

Release date: 19 April 2017

QUICK-FIRE LIVERY CHANGE MAXIMISES EXPOSURE FOR MAJOR MÜLLERLIGHT CAMPAIGN

Müller has rapidly re-vamped the livery of 96 of its UK trailer fleet to promote a major new Müllerlight campaign using Traxx®, a versatile quick-change frame and banner system that makes commercial vehicles a viable advertising tool.

The aluminium Traxx frames were originally fitted to the 13.6 metre Gray & Adams trailers in 2015 by vehicle graphics specialist RGVA. The system allows high definition printed banners to be applied to the side of trailers in a matter of minutes. This provides a cost-effective way to maximise each trailer's promotional potential, without needing to apply traditional vinyl livery across the entire vehicle.

The truck-side adverts have been specifically designed to complement a cross-channel campaign on TV and print to launch the dairy company's reformulated Müllerlight Greek Style yogurt.

Karine Loutfi, Brand Manager at Müller Yogurt & Desserts, said: "As the UK's leading yogurt manufacturer, introducing Müllerlight Greek Style with 0% added sugar was a hugely exciting and significant milestone for us. 2017 is about bringing excitement, innovation and game-changing new products into the market, and by using the Traxx system the Müller fleet became a flexible and cost-effective marketing channel in its own right. The trailers give us an additional 192 movable billboards which will be seen by tens of thousands of people across the country every day."

The trailers also feature new rear door vinyl graphics – applied by RGVA's expert team and printed on high-quality 3M Scotchcal IJ40-10 series film with 8030G laminate – helping to ensure the new campaign is visible from behind the vehicle.

The application process for all 96 trailers took three weeks to complete and was carried out at the Müller depot in East Kilbride, Scotland. With the fleet in constant operation, the process required careful co-ordination between the two companies to ensure the work was completed smoothly, efficiently and with minimal disruption.

Archie Cameron, Fleet Engineering Manager for Müller at East Kilbride, said: “The guys at RGVA made it a painless process. Though the vinyl for the rear doors required a temperature controlled environment to be fitted correctly, the banners slide on in all weathers. That meant we could complete the job without impacting on the day-to-day operation of the fleet, which was obviously a very important consideration for me.”

RGVA is an official distributor and installer of Traxx and has been working with the system since its introduction to the market in 2006. The patented high-tension aluminium frame allows ripple free, high-definition printed banners to be applied to the side of commercial vehicles in as little as 15 minutes.

Each high-definition Traxx banner is made using a strong and durable 450gsm base fabric, with the design printed using UV inks on an EFI Vutek HS Pro printer. The Traxx system is the lightest, slimmest and most environmentally sound of its kind, and the fully recyclable banners are backed by a seven-year, 350-change warranty.

Müller UK & Ireland employs around 12,000 people across two distinct business units: Müller Milk & Ingredients and Müller Yogurt & Desserts. The 96 trailers fitted with the new campaign operate on a constant schedule, trunking major routes across 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, with offices in York and Glasgow, offering full national coverage via a network of graphic technicians in fully-equipped RGVA-liveried vans.

Müller UK & Ireland

Müller UK & Ireland is wholly owned by the Unternehmensgruppe Theo Müller. It employs around 12,000 people in a business which comprises two distinct business units: Müller Milk & Ingredients and Müller Yogurt & Desserts.

Based in Market Drayton, Müller Yogurt & Desserts is the UK's leading yogurt manufacturer, responsible for major brands such as Müller Corner, Müllerlight and Müller Rice. It also produces, at production facilities in Minsterley near Shrewsbury, chilled desserts under licence from Mondelez International. Müller Yogurt & Desserts also supplies the UK private label yogurt market from a state-of-the-art yogurt facility in Telford, Shropshire.

Müller Milk & Ingredients aims to be the biggest and best fresh milk and ingredients business with a network of dairies and depots servicing customers throughout the country, producing skimmed, semi-skimmed, whole, flavoured milk and brands including FRijj. It also has the capacity to produce salted, unsalted and lactic butter each year for both the domestic and international markets, and operates the milk&more doorstep delivery service.

The acquisition of Dairy Crest's dairy operations in December 2015 marked a milestone in Unternehmensgruppe Theo Müller's global growth strategy and in particular its aspiration to place much more emphasis on end to end supply chain innovation, adding value to the UK dairy category.



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RGVA/017/17