

Hotel

# A SYMBOL OF QUALITY

Fáilte Ireland Quality Assurance Signs



## Follow the Shamrock

Fáilte Ireland has developed an exciting new approach to signage, which offers each business a range of quality sign options to promote their business.

The new signs include the new trademark protected Quality Assurance symbol, which will provide an extra level of assurance to both domestic and international visitors and ultimately enhance the overall tourism experience.

Independent quality assurance is becoming increasingly important for international visitors. Research shows that consumers want a credible and independent quality assurance mark and a signage system that is instantly recognisable and transparent.

Displaying the independent endorsement of the Fáilte Ireland Quality Assurance Mark will give you an advantage over your competitors by reassuring your potential customers that they can choose your accommodation with confidence.

The new approach will create a more unified approach to signage and ensure consistency across all registered and approved accommodation and approved products. It will also create more awareness of the Fáilte Ireland Quality Control and Assurance programmes and assist with the regulation of illegal signs and unapproved properties.

### The Benefits for the Industry:

- Reward participants in the schemes
- Recognise and Promote Approved Products
- Unapproved properties will be easily identified
- Vital Marketing Tool
- Trusted form of recognition
- Better meet the needs of consumers
- Provides a return on investment for accommodation and product providers

### The Benefits for the Consumer:

- Provides a simple and consistent system that is instantly recognisable
- Clearly communicates different levels of facilities and services
- Allows visitors to choose accommodation and products with confidence
- Trusted form of recognition
- Gives consumers a guarantee in relation to product and services
- Unapproved properties will be easily identified
- Provides more security and transparency for visitors

Quality Assurance Signs are available for all approved and registered accommodation categories and approved products. **Please note that some signs may require planning permission.**

The non-illuminated signs specified in this document, provided they are fixed on the front of the premises, do not normally require planning permission. However, planning permission may be required if the establishment is a Protected Structure or if it is located within an Architectural Conservation Area. There may be other planning policies contained in the Development Plan or Local Area Plan for your administrative area, which may have implications for the erection of signs and should, therefore, be complied with. We would recommend that you contact your local planning officer to seek advice in advance of placing an order for any additional signage.

Fáilte Ireland is no longer promoting the previous Shamrock Signs. Continued use of these signs or any other out-of-date rating / signage is misleading to potential guests and may constitute an offence under the Consumer Protection legislation from Unfair Trading Regulations.

---

## TYPE A

# Single Faced Wall Plaque

---

### Size:

A3 - 297mm (W) x 420mm (H)

### Materials:

Powder coated 4mm aluminium plate with painted edges complete with full colour digitally printed sign face. Laminated with UV stable gloss laminate.

### Installation:

Supplied complete with stainless steel fixings and polycarbonate spacers for uneven surfaces. Full fitting instructions are supplied with each sign.

### Recommended Use:

These signs are recommended for the external walls of properties. They should be fitted at eye level adjacent to the main entrance door on the external façade of building. These signs can also be fitted to the wall or pillars at the entrance to a property from roadway.





---

## TYPE B

# Double Faced Triangular Sign

---

### Size:

A3 - 297mm (W) x 420mm (H)

### Materials:

2mm folded aluminium plate with aluminium mounting bracket(s) complete with full colour digitally printed sign faces. Laminated with UV stable gloss laminate. Supplied complete with stainless steel fixings and polycarbonate spacers for uneven surfaces. Full fitting instructions supplied.

### Installation:

Full fitting instructions are supplied with each sign.

### Recommended Use:

These signs are recommended for the external walls of properties. They should be fitted adjacent to the main entrance door on the external façade of building at a height that does not cause obstruction. These signs can also be fitted to the wall or pillars at the entrance to a property from roadway. This sign comes complete with pole mounting adaptors.



---

## TYPE C

# Double Sided Hanging Sign

---

### Size:

356mm (W) x 559mm (H)

### Materials:

3mm aluminium plate and galvanised pole complete with full colour digitally printed sign faces. Laminated with UV stable gloss laminate. Powder coated aluminium "T" section frame and brackets top and bottom.

### Installation:

Supplied complete with a galvanised steel pole for mounting and all fixings. Full fitting instructions are supplied with each sign.

### Recommended Use:

These signs are recommended for properties in rural locations or on the outskirts of urban areas, where a property is set back from the roadside or not visible from the roadside. The sign is supplied complete with a galvanised steel pole for mounting at high level and should be located at the entrance to the driveway.



---

## TYPE D

# Double Sided Projecting Sign

---

### Size:

356mm (W) x 559mm (H)

### Materials:

Powder coated, folded 3mm aluminium plate complete with full colour digitally printed sign faces. Laminated with UV stable gloss laminate.

### Installation:

Supplied complete with all fixings.  
Full fitting instructions are supplied with each sign.

### Recommended Use:

These signs are recommended for larger two storey properties in urban locations. They should be installed at first floor level on external walls. This sign is supplied for wall mounting as standard.



## TYPE E

# Double Sided Internally Illuminated Sign

### Size:

525mm (W) x 735mm (H) x 168mm (D)

### Materials:

Powder coated extruded aluminium light box.  
Replaceable 3mm opal acrylic inserts with full colour digitally printed sign faces.

### Installation:

Supplied complete with all fixings.  
Full fitting instructions are supplied with each sign.

### Recommended Use:

These signs are recommended for use in rural areas or on the outskirts of urban locations where there is no street lighting. The signs can be wall or square pole mounted at high level. They are recommended for properties which are not visible from the roadside and where added illumination is necessary.

## TYPE F

# Single Faced Mirror Gold Aluminium Wall Plaque

### Size:

300 (W) x 420mm (H)

### Materials:

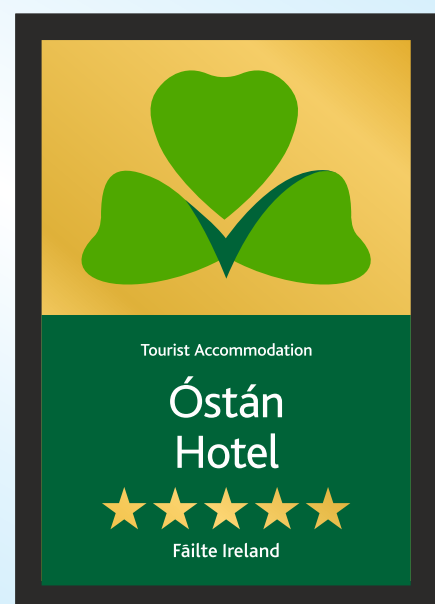
Mirror gold aluminium sign fixed to 10mm black aluminium mounting plinth.

### Installation:

Supplied complete with all fixings.  
Full fitting instructions are supplied with each sign.

### Recommended Use:

These signs are recommended for period buildings or premises who wish to upgrade from sign type A. They should be fitted at eye level adjacent to the main entrance door on the external façade of building.



To order your signs please contact:

Highway Safety Developments Ltd,  
Knocktopher,  
Co. Kilkenny, R95 TW83, Ireland.

Tel: 056 7768702

Fax: 056 7768854

Email: [sales@hsd.ie](mailto:sales@hsd.ie)

[www.hsd.ie](http://www.hsd.ie)

**Fáilte Ireland**

88-95 Amiens Street  
Dublin 1, D01 WR86, Ireland

Tel: 01 884 7700

Email: [customersupport@failteireland.ie](mailto:customersupport@failteireland.ie)

From outside the Republic of Ireland

Tel: +353 1 884 7700

[www.failteireland.ie](http://www.failteireland.ie)



**Fáilte Ireland**  
National Tourism Development Authority