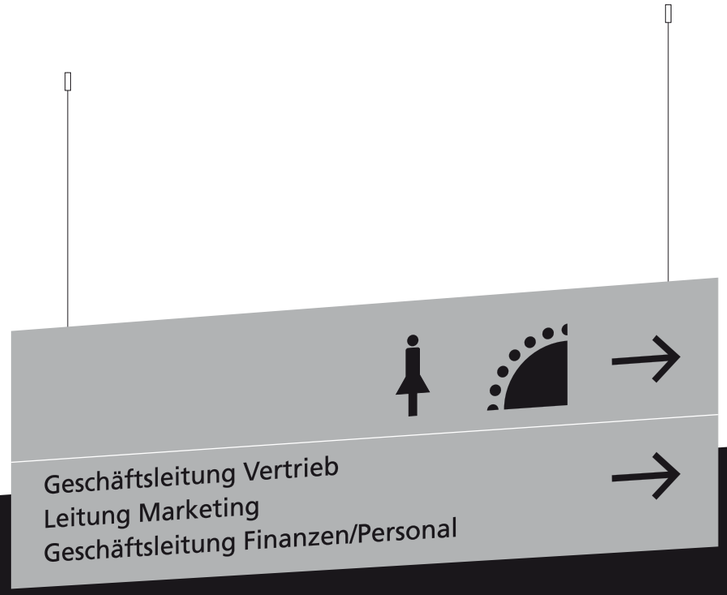
Company names, room numbers, departments: Where inscriptions are planned to be permanent, they can be engraved, laser cut or printed. Other information such as names, functions or titles can frequently change. Here, editable inscriptions which can be changed with minimal expense are the obvious option.
An overview of all lettering types: page 23

Three-part information board with surface area light. The head panel with company logo ensures optimum visibility from afar. The central panel is used for close-range identification. It has a transparent, one-colour printed film glued over its whole surface. To update the inscription, the entire film is exchanged. The base panel neatly finishes off the bottom of the panel.

Hanging signs

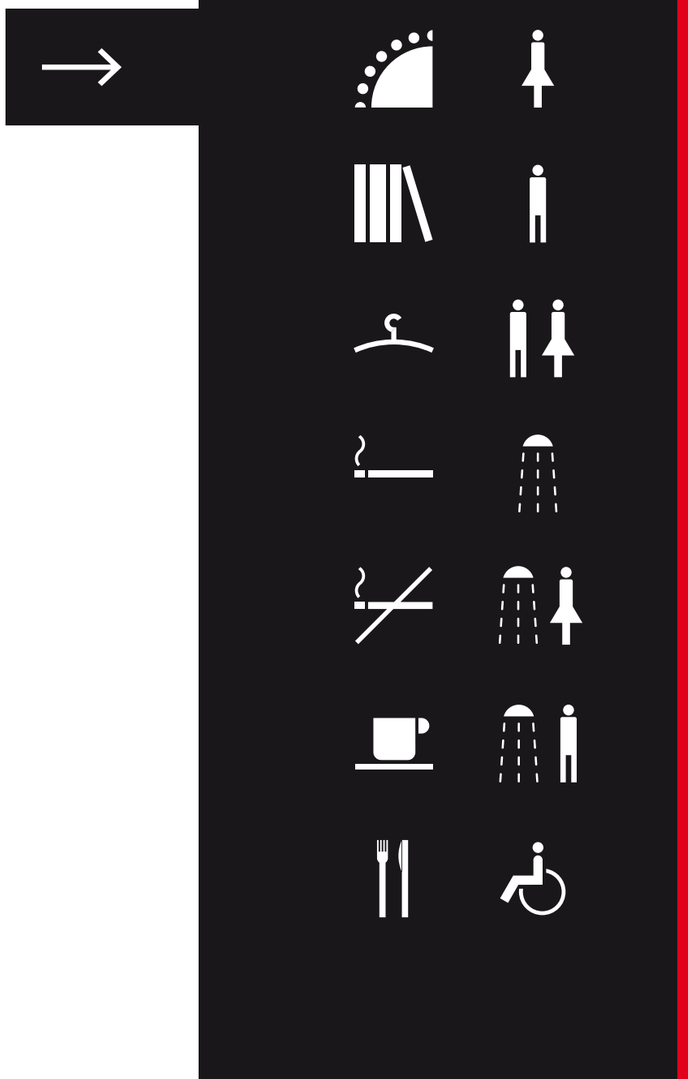
Hanging signs are easily recognizable from a long distance and keep corridors and walls uncluttered.
They comprise a mounting level on which the supplied hanging fixture is mounted, and two cover panels for inscription. Unlike all other system components, the mounting level is not made of stainless steel but of lighter-weight aluminium. The entire range of material and lettering options is available for the cover panels.

