



PRESS RELEASE

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RGVA SOLVES ON-ROAD MARKETING FOR CORPORATE SOLUTIONS LOGISTICS

Vehicle graphics company RGVA® has recently completed the application of a striking livery to 25 new Scania R410 tractor units and 10 trailers for distribution specialists Corporate Solutions Logistics (CSL).

The latest contract marks a continuing relationship between the two companies that has seen RGVA apply CSL's green and white branding to more than 70 commercial vehicle assets in the last 18 months.

RGVA's expert technicians wrapped the eye-catching vinyl graphics to the tractor units over a three-month period, using high specification latex printed 3M™ IJ180 material, at both RGVA's fitting bay in Maidstone and several Scania dealerships across the UK. The fitment of the 13-metre trailers, which used 3M IJ40 vinyl material colour-matched to the corporate green of the cabs, was carried out in collaboration with Marshall Thermo King at its depot in Sittingbourne.

Regardless of location, the RGVA team worked tirelessly to ensure the fitting environment was dry, temperature-controlled and dust-free – a level of exacting precision that contributes to the company's 3M Gold-tier status.

Mark Ponsonby, Sales Director at CSL, says: "Our brand identity is built on the road. It's essential that we work with a company that listens to our needs, and RGVA does exactly that. They offer a skilled, accurate, cost-competitive service, and they know exactly what's required to get the work done. On top of that, they plan realistic start and completion dates for the work – dates which they have always met."

In addition to using the technical team for the application process, CSL used RGVA's expert in-house design team to make alterations to the green and white butterfly livery on the tractor units in order to fit the new Scania cab design, avoiding any distortion.

By wrapping the new vehicles, specifically the tractor units, CSL is protecting the paintwork beneath and ensuring that residual values are maintained.

RGVA's 3M Gold-tier Select status means it is able to offer a three-year, 3M Matched Component System warranty on the work – which ties in perfectly with the amount of time the tractor units are expected to be part of CSL's commercial fleet.

"Each of the trucks will be on the road 24/7, clocking over 200,000 km a year, delivering a wide range of goods across the UK," says Ponsonby.

"After three years we will look to replace the tractor units, and by having wrapped the cabs we should be able to return them with the paintwork looking as good as new."

With a history in haulage dating back to the 1960s, Corporate Solutions Logistics has been operating in its current form since 1997. Specialising in contract logistics services, the company saw its extensive truck fleet make 110,000 deliveries in 2015, travelling 11.5 million miles.

Ponsonby adds: "The team at RGVA understands what we do and how important our brand is. Their work ensures the new trucks in our fleet will look their best for as long as they are in operation, and provide invaluable on-road marketing."

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Notes to editor:

RGVA is a vehicle branding specialist with an expert team comprising advisors, managers, designers, printers and graphic technicians. The company is a Gold-tier 3M™ Select™ Graphic Specialist and an official distributor for Traxx®, the world's most popular truck frame system for vehicle-based advertising. RGVA specialises in supplying decals, cut graphics, wraps and livery solutions to companies across the UK, working on vehicles ranging from cars and vans, to trucks, buses and coaches. The company is headquartered in Maidstone, Kent, with offices in York and Glasgow, offering full national coverage via a network of graphic technicians in fully-equipped RGVA-liveried vans.



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