

## It's a wrap!

Signs Express has recently provided a new vehicle wrap for national account client Mercedes Benz.

Mercedes Benz asked the centre to wrap a Mercedes Citan van promoting Mercedes Benz Genuine Oil campaign.

The client wanted to promote their newest range of oils for Mercedes Benz vans and trucks which will help minimise wear and maximise service life, as well as keeping the engine running smoothly.

Stuart Harrison, owner of Signs Express (Milton Keynes) and his team of highly skilled sign makers digitally printed the design using a top quality 3M film which was then

laminated and applied to the vehicle to create the stunning new look.

Stuart commented: "It was great to be part of Mercedes newest oil campaign, the new vehicle graphics look great and we can't wait to see them driving around the UK."



## Time for a pint in the sun

Leading signs and graphics manufacturer Signs Express (Milton Keynes) has recently been commissioned by local pub The Three Locks, to provide new exterior signage.

The new signage consisted of a post and panel sign, framed panel sign and a suspended wall hanging sign ready to show off just in time for summer.

Signs Express provides a complete design, manufacture and installation service for all types of

signage including large format interior and exterior signs, vehicle graphics, exhibitions and display products, window graphics, banners, and health and safety signage.



## SUMMER!!

The sun is shining and it looks as though summer is here at last!

Now is the time to start thinking about replacing any tired looking signage.

We have manufactured many feather flags ready for the summer. These flags are ideal for all upcoming events and will certainly help get your campaign seen!



We can help you and your business get noticed and stand out from the crowd!

Call us today on 01908 221330 to see what we can do for you.



## Are vehicle graphics still an important part of the marketing mix?

We should all be aware by now, that marketing is a key tool for any successful business. In order to sell your products or services, you have to first make people aware of them.

### But what's the most effective way to do this in order to try and achieve the best ROI for your budget?

With so many different media platforms available, there is one form of advertising that often gets overlooked: vehicle graphics. And we can't help but wonder why. Prices may vary, depending on which of the many options you choose to go for, but we would urge people to focus more on the impact and longevity they can have if applied correctly rather than any dents in the bank balance.

Here are 5 reasons why we think vehicle graphics should be an essential part of your marketing mix:

- 1) The facts! According to a 3M study, there is an audience reach of up to 3,000 people every hour if your vehicle is out and about on busy roads. With a reach that great, can you risk not having your vehicle branded to communicate who you are and what you do?
- 2) Make media work for you for a change! Even when your car is parked on the street, and you're tucked up in bed after a busy day, it's still out there, getting noticed. It's a 24/7 marketing tool that quite literally can help drive your business forward.
- 3) Variety is the spice of life... The product range for vehicle graphics is so vast, from just a simple branding operation through to full vehicle wraps, that we are sure there's a solution for every type of business – from the one-man-band to a whole fleet of haulage lorries!
- 4) Look at the bigger picture! Applying graphics to your company vehicle should be seen as a long-term investment and not a quick fix. If you compare the price of vehicle wrapping to bill-board advertising you'll soon see it won't take you long to get better value for your money.
- 5) Imagination has no limits... The only limitation to your options when considering vehicle graphics wrap is your imagination (and, well, possibly budget!). There's no doubt that striking graphics attract attention and generate discussions. Make people stop and stare at your company details, not your competitors!

So, to sum up, we all know you have to spend money to make money, (it's a sad but true fact of life!) but we think it's about time people wised up and started investing in marketing campaigns that actually make a difference to your brand awareness and we are confident that vehicle graphics are up there with the best of them!

When considering vehicle graphics application, make sure you speak to a specialist who can not only fit the graphics professionally (there's a real art to it) but who can also advise on the design and key messaging. The graphics can last a long time, it's important that you like what you've paid for!

For our advice call 01908 221330.

## THE POWER OF SIGNAGE

Signage is everywhere. It drives customers to your business and directs people around your workplace. It's on the front of buildings, the side of a van and above your door. It can bring your brand to life, generate a response, re-energise your office or simply make people safe.

As part of the UK and Ireland's leading signs and graphics company, Signs Express (Milton Keynes) provides a complete service for all forms of signage.



### CONTACT US

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