

FLEET

BRANDING FOR THE ROAD



GILLESPIE
GRAPHICS

90
YEARS
1921-2011

FLEET



“We can coordinate fleet installations anywhere in the country”

— Alisa Cook, Sales

THE REAL ADVANTAGE: Our People

Fleet graphics are one of the strongest marketing tools a customer can use to increase awareness of their brand and product. At Gillespie, our experienced team manages every fleet installation from start to finish. Whether you want a wrap that lasts for one day or eight years, we take the time to ensure you receive the full service that we are known for. We can coordinate fleet installations anywhere in the country. We can create your art or advise the fit and shape to your vehicles for smooth, vivid imaging. We can pick up and return vehicles, or take installation to your doorstep. You'll keep your vehicles on the road and generating positive impact for your business with our impeccable fleet graphics.

“We take the time to engineer the project correctly for longevity, for the conditions that the wrap will be in, and to meet the customer’s expectations.” — Alisa Cook



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HOW WE DO IT: Our 3M Advantage

With the ability to coordinate fleet wrap and graphics installations anywhere in the country, we help our customers add powerful mobile advertising strength to their brand and products. We are the only authorized 3M Scotchprint manufacturer in Oregon, and have been for over 60 years. With the 3M reputation and warranty behind us, you can count on vivid graphics that will last for your fleet, whether you have 1,000 trucks or two.

With our expertise in installation, your graphics will lay down exactly as they should, around moldings, mirror, handles and bumpers. With our experience, we get your graphics produced and installed quickly so you are promoting your brand on the road.

WHAT WE DO IT WITH: Our Research & Data

A single intra-city truck with graphics can generate up to 16 million visual impressions in a year. (source: *The American Trucking Association*)

A study by ad agency RYP & Becker Group found that:

- ▶ 97% of survey respondents recalled the ad on the truck.
 - ▶ 98% thought the ads created a positive image of the advertiser.
 - ▶ 96% thought fleet graphics had more impact than billboards.
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SPOTLIGHT: Cost-Effective Advertising for Our Customers

- ▶ Fleet graphics add a valuable dimension to the advertising marketing mix
- ▶ 3M warranties mean you get a reliable product that will last
- ▶ Reflective product options help your fleet stay visible day or night
- ▶ Optimize your message to target specific demographic groups
- ▶ Wide range of 3M products allow for customized messaging, for short campaigns or long-term durability

Products

- ▶ Vehicle Wraps
- ▶ Truck & Trailer Graphics
- ▶ Logos
- ▶ Striping
- ▶ Reflective Materials
- ▶ Promotions & Advertising

Services

- ▶ Expert Consultation
- ▶ Application Management
- ▶ Design
- ▶ Distribution

GILLESPIE GRAPHICS

ANSWERS WITH INFLUENCE

In business since 1921, we provide graphics and printing answers with influence that you can see and touch, across the country, around the world and even beyond. By blending precision and craftsmanship with modern-day printing and adhesion technology we provide distinctive, visible solutions for a vast array of customers and applications. Our expectation is that the printing and graphics we produce for you will reflect strength, ingenuity, resilience and durability.

When your customers' products are on the moon, under the sea and traveling across the country on nearly every vehicle imaginable, you know that you're providing printing and graphics answers with influence. One reason for this is that we always take the job of matching the right inks to the right materials seriously. We have to. That's why we're the only authorized 3M Scotchprint manufacturer in Oregon and have been since 1951.

Maintaining a 90-year legacy of business built upon strong principles means we believe that reputations and relationships are on the line with every job we complete. We won't settle for less than providing a finished product for every customer that meets their needs in terms of durability, quality, timeliness and value.

Our fleet branch offerings include:

- ▶ Vehicle Wraps
- ▶ Truck & Trailer Graphics
- ▶ Emergency Vehicles
- ▶ Logos
- ▶ Striping
- ▶ Installation
- ▶ Application Management
- ▶ Design



GILLESPIE™
GRAPHICS

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