



Fleet Branding Specialists

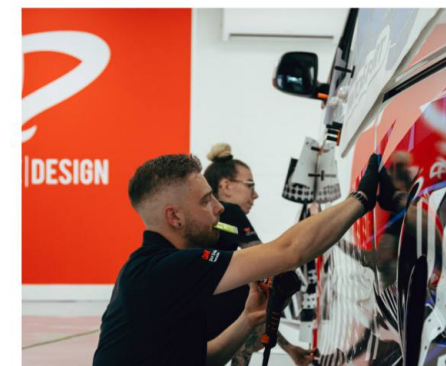
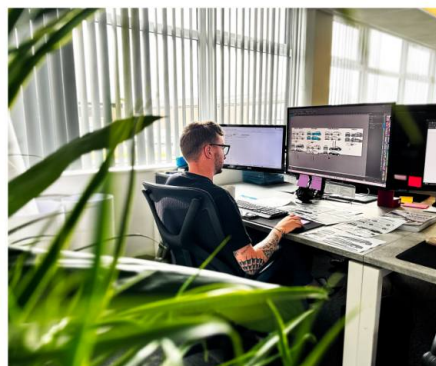
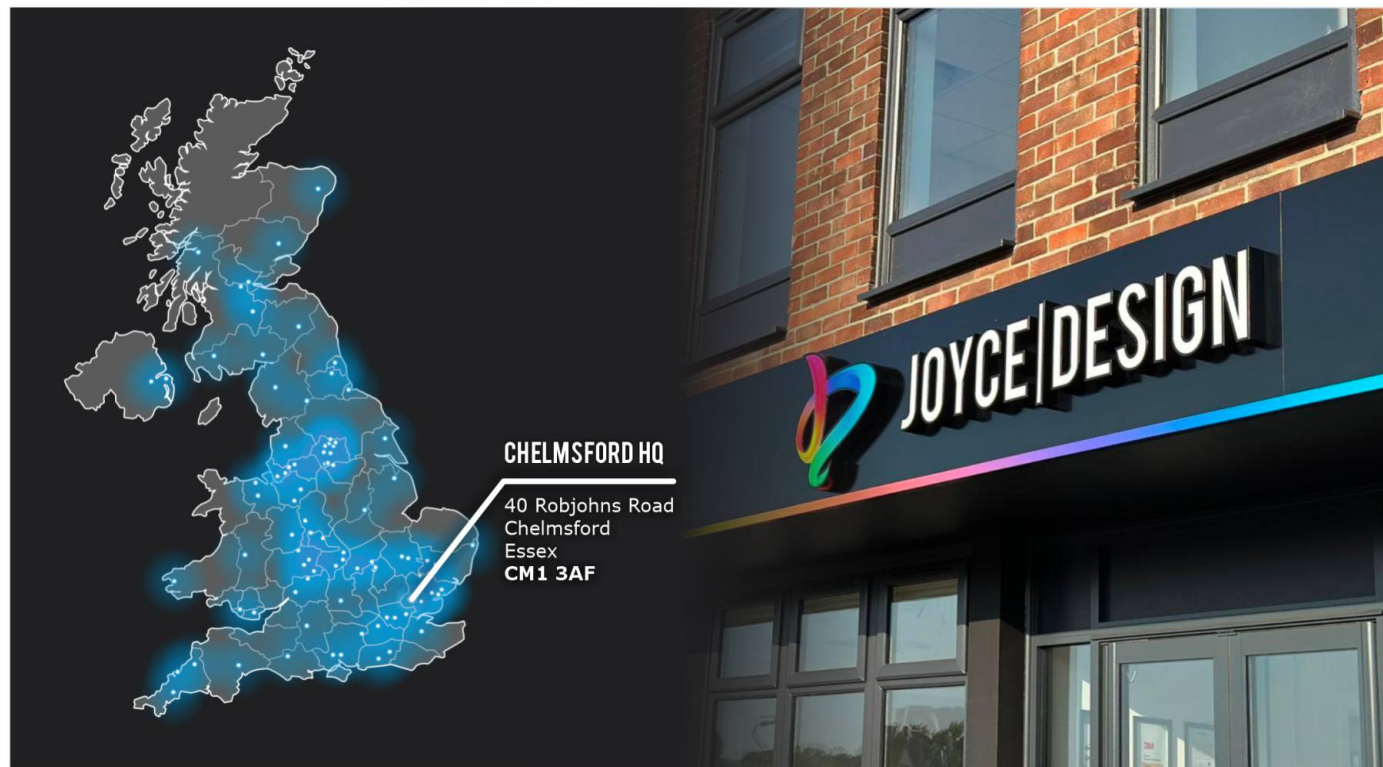
T: 01245 283 843
E: enquiries@joycedesign.co.uk
www.joycedesign.co.uk



