



## SAMMY'S – SETTING THE SCENE



THE PURPOSE OF SAMMY'S BUSINESS IS TO MEET THE PRACTICAL PRODUCTION NEEDS OF THE FEATURE FILM AND COMMERCIALS INDUSTRIES.

AFTER MORE THAN THIRTY YEARS, THE COMPANY HAS DEVELOPED AN IMPORTANT SPECIALISATION - PROVIDING FOR HIRE EVERY MAJOR BRAND OF 35MM CAMERA, SUPPORTED BY A PROFESSIONAL CONSULTANCY AND MAINTENANCE SERVICE.

AS A RESULT, SAMMY'S IS THE CHOICE OF DIRECTORS AND TECHNICIANS THE WORLD OVER. AND FOR MUCH MORE THAN CAMERAS AND LENSES - SOUND RECORDERS, EDITING MACHINES, VIDEO ASSIST, FILMSTOCK AND FILTERS.

THE PURPOSE BUILT COMPLEX AT GREENFORD IN WEST LONDON ALSO HAS FULL CAMERA TEST FACILITIES AND AN INTERNATIONAL EXPRESS DELIVERY SERVICE ON SITE.

THROUGH ITS SISTER COMPANY, GRIP HOUSE, SAMMY'S CAN ALSO PROVIDE 23,500 SQUARE FT. OF STUDIO SPACE, PREPARATION ROOMS, A RANGE OF LOCATION VEHICLES, GRIPS AND A FULLY EQUIPPED VIEWING THEATRE.

TIME IS ALWAYS PRECIOUS AND OFTEN AN EXPENSIVE ELEMENT IN ANY PRODUCTION. BECAUSE OF THAT THE 'CAT' NEVER SLEEPS.

SAMMY'S AIM IS TO HELP SAVE AS MUCH OF A PROFESSIONAL'S TIME AS POSSIBLE BY ENSURING THAT WHATEVER EQUIPMENT IS NEEDED TO COMPLETE A PRODUCTION, IT IS AVAILABLE TWENTY FOUR HOURS A DAY, EVERY DAY OF THE YEAR. AND THAT GOES FOR THE ENGINEERS AS WELL.



## THE EQUIPMENT

### CAMERAS & ACCESSORIES

SAMMY'S CARRIES COMPLETE RANGES WHICH ARE REGULARLY SERVICED AND UPDATED:

MOVIECAM · ARRIFLEX · SONY HDVS · MITCHELL ·  
PHOTOSONICS · EYEMO · VISTAVISION · CINEMA PRODUCTS ·  
CLAIRMONT · HYDROFLEX · STEADICAM · JACKSON WOODBURN ·  
CINEMATOGRAPHY ELECTRONICS · NORRIS · FRIES · HEDEN ·  
A&C · FGV · MOY · WORRALL · RONFORD-BAKER · SACHTLER ·  
CHAPMAN · TYLER · CANON · LEITZ · ZEISS · NIKON · COOKE ·  
HASSELBLAD · ANGÉNEUX · KOWA · BAUSCH & LOMB · OLYMPUS ·  
CENTURY · PRESTON · NAGRA · STEENBECK · MOVIOLA ·  
MOTOROLA · TIFFEN · HARRISON · LEE · WILSON · BDB ·  
VAN DIEMEN AND SIMCEL.



### LENSES, FILTERS AND FILM STOCK



CUSTOMERS CAN CHOOSE FROM A WIDE RANGING STOCK OF CAREFULLY MAINTAINED LENSES TO SUIT ANY REQUIREMENT. THERE IS ALSO A COLLECTION OF MORE THAN 300 UNIQUE LENSES THAT HAVE BEEN DESIGNED BY SAMMY'S OPTICS DEPARTMENT FOR GENERAL HIRE.

ADDITIONALLY, TO ASSIST THE FILM OR COMMERCIALS MAKER ACHIEVE A DESIRED SPECIAL EFFECT, SAMMY'S CARRY VIRTUALLY ALL TYPES OF FILTERS, FROM 3"-9" IN BOTH GLASS AND RESIN.

MAJOR INTERNATIONAL BRANDS OF FILM STOCK IN LARGE QUANTITIES ARE ALWAYS READILY AVAILABLE AT THE GREENFORD COMPLEX AND CAN BE DESPATCHED TO ANYWHERE IN THE WORLD WITHIN TWO HOURS, OR COLLECTED FROM THE SALES DESK DIRECT.



## THE PACKAGING OF EQUIPMENT

ALL EQUIPMENT REQUIRED FOR HIRE IS SYSTEMATICALLY CHECKED AND TESTED BY QUALIFIED TECHNICIANS BEFORE LEAVING GREENFORD. ALL CAMERAS ARE EXAMINED IN THE RENTAL DEPARTMENT ADJOINING THE PURPOSE BUILT STORAGE AREA. EVERY PORTABLE ITEM IS THEN PLACED IN SEALED, RIGIDISED CASES WHICH ARE CLEARLY LABELLED TO HELP ENSURE SAFE AND PROMPT DELIVERY.



## THE HIRE DESK



WHATEVER THE EQUIPMENT, TRANSPORT AND DELIVERY TIME REQUIRED BY CUSTOMERS, THERE IS A SPECIALLY TRAINED TEAM TO DEAL WITH ALL ENQUIRIES AND BOOKINGS. STAFF AT THE HIRE DESK ARE SUPPORTED BY A FULLY COMPUTERISED INFORMATION SYSTEM FOR RECORDING HIRE SPECIFICATIONS.

## EQUIPMENT DELIVERY - UK AND OVERSEAS

BOTH SAMFREIGHT AND THE LONDON CHAMBER OF COMMERCE ARE REPRESENTED AT GREENFORD TO PROVIDE DIRECTLY FOR CUSTOMER'S SHIPPING NEEDS, FROM SMALL PORTABLE ITEMS TO LARGE CONSIGNMENTS. THERE IS ALSO A DIRECT LINK TO THE SAMFREIGHT OFFICE AT LONDON'S HEATHROW AIRPORT.

**SAMFREIGHT**

LONDON CHAMBER  
COMMERCE AND INDUSTRY

SAMUELSON FILM SERVICE  
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(FROM APRIL 1995

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