



Avery Dennison helped telecommunications and information services provider, Telstra, transform its fleet with powerful branding.



Everywhere You Look:

Look around: on buildings, in the streets, around the corner. You'll see Avery Dennison Graphic Solutions everywhere; companies across the globe choose Avery Dennison materials to transform their ideas into impactful messages that identify, promote and inform the world around them. We're here to do more than empower your business. We're here to help you push the visual limits of imagination.

Turning Up the Volume

When Australian telecommunications giant, Telstra, wanted a 'louder, more recognisable' presence in the market, Avery Dennison was there to lend a hand, helping the brand make an impact with vibrant, digitally printed decals protected with long-lasting, durable overlaminates on its fleet livery.

More bang for the brand

Previously, Telstra's fleet branding had been confined to relatively inconspicuous door decals. Thanks to a great solution from Avery Dennison, and great creative and execution by Label Concepts, the new fleet campaign increased the brand's visibility and revitalised its brand image.

Cheeky slogans were paired with simple but vivid, full wrap designs to utilise the 'free advertising space' on Telstra's fleet of vehicles.



A winning warranty

When Telstra's long-term applicator, Label Concepts, was appointed to update its fleet livery, it sought a supplier of face film and overlaminates that would support a 5-year warranty. Ideally, it was looking for a proven brand that engaged with its customers at all levels of interaction from sales and supply chain to technical and after-sales support.



Avery Dennison was that very brand.

For the Telstra project, Label Concepts combined two of Avery Dennison's key products. MPI 1005 Supercast Easy Apply RS produced vivid, sharp graphic decals that conformed perfectly to curves and irregular surfaces, while the protective overlaminate DOL 1460 extended the graphics' outdoor life to five years and beyond.

"From a stock perspective, using Avery Dennison's material enables us to provide our client with long-term warranties, allowing the fleet to look incredible on day one, right up until the vehicle is retired five years later," said Mark McEwan, the Director of Label Concepts.

Delivering on promises

Both Telstra and Label Concepts cited the support provided by the Avery Dennison ICS Platinum Warranty as crucial to the project's overall success. Under the Warranty, material issues and complaints are immediately and efficiently addressed, enabling seamless and delay-free production for the converter to meet stringent deadlines.

Mark McEwan, the Director of Label Concepts, had only praise for Avery Dennison's service standards. "The service from Avery Dennison is second to none. They respond to our needs for reliable delivery and strong technical advice in 'real time'. You're never just a number to Avery Dennison – they always take your calls, and they deal with matters promptly and effectively," he said.

Travelling in the same direction

Ever sensitive to the impact of its products on the environment, Avery Dennison introduced its sustainable TruelImpact product to Telstra and Label Concepts. As it happened, it was perfectly aligned with the telecommunication brand's sustainability awareness program.

Upon the introduction of TruelImpact, Telstra and Label Concepts rolled out prototype designs for two models of the Holden Volt, a long-range electric car launched by the popular Australian car manufacturer.

"Our partnership with Avery Dennison to brand Telstra's national fleet has been both mutually beneficial and seamless in its operation. Label Concepts Fleet Branding is on a strong growth trajectory and we are proud to have the support of Avery Dennison in branding corporate fleets across the nation," declared Mark McEwan, Label Concepts Director.

Unsurpassed service, innovative products, a commitment to sustainability and an impressive client portfolio that includes the Australian telecommunications giant Telstra and its trusted applicator Label Concepts. No wonder Avery Dennison is a driving force behind the success of vehicle fleet branding around the world.

Products used:

- Avery Dennison® MPI 1005 Supercast Easy Apply RS
- Avery Dennison® DOL 1460

In addition to promotional graphics, Avery Dennison's digital media is used for architectural, fleet and vehicle graphics.