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BARKER AND STONEHOUSE LAUNCHES SECOND SEASONAL VEHICLE LIVERY FOR 2017

Well known independent furniture retailer Barker and Stonehouse has fitted the second of four 2017 promotional liveries to its commercial fleet using the versatile Traxx® frame and banner system that simplifies vehicle advertising and maximises its potential.

Fitted by graphics specialists RGVA, the Traxx frames allow printed promotional banners to be quickly and easily swapped, meaning companies can boost the advertising potential of vehicles at incredibly low cost.

The family-run furniture business first employed RGVA's expert technicians to fix Traxx frames to its vehicles in 2012, and has been regularly updating the livery ever since, ensuring the fleet is branded to match seasonal marketing and in-store visuals.

Vehicles fitted with the revolutionary Traxx system include every size from 7.5 tonne box vans through to 13.6m trailers. Whenever new artwork is required, RGVA's team of skilled engineers is called in to print, supply and fit the new Traxx banners. Its latest campaign focuses on the company's popular spring sale, featuring large, high definition promotional shots of some of its most desirable furniture.

Managing Director of Barker and Stonehouse, James Barker, says: "RGVA showed us how the Traxx system could be used to maximise the advertising potential of our vehicles. The Traxx system provides us with the opportunity to use the trailers as portable billboards and forms a key part of our marketing and advertising strategy. The potential is limitless."

The Traxx system is comprised of a patented high-tension aluminium frame which is used to apply ripple free, high-definition printed banners onto the side of commercial

vehicles. The banners quickly slide into position and can be fitted and removed in as little as 15 minutes.

RGVA is an official distributor and installer of Traxx and has been working with the system since its introduction to the market in 2006.

Barker adds: "Our trucks and trailers deliver stock to distribution centres right across the country, each covering close to 80,000 miles a year. The vehicles fitted with the Traxx system are constantly on the move, allowing the banners to be seen by a staggering number of people."

The Traxx system is the lightest, slimmest and most environmentally sound of its kind, and is backed by a seven-year, 350-change warranty. Each high definition Traxx banner is printed using UV inks and EFI Vutek HS Pro printers, on high-quality 3M Scotchcal IJ40-10 series film with 8030G laminate. The banners are made using a strong and durable 450gsm base fabric, and the entire process is designed with consistent renewal in mind, so once discarded all used banners are fully recyclable.

Barker and Stonehouse has been trading for more than 70 years and now has branches across the country selling an extensive range of high quality furniture.

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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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