WHO WE ARE

Joyce Design provide a comprehensive Vehicle Graphics Management service with a personalised approach to customer account management.

- **In-house design and production processes** give us total control and flexibility over fleet projects.
- **Dedicated account managers** allow for smooth business relationships and quick response.
- **Multi award-winning** commercial graphics livery company.
- **The highest commercial graphics warranty in the industry** with 3M MCS Warranty & 3M Platinum Partnership.
- **15 years of graphics manufacture** as Joyce Design means you get the assurance of a financially sound partnership.
- **Experience in dealing with large fleet contracts** means we understand your challenges and deliver a seamless service.



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 **28,000+**
Graphics kits
manufactured annually

 **3,000+**
Graphics kits
installed annually

 **100+**
Approved graphics
installers nationwide

 **30 YEARS +**
Graphics industry experience
and 15 years manufacturing

WHAT WE DO

Let our experts assist you with confidence, from design to graphics install and aftercare.

- **Design & material specification**

Our in-house specialist designers can devise brand new artwork or work with your existing creative agency. Our dedicated account managers will advise and specify which materials are best suited to produce long-lasting graphics that will enhance your brand and match your budget requirements.

- **Quick and accurate implementation**

Thanks to our in-house manufacturing team working in sync with the design team, we ensure quick turn-around, increased vinyl yield, cost-effectiveness and accuracy in our graphics. Our nationwide-approved install team will cover the final steps.

- **Keeping your vehicles on the road**

Our graphics warranty and repair processes are designed to ensure your fleet downtime is kept to a minimum. With bespoke online ordering facilities for full or part kits, you'll get replacement kits in a timely manner.





- **Consistency and quality**

We use 3M matched components in our production process ensuring print consistency over time and across vehicle types. We always use the best quality films to safeguard coherent and long-lasting branding for your fleet, applied expertly and with care nationwide.

- **Robust warranties**

We offer the comprehensive 3M MCS manufacturer-backed warranty specific to each film selected. It gives you assurances that all the components used in the production of the graphics have been matched to achieve the highest performance, functionality and durability. Extended warranties are also available.

- **Dedicated account management**

A dedicated fleet expert will look after your account and update key information to the rest of our integrated team. Project management includes everything from quoting, overseeing design and production, and organising logistics for install. Full technical and aftercare support is also provided. One point of contact for all your needs through to completion of your project and beyond.



WHY YOU NEED VEHICLE GRAPHICS

Sign writing your fleet is simply the most cost-effective way of advertising your business:

- **Sign written vehicles can be seen by up to 3,000 people every hour of the day**, costing as little as 32p per 1000 views.
- **Transform your vehicles into mobile advertising platforms** promoting your business 24/7.
- **Protect your paintwork** by adding a layer of vinyl wrap and increase the residual value of your vehicles.
- **Vehicle branding brings unity to your brand and marketing campaigns**, reinforcing the strategic and tactical messages used in other advertising media.
- **Driving and parking vehicles in and around your service areas increases brand awareness** amongst the local community, providing a sustained un-invasive presence to potential customers.
- **Use Chapter 8 Reflective Chevrons to comply to DfT guidelines:** if working on highways, it is paramount your vehicles are highly visible from a safety and insurance perspective. Keep your employees and other road users safe. Be seen, be safe.



