

Release date: 18 October 2022

RGVA CALLED ON BY CURRYS TO REBRAND COMMERCIAL VEHICLE FLEET

In a bid to maximise the impact of the company's major rebrand, Currys – the UK's leading retailer of tech products and services – has turned to vehicle graphics specialists RGVA to fit a striking new livery to around 425 assets across its commercial fleet.

After a competitive tender process, RGVA were awarded the three-year contract to retrofit the new Currys 'Bright World' branding to 124 of the company's existing rigid trucks, tractor units and trailers, followed by 299 new 3.5-tonne LCVs and 7.5-tonne rigids as they roll off the production line.

Nigel Willott, Senior Transport Account Manager at Currys says: "Our commercial fleet is seen by thousands of people every day, making our vehicles an extremely effective form of advertising. We needed to ensure the graphics looked perfect.

"RGVA's team were professional, efficient and detailed. Despite Covid and our peak retail season creating some logistical challenges with asset availability, RGVA worked flexibly with us through these and seized any opportunity to quickly turn the vehicles around and get them back on the road, minimising any downtime."

The project involved fitting Arlon self-adhesive vinyl laminate graphics to the rigids and box body trailers. These were printed using RGVA's GreenGuard compliant, eco-solvent printers, which guarantee lower chemical emissions levels. The company also oversaw the production and fitting of 75 new ENXL specification, digitally printed curtains, designed for the various trailer types operating in the Currys fleet.

The retrofit work was carried out in a dedicated, weather-proof fitting area at the Currys distribution centre in Newark. RGVA worked closely with Currys to ensure there was an efficient flow of vehicles to minimise operational downtime.

"Creating the necessary space in one of our busiest depots was a challenge, but the teams worked together well to deliver a solution that kept the process moving. For

example, we saw the existing graphics of 40 box body trailers stripped and fitted in just four weeks, that level of efficiency gave us great confidence as we moved into the next phase,” adds Willott.

The focus of the project has now shifted to the new 3.5-tonne and 7.5-tonne vehicles joining the Currys fleet, with RGVA fitting the updated graphics to between 10 and 15 assets per week, at four different UK locations.

The new look Currys amalgamates Currys PC World, Carphone Warehouse, Team Knowhow and Dixons Carphone into a single brand, designed to make the company more accessible to its customers. Alongside the vehicle graphics, the project has also involved transforming 300 stores and upgrading 13,000 employee uniforms.

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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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