

## FLEET & VEHICLE DECAL'S

### 4 winners in the 2005 Fleet Owner Graphics Contest - could you be next?

As an innovative leader in Truckside advertising, Modagraphics offers its customers custom, comprehensive, cost effective visual marketing program solutions ranging from short-term promotional to long-term strategic initiatives.

Modagraphics understands the importance of a cohesive advertising program that projects an attractive, positive image. We work with business', agencies and their design teams to develop truckside decal graphics that:

- ° Are image and brand enhancing
- ° Are appropriate for your target marketing message
- ° Differentiate you from your competition
- ° Are feasible, efficient and easy to implement and maintain

While the uniqueness of each client dictates the exact services needed, they may include:

- ° Creative Design
- ° Manufacturing decal's
- ° Inventory Management and fulfillment
- ° Decal Installation
- ° Online Ordering & Inventory
- ° Total Program Management

If you have questions, would like more information, or have an account executive contact you, call us at:

847-392-3980 x286

www.modagraphics.com



### DESIGN

From concept to finish, or we can work with your team on designs already established.

### MANUFACTURE/ PRODUCTION

With state-of-the-art technology we can produce precise fleet or retail graphics to fit your needs.

### INSTALLATION SERVICES

Fully equipped to oversee and install every facet of your fleet or retail program from prototype to national rollout.

### CONSTRUCTION MANAGEMENT SERVICES

Supervise the development, remodeling and construction phases via our in-house team.

### INVENTORY MANAGEMENT

We can inventory your products in an assigned storage space in our temp / humidity controlled warehouse.

### ONLINE ORDERING/ INVENTORY

### ONLINE PROJECT MANAGEMENT

## **FUEL COSTS & INCREASING MARGINS**

Increase in fuel costs across the board are having an effect on budgets and profit margins. With this as a major business concern, we would like to present an alternative for better margins within your company.

Leasing your fleet space for advertising the very brands you distribute across this great nation. By utilizing our program management expertise, we can help you to set up a program for your distributors (like Miller Brewing Co.), or for your own fleet. Turn your fleet into an advertising asset. Brands can expand their consumer awareness at a lower CPM than traditional advertising and as a fleet owner or distributor, your profit margins benefit and help offset the losses in fuels costs.

To discuss how our program can benefit you and your business, contact us at 847-392-3980.

### **MODAGRAFICS PROGRAM OVERVIEW**

As a single source provider for fleet decal's, Modagraphics proficiently handles large accounts. Majority of these accounts are multiple year contracts, servicing our clientele with design, prototyping, manufacturing, warehousing, distribution and installation services.

Our turn-key program capabilities are effective in reducing costs while providing continued improvements in delivery and customer services.

Comparative studies have shown truckside advertising to be the most cost-effective medium on a cost per thousand impressions (CPM) basis. The value of this rolling billboard concept is further enhanced as society becomes increasingly mobile, prompting a growing number of brands to invest in this emerging advertising medium.

### **\*Unique One-Source Total Program Management**

Our extensive experience implementing major programs on behalf of our clients gives us the know-how to successfully complete your advertising program in a timely manner.

### **Reduce Vendor Coordination Time**

Working with a single source that can produce your project from design to completion, and aid in continuing to manage that program, eliminates lost time and resources in coordinating multiple vendors, and allows you to operate your on-going business without additional full-time resources.

### **Decal Design**

We maintain an in-house design studio that collaborates on client projects to create layouts that are aimed at your target market. Our team is armed with the latest digital design tools and has won over twenty creative design awards.

### **Manufacturing**

The most advanced digital and screen printing tools allow us to produce high-quality, precision graphics and signage.

### **Inventory Management & Fulfillment**

We can inventory your products in an assigned storage space in our temperature and humidity controlled warehouse at our primary manufacturing facility. Min/Max inventory levels can be maintained based on your forecast requirements. On time delivery to client locations.

General or custom inventory reports are sent monthly. On on-line inventory management program is also available for customers so your inventory status is just a click away.

### **Decal Installation Services**

Unlike most other companies, our on-staff installation team is fully equipped to oversee and install every facet of your your new fleet graphics program. This can be accomplished at Modagraphics or at a proper site closer to your needs.

### **Account Program Management**

Our core team develops the strategies, innovations and maintains the standards/quality documentation as the central resource for all program information. The team is assembled on the overriding objective of providing a highly efficient process for on-time delivery, cost control, reporting, excellent quality and a wide range of experience.

Each customer is provided a support team that is responsible for coordinating their programs and maintaining clear communications with them on an on-going basis.



**Modagraphics**<sup>®</sup>  
Our Customers Stand Out

www.modagraphics.com  
**P: 847-392-3980**