COVERAGE OPTIONS

PRE CUT GRAPHICS

Pre-cut lettering is our basic graphics option and is the most affordable way to get your brand in the public eye. Typically, graphics would include your company logo, contact details and accreditation logos. Whilst this option gives little room for design innovation, you will get a fast return on your investment.

BENEFITS

- + MOST AFFORDABLE OPTION
- + FAST RETURN ON INVESTMENT
- + QUICK ACCIDENT REPAIR GRAPHICS



MOST AFFORDABLE



RETURN ON INVESTMENT



AFFORDABILITY



VISUAL IMPACT



BRAND AWARENESS



DESIGN VERSATILITY



OVERALL SCORE

60%

PART WRAP

Part-wrap graphics provide by far the best cost to visual impact ratio; we adapt the amount of printed graphics to suit your budget and work with textures and images that relate to your brand. The artistic licence is vast yet part-wraps are cost-effective and create great brand recognition. Unwrapped areas are a clean backdrop for a thorough description of your business whilst digitally printed graphics bring your brand to life.

BENEFITS

- + BEST VALUE FOR MONEY OPTION
- + GREAT BRAND AWARENESS
- + FLEXIBLE ON COST TO MAXIMISE YOUR ROI



BEST OVERALL



RETURN ON INVESTMENT



AFFORDABILITY



VISUAL IMPACT



BRAND AWARENESS



DESIGN VERSATILITY



OVERALL SCORE

74%

FULL WRAP

If money is no object, full wraps are the way to go! There are endless design opportunities to make a huge visual impact on your target market and build a very strong brand awareness. The design process is key to maximise the impact of the graphics and thorough application of the graphics is essential for durability. This is the Rolls Royce of vehicle graphics!

BENEFITS

- + VIRTUALLY ENDLESS CREATIVE LICENCE
- + MAXIMUM VISUAL IMPACT
- + PAINT WORK IS PROTECTED BY VINYL



PREMIUM



RETURN ON INVESTMENT



AFFORDABILITY



VISUAL IMPACT



BRAND AWARENESS



DESIGN VERSATILITY



OVERALL SCORE

68%

UNDERSTANDING YOU

Because we understand what matters to your business, we deliver a proactive end-to-end approach communicating seamlessly with all stakeholders:

- **Fleet Operators**

You need your vehicles on-the-road looking sharp as quickly as possible with minimal disruption. We take your pain away and will liaise with vehicle suppliers and organise an efficient schedule that meets your requirements.

- **Procurement**

What matters is value for money, risk management and strong warranties: we lock our competitive prices in for the duration of the contract; our proven track record guarantees we are a financially sound supplier; we run stringent QC processes to ensure quality and consistency; we are also well versed in PPAP documentation, including PSW, RoHS and REACH compliance.

Joyce Design hold public liability insurance, employers liability insurance and onsite customer vehicle insurance. All our staff are up to date with the H&S training to comply to our ISO 9001 accreditation.





• Brand Team

Brand continuity is paramount for all your assets. We make it our priority to understand your brand guidelines and implement them using high-quality film, ensuring a fast turnaround on repair parts so that your fleet is always a positive reflection of your brand.

• Vehicle Suppliers

You need vehicles to be delivered to your customers on time and fully branded. As a trusted partner, we will prove flexible in catering to the challenges of the automotive market and will become an extension of your organisation.

- ✓ UK-wide installation
- ✓ Quick turnaround
- ✓ Cost reduction policy
- ✓ Award-winning designs
- ✓ Eco-friendly solutions
- ✓ 3M MCS Warranty



YOU'RE IN SAFE HANDS

After years of hard work, sustained dedication and professionalism, Joyce Design is now a 3M Platinum Select Partner.



