



PRESS RELEASE

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RGVA NAILS NEW LIVERY FOR TOOLSTATION

In a move aimed at enhancing its brand presence on the UK's roads, tools and equipment supplier Toolstation has had a striking new livery fitted across much of its delivery fleet.

The new liveries were applied to 34 trucks and trailers over a six-week period by a team of skilled technicians from graphics specialist RGVA. Each of the vehicles – which are owned and operated by third-party logistics provider Howard Tenens as part of a logistics contract – are now run in Toolstation colours, replacing the existing Howard Tenens livery.

Beth O'Neill, Group Commercial Manager for Howard Tenens, comments: "The team at Toolstation truly understand the vital role the vehicles play in building brand awareness from the road. As they are such an important customer for Howard Tenens, we worked together to consolidate their corporate identity across the fleet, applying the company's livery to each of the vehicles we use as part of their operation.

"When it came to fitting the graphics, RGVA was the obvious choice. We've worked with them in the past, so we knew we could rely on their team to complete the work quickly and to the highest standard," O'Neill adds.

The newly re-branded vehicles include nine DAF XF105 tractor units, 13 DAF CF75 26-tonne rigid trucks, both curtainside and box variants, and 12 trailers. A variety of different vinyl application techniques were used, including cab wraps, trailer graphics and new curtain designs.

As a Gold-tier 3M™ Select Graphic Specialist, RGVA is able to offer Howard Tenens a three-year, 3M Matched Component System warranty guaranteeing the quality of the

materials and their application. RGVA's team of fitters opted to use 3M's versatile latex printed IJ180 and IJ140 vinyl - materials perfectly suited to the variety of application processes involved.

With Toolstation's vehicles on the road five days per week, RGVA arranged the installation process in such a way as to minimise any interruption to the day-to-day operation of the fleet.

O'Neill continues: "We presented RGVA with a real challenge when it came to completing this job and they had to go above and beyond to deliver within the timescales we specified. That said, RGVA's flexibility and commitment made it happen and everyone at Howard Tenens and Toolstation is delighted with the results."

The vehicles operate out of Swindon, Daventry, Redditch and London making deliveries to a portfolio of more than 270 trade counters across the UK daily.

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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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