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STRIKING REFLECTIVE WRAP HELPS KINETIC SHINE A LIGHT ON RECRUITMENT

Driver recruitment and training specialist Kinetic has invested in its most hard-working advert to date – an attention-grabbing reflective livery which provides powerful promotion throughout the day and night.

The striking wrap, designed and fitted by vehicle graphics experts RGVA, was created using an innovative reflective vinyl from 3M, meaning it has 24/7 impact. It is believed to be the first time the specialist material has been used on this scale in the UK.

David B'bade, Head of Operations at Kinetic, says: "As soon as RGVA showed us the material and explained that the entire trailer could be made reflective, we were sold. The trailer provides us with the perfect canvas which we've really exploited. It looks great by day, but at night it really makes a statement."

Kinetic is the recruitment arm of the SH Pratt Group; the 13.6m Chereau trailer belongs to its sister business Kinship Logistics and is operated nationwide on a 24-hour double shift pattern that will ensure maximum audience reach.

"This is the first time we've used a trailer in this way, but it's perfectly suited to our needs," continues B'bade. "We now have a billboard-sized advert rolling into truck stops, service stations or customer depots at all times of the day and night, attracting consistent attention by the very people we are aiming to target. It's already become a genuine talking point and the response has been phenomenal."

The 3M 780mC-10R reflective vinyl was first introduced to the UK market in 2017 and is engineered specifically to maintain its reflective qualities across a broader range of viewing angles compared to standard reflective materials. It has already been applied to car, van and tractor units, but RGVA believes the Kinetic wrap to be the largest application of its kind to date.

RGVA's experienced design team worked to create a concept which exploits the reflective potential of the new 3M material, while at the same time effectively and efficiently utilising the space to ensure the company's key message was clear both during the day and at night.

B'bade adds: "The RGVA team really understood what we wanted and knew exactly how to maximise the power of the reflective technology. We couldn't be happier with the results and we'll definitely be replicating this on more trailers in the future."

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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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