You know your investment will be in good hands by selecting Joyce Design as your vehicle livery partner. You are entrusting your graphics to be manufactured following strict guidelines with stringent quality control processes and applied by highly trained 3M Endorsed installers. Buying into a Platinum Select Partner scheme gives you peace of mind that you are benefiting from the following:

- Latest product innovation
- Highest technical expertise
- Professional work ethos
- Eco-friendly solutions
- 3M MCS warranty





We offer the exclusive and most comprehensive 3M MCS warranty: it ensures optimal quality of the finished product including the film, over laminate and printed matter (inks) through the entire warranty period.



It gives you the assurance that all the components used in the production of the graphics have been matched and audited to achieve the highest performance, functionality and durability.

Each project is registered with 3M and a bespoke warranty is built to suit your requirements. You will be issued with a warranty certificate straight from the manufacturer!

Our Safe Contractor Accreditation reinforces our ongoing commitment to excellence giving our clients even more confidence in choosing Joyce Design as their trusted branding partner.

- Peace of mind
- Trust and compliance
- Professionalism



IMPROVE YOUR SUSTAINABILITY

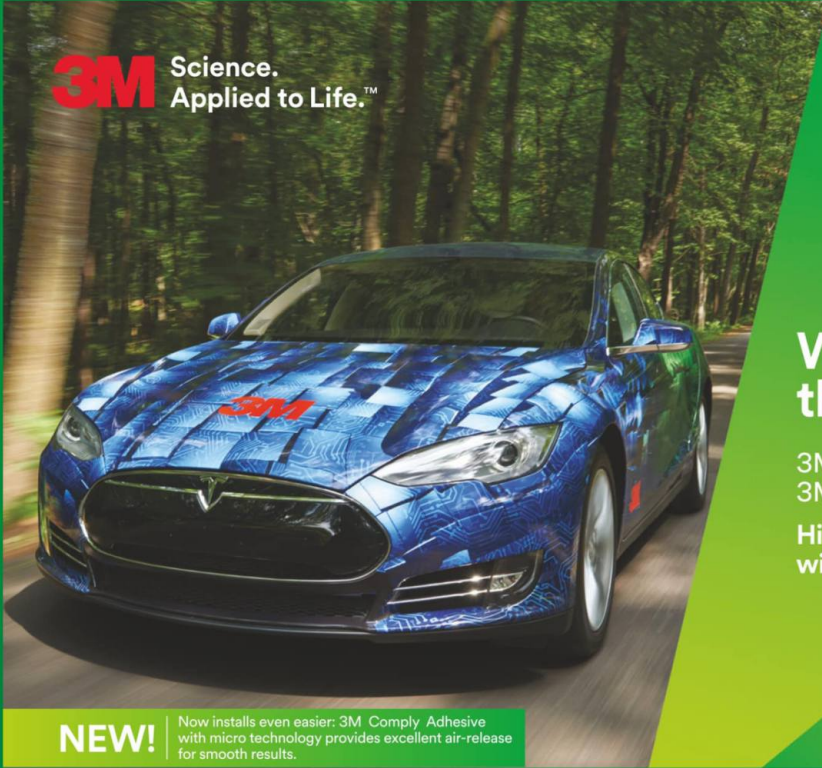
Joyce Design offer eco-friendly fleet graphics solutions to complement our client's commitment to their sustainability agenda.

3M Envision 480mC is a technologically advanced film that offers all the benefits of high-performance vinyl – conformability, durability, vibrancy in colours and ease of application – but lessen the environmental impact:

- **Phthalate free**
- **No added chlorine or halogens**
- **Manufactured with 58% less solvent**
- **Made in part with bio-based materials**
- **GreenGuard Gold certified**

Marry up 3M Envision 480mC with our Latex printing technology (using water-based, solvent-free inks), you'll not only make a bold statement with your graphics but you will demonstrate your commitment to a greener tomorrow.

