



## PRESS RELEASE

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### **RGVA® AND NESTLÉ SHOWCASE THE PROMOTIONAL POWER OF TRAXX®**

Commercial fleet graphics specialists RGVA® has recently installed the innovative Traxx® framing system to 70 new trailers for Nestlé, featuring some of the nation's most recognisable brands.

This latest project means RGVA has now fitted the specialist framing and banner system, which is designed to make changing vehicle graphics quick and easy, to more than half of Nestlé's 200-strong trailer fleet – specifically 115 new trailers and 25 retro-fitted older assets.

The latest fitment will initially feature campaigns for seven of Nestlé's top brands, with some using different advertisements on either side of the 13-metre Montracon trailers.

Popular brands including Aero, Rowntrees Polo, Quality Street, Shreddies, and a selection of Carnation products are featured, as well as Bakers and Felix pet foods from Purina. One Felix-branded trailer hosts an exclusive design for Larry, the Downing Street cat, and RGVA was also commissioned to print a single livery to celebrate Nestlé's 150<sup>th</sup> year.

With 70 trailers to fit, RGVA liaised closely with Montracon to complete as much of the work as possible at the factory, prior to delivery, with the remainder fitted at Nestlé's York depot. In addition to the tailored banners, the RGVA team has also installed generic Nestlé graphics on the rear doors of each trailer. Printed on high-quality 3M Scotchcal IJ40-10 series film with 8030G laminate, the graphics will offer a minimum five-year life.

Mick Thompson, Primary Transport Manager at Nestlé, says: "The fact that the team from RGVA can fit the system anywhere was a real plus. They were accommodating and

flexible. When they came to York, they made sure the system was installed quickly and with minimum disruption to the fleet.”

The Traxx system is based on an aluminium frame which is secured to the side of the trailer. Once the frame has been fitted, advertising banners can be removed and replaced in all weather conditions and in as little as 15 minutes per side. The entire procedure can be carried out in a fraction of the time of traditional vinyl application techniques, and at significantly lower cost.

The system is the lightest, slimmest and most environmentally sound of its kind, and is backed by a seven-year, 350-change warranty. Each banner is printed using UV inks and EFI Vutek HS Pro printers, with the designs applied to 450gsm backing fabric made from recycled materials. The finished product is also fully recyclable once removed.

Richard Cox, Commercial Director at RGVA, comments: “With so many iconic brands, Traxx is perfectly suited for a company like Nestlé. Over the two years we’ve been working together, Nestlé’s marketing team has learned how the system can be used to create cost-effective, on-road marketing campaigns that can be tailored to their target audiences quickly and easily.”

All 70 Nestlé trailers will perform both factory and customer deliveries across the UK and are expected to stay operational in the fleet for between seven and 10 years.

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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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