



PRESS RELEASE

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RGVA® ENSURES NEW GRAPHICS CAMPAIGN SITS COMFORTABLY WITH DFS

Vehicle branding and graphics specialist RGVA® has completed Europe's largest ever installation of the TraxxOne® framing system in a single project, using it to completely re-livery the commercial vehicle fleet of nationwide furniture retailer DFS.

For the company's largest order to date, RGVA's national team of graphic technicians fitted the system – which is designed to make changing graphics quick and easy – on more than 400 demount truck bodies and 89 tri-axle trailers in the DFS fleet. The installation was completed within just seven weeks – right on schedule to launch a major sporting campaign featuring DFS athlete ambassadors Laura Trott, Max Whitlock and Adam Peaty, which will run throughout the summer.

RGVA is an official distributor and installer for Traxx® – with TraxxOne a patented high-tension aluminium framing system which is used to apply ripple free, high-definition printed banners onto the side of commercial vehicles. The banners can be quickly slid into position, and removed in a fraction of the time, and cost, of traditional techniques. This allows graphics to be quickly changed to correlate with new marketing campaigns – as the DFS summer branding perfectly illustrates.

“We chose to work with RGVA as they were competitively priced and had the ability to handle a project of this size within the timescale required,” says Alex Salden, Supply Chain Director at DFS.

The roll-out saw RGVA's teams work across 60 DFS sites nationwide, with two and three-strong teams of graphic technicians installing the frame and side banners. RGVA also installed new graphics on the rear shutters of each asset, printed on high-quality 3M Scotchcal IJ40-10 series film with 8030G laminate, which offers a minimum five year life.

“RGVA and DFS worked very closely together to ensure that no vehicle was ever taken out of service during the process, meaning there was no impact on our daily operation. It was an example of great teamwork,” Alex Salden adds.

The decision to install the TraxxOne system across the fleet followed a successful 70 vehicle trial in Scotland; and successfully demonstrated the potential for vehicle-based advertising.

Richard Cox, Commercial Director at RGVA, comments: “This is the single biggest installation we’ve carried out using Traxx products to-date, and also one of the most exciting, given the content of the banners. We were more than happy to take on the challenge and are delighted with the results.”

Now that the entire fleet is fitted with the TraxxOne frames, DFS has the facility to change campaign graphics as often as it chooses – in a process which can be carried out in all weather conditions in as little as 15 minutes per vehicle side. Every banner is printed with UV inks, making the old banners fully recyclable once removed. DFS also benefits from the knowledge that its TraxxOne system is the lightest, slimmest and most environmentally credentialed of its kind – and is backed by a seven year, 350-change warranty.

DFS was founded in 1969 with a single store near Doncaster and has since grown to become a market leader in upholstered furniture in the UK. Today DFS employs more than 3,500 people and operates in excess of 100 retail stores in the UK, the Republic of Ireland, the Netherlands and Spain, a comprehensive online channel, and has three of its own upholstery factories and two woodmills in the UK.

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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, and offers full national coverage via a network of graphic technicians in fully-equipped RGVA-liveried vans.



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