Hanging sign
Lettering:
Pictograms, arrows
using laser cutting
technology
Film lettering



Pictograms

The pictograms are used to denote customary room types. They can be mounted individually in a room sign or flag-type sign or be integrated in combination with other symbols, arrows or inscriptions in large signs and boards.
The combined effect of form and contrast is based on the two-part design. The mounting level becomes visible through the cut-outs in the cover plate. Both levels are available in individual paintwork finishes, and a range of materials is also available for the cover panel. Thanks to this versatility and clarity of design, the orientation signs can assume any required character from the glaringly obvious to the restrained. They can be simply integrated into any equipment concept, colour scheme or guidance system.



Flag-type sign
Lettering:
Pictogram using laser cutting technology

Surface finishes and materials

One of the decisive underlying conditions for the versatility of the Siedle Steel design concept is the two-level structure. While the mounting level supports all the functional elements, the function level above lends the system its distinctive material appeal.

The panels in two millimetre thick metal are totally flat without any visible method of fixture, emphasizing the clarity of the design language and the appeal of the material. The wide range of finishes available to choose from include brushed stainless steel, anodized aluminium and burnished brass, a PVD coating in a brass or chrome look or an individual paintwork finish offering practically unlimited choice of colour.

The interplay between the two levels adds another dimension to the available design options. Where the mounting level is exposed, at the edges and through the cut-outs in the front panel, the two levels can be chosen to complement or contrast each other in terms of their colour, structure and surface finish.

Structure on two levels
Only the mounting level is screwed onto the substrate. Fixture of the upper functional level is invisible. There is nothing to detract from the effect of the material and the uninterrupted clarity of the plain surfaces. The design permits only a minimal add-on height; The metal front appears to hover only six millimetres away from the wall. The functional level is not punched, but laser cut. All the edges and openings are produced with a precise right-angled cut.

Brushed stainless steel
V4A stainless steel, front panel brushed lengthways, buttons and control elements brushed crossways

Brass look
V4A stainless steel, high gloss brass coloured PVD coated; lasting gloss finish, no tarnishing

High gloss chrome
V4A stainless steel with high gloss chrome coloured PVD coating

Burnished brass
A traditional material, characterized by its irregular colour, the development of a distinctive patina and signs of wear through use

Aluminium
Anodizing in a natural colour (EV1) protects the light alloy from corrosion and lends it a changing velvety shimmer

Paintwork finish
V4A stainless steel with individual lacquer finish, aluminium with Duraflon coating (both in RAL colours, metallic or micaceous iron ore shades. In the illustrated example: Black high gloss finish)

Colour and lettering

The design versatility of Siedle Steel results from the interaction between the mounting and functional level, which can both be individually painted. Added to this are further material options for the functional level and five different lettering types.

This enormous design versatility allows the system to reflect personal preferences, architectural styles and surrounding materials; corporate designs or colour guidance systems can also be implemented without problems.

The systems depicted here are largely identical. The difference in their effect is due solely to the use of colour. They all share the functional level in stainless steel, the laser-cut A in the head panel and the lettering in the central area.

In some cases, this also features a printed adhesive film. Uninscribed areas remain transparent, allowing the substrate to show through. The photos on pages 10 and 15 depict this technique using real examples.

Mounting level:
Black
Functional level:
Brushed stainless steel
Lettering:
Printed adhesive film
Text transparent

Mounting level:
Black
Functional level:
Brushed stainless steel
Lettering:
Printed adhesive film
Text black

Mounting level:
Black
Functional level:
Brushed stainless steel
Lettering:
Printed adhesive film
Text transparent

Mounting level:
Red
Functional level:
Brushed stainless steel
Lettering:
Printed adhesive film
Text transparent

Mounting level:
White
Functional level:
Brushed stainless steel
Head panel in stainless steel with red paintwork finish
Lettering:
Film lettering or screen printing

Mounting level:
White
Functional level:
Brushed stainless steel
Head panel in stainless steel with red paintwork finish
Lettering:
Printed adhesive film
Text transparent

Mounting level:
White
Functional level:
Stainless steel with white paintwork finish, head panel in stainless steel with red paintwork finish
Lettering:
Film lettering or screen printing

Mounting level:
White
Functional level:
Stainless steel with a red paintwork finish
Lettering:
Film lettering or screen printing

