PRESS RELEASE

Release date: 6 February 2017

RGVA DRIVES CREATIVE TRUCK-SIDE ART CAMPAIGN FOR FRESHLINC

A fleet of 10 Freshlinc trailers now boasts bespoke works of art after vehicle graphics specialists RGVA applied high definition vinyl wraps to them as part of a campaign to encourage people to engage in the arts.

RGVA's highly skilled applications team worked with the Lincolnshire-based fresh, chilled and horticultural haulage business to apply the striking liveries to the 10 refrigerated trailers, that will travel an average 2,500 miles each week across the UK and Europe for the next three to six years.

Each 13 metre Schmitz Cargobull trailer features a different famous resident from the Boston and South Holland region who has made a significant impact on the world, including the founder of the Royal College of Nursing, Dame Sarah Swift.

Transported – the community arts organisation that commissioned the project – asked Freshlinc employees to nominate subjects for the project, and the staff who made the winning suggestions are featured on the respective trailer's rear door graphics alongside an explanation of their choice.

Freshlinc's Commercial Director, Ashley Holland, says: "Transported aims to bring art into the community, so this is a perfect collaboration as thousands of people see our trailers every single day. We have effectively put an art gallery on wheels.

"It's creative campaigns like this that underline just how powerful truck-side promotions can be in reaching vast audiences."

The self adhesive vinyl (SAV) designs, produced by local design agency Electric Egg, were latex printed on 3M IJ40 laminated vinyl, and are among the most detailed the team at RGVA has fitted to trailers of this size. The pin-sharp reproductions, which were fitted

at Freshlinc's Spalding base over three weeks, illustrate the power of the team's HP Latex printers and the quality of the 3M materials it uses.

Holland adds: "These trailers are literally works of art and we needed to be confident they will look their best for their entire working life. RGVA has a proven track record in the industry, and their work means these spectacular liveries will be seen far and wide for years to come."

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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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RGVA/013/17