



## PRESS RELEASE

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### **RGVA SERVES UP ELECTRIC NEW LIVERY TO HOMESERVE**

Vehicle graphics company RGVA® has begun applying a striking, professional and consistent brand livery to new vans currently being added to the fleet of leading UK home assistance provider, HomeServe.

HomeServe is taking delivery of more than 200 new vans, for each one a team of highly trained RGVA technicians apply one of two different branding processes: a full vehicle wrap or pre-pigmented, cut vinyl graphics.

The process involves three van models: Vauxhall Movanos, featuring various wheelbase lengths, require full wraps of latex printed 3M IJ180, with 3M 8518 laminate; Fiat Doblos and Vauxhall Vivaros both have the correct red basecoat, therefore RGVA need only apply 3M 50 series pre-pigmented white and 3M IJ180 laminated and cut graphics to each. All vehicles also have 3M reflective/fluorescent chevrons applied to the rear, to maximise safety.

Working closely with van conversion companies Mobile Installation Solutions in Doncaster and Quality Industries in Telford, RGVA technicians are on site and ready to apply the necessary graphics as soon as the new vans are converted for the HomeServe fleet. Both the full wrap and the cut graphics are applied with craftsman-like precision in a dust-free, temperature controlled environment between 12 and 18°C. This exacting attention to detail ensures that all manufacturer guidelines are met and that the 3M Matched Component System warranty is maintained, with each vehicle identical in quality to the last.

Rhys Thomas, Head of Fleet at HomeServe, says it was RGVA's focus on detail that made it the right choice for the job: "We obviously want the livery to be identical across the fleet – something that RGVA promised it would achieve. Now that we are seeing the

results, they have truly delivered. The entire team has also bent over backwards to meet our fitting targets, without any drop in quality.”

RGVA has so far applied the new livery to 70 per cent of the fleet – with the entire process set to be completed by December. As part of the deal, RGVA provides an aftercare service, helping to create the necessary replacement graphics in case of accident or damage to any vehicle.

Away from the main fleet, HomeServe has also turned to RGVA to livery the company’s franchise vans in order to maintain a brand consistency across the board. These vehicles are personally owned by individual franchisees and as such are given the full wrap treatment. RGVA is currently performing around two franchise wraps per month.

HomeServe offers home assistance to 2.2 million customers across the UK, delivering a range of services including plumbing, drainage, electrics, heating and much more through its nationwide network of HomeServe approved engineers.

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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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For further press information please email Gary Baker ([gary.baker@garnettkeeler.com](mailto:gary.baker@garnettkeeler.com)) at Garnett Keeler PR or call +44 (0)20 8647 4467.

**About HomeServe:**

HomeServe is one of the UK’s leading home assistance providers. For more than 20 years it has made its Customers’ lives easier by delivering a range of services, including plumbing, drainage, electrics, heating and much more, through its own nationwide network of HomeServe approved engineers. Over two million people in the UK have already placed their trust in HomeServe and turn to the company when it comes to fixing, maintaining and looking after their home.

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Read the company’s online lifestyle magazine: [ketchup.homeserve.com](http://ketchup.homeserve.com)

**Contact:**

For media enquiries contact Stella Pitt, HomeServe's Senior External Communications Manager, on 01922 651508 . Alternatively email [press@homeserve.com](mailto:press@homeserve.com)

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