Mounting level:
White
Functional level:
Stainless steel with a green paintwork finish
Lettering:
Printed adhesive film
Text white

Mounting level:
Black
Functional level:
Stainless steel with grey paintwork finish, head panel in stainless steel with yellow paintwork finish
Lettering:
Film lettering or screen printing

Mounting level:
Blue
Functional level:
Stainless steel with grey paintwork finish
Lettering:
Printed adhesive film
Text transparent

Mounting level:
Cyan
Functional level:
Stainless steel with grey paintwork finish
Lettering:
Printed adhesive film
Text black

Raised
Made of the two millimetre-thick solid material of the operating level (stainless steel or aluminium), with the same material-dependent surface treatment options (brushed, coated, anodized, painted). Permanently fixed, no subsequent modification required.

Laser cutting technology
The letters or numbers are precisely laser-cut openings in the decor plate which expose the mounting panel underneath. This service is only available in one special character font. Subsequent changes are not possible.

Engraving
The engraving can either cover the entire face of the characters or only the contours. In full surface engravings, the characteristic lines of the milling process are visible. The engraving process permanently changes the material, so that subsequent changes are no longer possible.

Screen printing
The lettering colour is applied directly onto the surface using the screen printing technique. This imprint is very durable and weather proof, and cannot be removed without damaging the surface. As a result, the screen printing technique is not suitable for changing inscriptions.

Film lettering
Film lettering is simple, inexpensive and UV resistant. Particularly suitable for changing inscriptions, as the film can be removed without damaging the surface. For lettering sizes from 10 mm.

Printed film
The weather-proof film is printed and applied across the whole surface. The background shows through where there is no imprint. The method is highly versatile, and allows the use of photographs and any optional motifs. Exchanging is possible with minimal expense.

Free arrangement in grid formation

The perfect door station can look different depending on personal style, specific practical requirements and the architectural surroundings. Consequently, Siedle Steel does not prescribe any specific design but rather a blueprint for individual configuration:
A range of function modules, a clearly defined Steel look and a 14 millimetre grid. The final configuration is determined by the needs and preferences of the user.

14 millimetres
The design grid forms the basis for the greatest possible application scope.

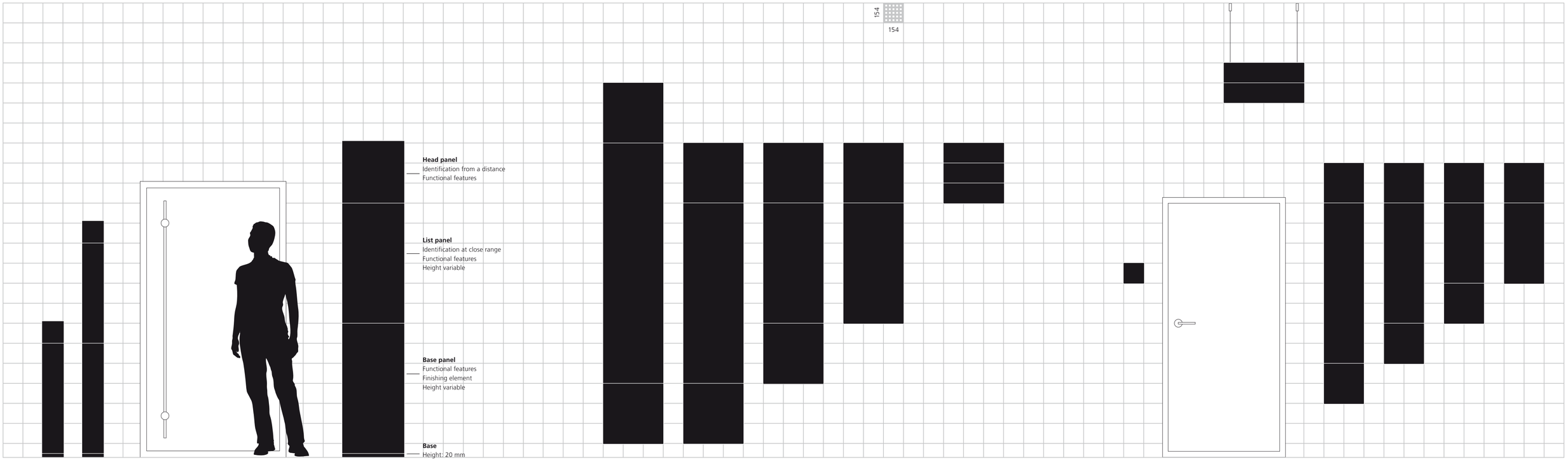
Scope
The examples illustrate the many possibilities available for designing a door station by selecting and arranging different functional elements.

