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## **RGVA CALLED IN TO HELP YUSEN LOGISTICS AND HOWDENS JOINERY GO BACK TO BLACK**

Vehicle graphics specialist, RGVA, has successfully completed a major project for Yusen Logistics, vinyl wrapping the cabs of 58 trucks from their original white to a striking black livery for the company's distribution contract with Howdens Joinery Group.

The RGVA team worked very closely with Hexagon Leasing, which supplied the 38 Renault D Range 18-tonne curtainside rigids and 20 Renault T480 6x2 tractor units. Faced with some challenging installation conditions, the complex project involved wrapping most of the vehicles as they rolled off the production line, helping to ensure optimum efficiency.

Karl Walker, Contract Manager at Yusen Logistics, says: "Our vehicles represent the Howdens brand out on the road. As an important customer of ours, it was imperative they looked the part – which is why we turned to RGVA.

"Wrapping 58 trucks while ensuring minimum downtime for our operation was always going to be a challenge, but the team were more than up to the task. RGVA's flexible approach meant they were able to find workable solutions to issues related to the fitting environments, helping to ensure the project was completed in a timely manner."

The first 11 rigid truck cabs fitted with the new graphics were existing vehicles already operating from Yusen Logistics' Erith depot. These were brought into RGVA's Maidstone base over an 11-week period. Work on the first new 18-tonne trucks was scheduled to take place at a bodybuilder in the West Midlands, but the designated fitting area was too cold and dusty to ensure a professional finish.

Working with Hexagon Leasing, the RGVA team arranged for an alternative location where the fitting could take place in a controlled environment. To avoid a subsequent repeat of the issue, it was agreed that the trucks would be wrapped prior to going to the bodybuilder, meaning that the vehicles could be put straight through the PDI process.

David Hodgkinson, Head of Sales at Hexagon Leasing adds: “We worked closely with RGVA to ensure the trucks could be kitted out with the new graphics they required in a suitable environment, before going onto the bodybuilder and out on the road.

“We always strive to work in partnership with our customers and suppliers to offer innovative solutions to challenging situations. The project was completed efficiently and to the planned schedule ensuring that any downtime of the new trucks was minimised.”

The trucks were all wrapped in specialist 3M 2080 gloss black wrapping film, with Howden Joinery Group's livery applied using 3M's 50-10 Series material. The new livery will create a durable, quality finish that will also protect the truck's original paintwork, ensuring they are in peak condition when they reach the end of their lease.

Each individual vehicle was wrapped by a team of two over a five-day period, with all 58 completed within 8 months. The trucks will deliver to Howden Joinery Group customers across the UK.

Yusen Logistics is a world leading provider of contract logistics services, including supplying commercial vehicle fleet support for Howdens Joinery, the UK's number one trade kitchen supplier.

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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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