



DPDgroup first talked to Avery Dennison Graphics Solutions when launching its 'DPDgroup Rebranding 2015-2017' project, involving its fleet of vehicles across the whole of Europe. The project was substantial, involving almost 30,000 vehicles and 4,500 trailers over three years.

A complete rebrand for the DPDgroup European fleet

THE CHALLENGE

A complete end-to-end solution was required by DPD. It had to include not only recommendations on the best product to use – at the right price point – but also a wide range of additional support. Avery Dennison helped regional DPD Business Units with many aspects of programme execution, starting with finding and managing specialist converters and installers across Europe.

THE SOLUTION

Avery Dennison was able to offer all of the products needed from stock, complete with the ICS profiles necessary to ensure the best finished graphics on the Europe-wide DPDgroup fleet. Support included advice on the most suitable conversion techniques, and recommendations from the Avery Dennison Colour Match programme ensuring accurate reproduction of the new DPDgroup brand logo.

All materials supplied also came with a five-year ICS Platinum Warranty from Avery Dennison, guaranteeing product performance and longevity throughout their service lifetime.

A first class level of service for a demanding pan European customer

The contract was also awarded because of the levels of service within the overall package. Capabilities offered by the Technical Sales team were complemented by an Avery Dennison accredited specialist converter/installer network across the EU, with major benefits for DPD.



Shaun Hobson, business director, Graphics Solutions Europe, for Avery Dennison said that contributions came from a diverse Avery Dennison team:

“This was a huge project by any standards, and our sales and technical specialists worked hard to give DPD the best advice and the right solution. We also committed to organizing converters and applicators across Europe to ensure that deadlines and quality requirements were met – and we produced a manual to show applicators all of the key production steps required for a successful outcome.”



DPD Fleet till 2014

THE PRODUCTS

- > Printed Durable Screen 6903 with overlaminate (some regions)
- > MPI Digital Cast with overlaminate (other regions, according to converter preference)
- > Avery Dennison 700 PF series

DPD Fleet Refurbished 2015 & beyond



“Avery Dennison clearly understood the challenges of a decentralized project. We operate across the continent, and we needed a partner who could understand working cultures in many different regions. Avery Dennison had both the ability and commitment needed to execute a program on this scale, and we have been very pleased with the way they have worked in partnership with our regional business units. This has been a very successful project for us.”

Jean-Claude Sonet, Customer Experience communications Director

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