Dimensions and possibilities

The Siedle Steel system design is based on a few underlying principles. These include alongside the design grid, the structure of all shapes out of basic geometric patterns, consistent linearity and rectangularity, and the derivation of all measurements and proportions from the ergonomic principle. Consequently everything that needs to be recognized from afar is arranged at the top, while close-range identification and operating elements are placed at the ideal reading and reaching height.

The system is divided into three areas, whose functional levels can be individually removed, facilitating the updating of changeable inscriptions. To make absolutely sure of the essential long-distance effect, the dimensions of the upper area, the head panel, are defined. The other two are variable both in terms of their height and their function.

14 millimetres
The basic unit of the design grid is 14 millimetres, the second unit is 11 times the size: 154 millimetres. The grid builds up from a square with this edge length.



Height: 978 mm
Height: 1818 mm

Pedestal width: 168 mm
Min. height: 418 mm
Max. height: 2500 mm

Height: 2422 mm

Pedestal width: 462 mm
Min. height: 432 mm
Max. height: 2500 mm

Height: 2774 mm
Height: 2312 mm
Height: 1850 mm
Height: 1387 mm

Wall panel width: 462 mm
Min. height: 462 mm
Recommended max. height: 2774 mm

Height: 462 mm

Wall sign width: 462 mm
Min. height: 154 mm
Recommended max. height: 1078 mm

Height: 154 mm

Room sign width: 154 mm

Height: 322 mm

Hanging sign width: 602 mm
Min. height: 154 mm
Max. height: 308 mm

Height: 1850 mm
Height: 1542 mm
Height: 1234 mm
Height: 925 mm

Wall panel width: 308 mm
Min. height: 308 mm
Recommended max. height: 1850 mm

Function overview

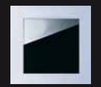
Intercom system
Electro-acoustically optimized communication, ideally protected behind the continuous stainless steel front.

Buttons
• Light button, backlit
• Call button, backlit, with foil lettering
• Call button, engraved, can be exchanged from front or back

Large-area button
The alternative to the standard button. Made of the same solid material as the front panel, easy to recognize and operate, with plenty of space for inscriptions or company logos. In a double or single version.

Call display
For larger-scale projects: The display replaces rows of bells.

House number, raised
Solid with brushed or coated surface.
House number, laser cut
The contrasting mounting level shows through laser cut-outs in the solid front panel.



Colour camera
Wide-angle lens with integrated lighting and automatic day/night switchover. Mechanically adjustable under a protective plastic cap or flush behind a black cover.

Movement sensor module with photoelectric switch
Reacts to people and/or ambient brightness and switches on functions such as the video camera or light.

Electronic key reader
Proximity door release, with keys available in the form of cards or key rings.

Card reader retainer
Designed to accommodate professional access control systems from all reputable suppliers.

Fingerprint
Safe, simple, convenient: The finger acts as a key. Climate-resistant, suitable for outdoor use. For up to 100 users.

Code lock
Control centre for access, light and everything operated by switch. Engraved stainless steel buttons, acoustic input control.

Key-operated switch
Seamless integration of all standard profile half-cylinders.

LED spot
Targeted light for accentuating house numbers, keys and inscriptions.

LED light module
Energy-saving and long-lasting: four light-emitting diodes bathe drives, paths or the entire entrance area in gleaming white light. The modules can be combined into larger lighting units.

LED surface area light
In two widths, for illuminating large lettering areas, info panels, door stations or letterboxes.

Illuminated information sign
White translucent LED backlit acrylic glass. The plate is integrated flush into the operating level and available in different dimensions. Suitable for glued or printed inscriptions.

Letterbox with front removal
Pass-through flap, griprail and removal door in the same material as the front panel, opening towards the front. With climate box in plastic to protect against the effects of condensation.

Pass-through letter box
Solid pass-through flap and griprail in the same material as the front panel. The mail drops into a shaft and is removed from inside the building. Available in two sizes.

Communication terminal
A touchscreen display supplements all the functional features of a convenient door station by providing PC-supported information, a network link and freely configurable content.

Advice and sales

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More information

Brochures
The communication and signage system is only a small part of the Siedle range. Find out about
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• Siedle Vario system letterboxes
• In-house telephones, hands-free telephones and video monitors
• Link-up to TC systems, IP networks and building automation
• Renovation and modernization with Siedle

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