Drive your message forward, responsibly.



3M Science.
Applied to Life.™

PVC-FREE FILM

Welcome to the Revolution.

3M Envision Print Wrap Films
3M Envision Wrap Overlaminates

High-performance technology
with a sustainability edge.

NEW! Now installs even easier: 3M Comply Adhesive with micro technology provides excellent air-release for smooth results.

Greener Solutions

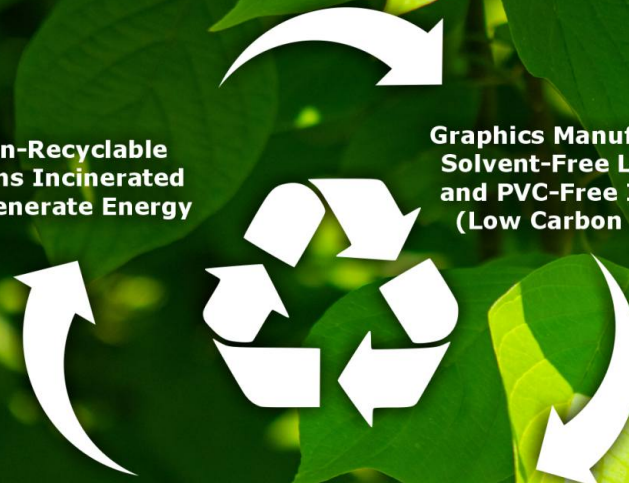


OUR GREEN FOCUS



**Non-Recyclable
Items Incinerated
to Generate Energy**

**Graphics Manufactured with
Solvent-Free Latex Printer
and PVC-Free IJ48mC Film
(Low Carbon Emissions)**



**Manufactured Byproducts
& End-of-Life Graphics
Sent to Local Recycling
Partner for Upcycling**



Joyce Design is also committed to reduce our carbon footprint through our sustainability policies and aim to align ourselves with like-minded companies within the supply-chain.

We are proud to say that 0% of our controlled waste goes to landfill. We run an effective waste management program with our recycling partners and internally use measurable targets to meet our Green Agenda including LED lighting, EV fleet, robust recycling facilities, water-based printer inks and more.

As official FESPA UK Association Sustainability Partner, we mark our ongoing commitment to deliver outstanding vehicle graphics and branding solutions with genuine environmental responsibility at their core:

- **Reduce waste and energy use across our operation**
- **Source and apply materials that minimise environmental impact**
- **Promote responsible production throughout the supply chain**
- **Help our clients meet their own sustainability goals through cleaner, smarter branding**

**0% Waste
to Landfill**



WHAT OUR CUSTOMERS SAY

"The team at Joyce Design proves itself as one of the best in the business time and time again, and the results speak for themselves with our customers across the globe. The service is always of the highest level, even on the most demanding and last-minute jobs."

McLaren Automotive Limited

Global Motorsport Commercial and Brand Manager



"We work closely with the team at Joyce Design as part of our fleet mobilisation programmes, particularly in the South of England. We find them responsive and supportive in their collaboration with us which assists us greatly in delivering on our product and service commitments to our customers and partners."

Radius Vehicle Solutions

GB Managing Director



"Our account management was superb from start to finish. They took the time to come to our site to help plan where the best place was for the team to apply the graphics and fitted in around our work schedules to ensure minimum down time for our operatives. The quality of the graphics and workmanship from the fitters were both of a high standard."

Eastlight Community Homes Limited

Logistics Manager



"From start to finish, Joyce Design was the epitome of professionalism and patience. Nothing was too much trouble and they were a pleasure to deal with. The finished vans look fantastic and the workshop was spotless. Essex County Fire & Rescue Service look forward to working with them again in the future. Thank you - would highly recommend Joyce Design UK Ltd."

Essex Police, Fire and Crime Authority

Station Manager



"MS-RT has been working with Joyce Design for many years, and highly recommends them for their exceptional services. Their attention to detail, quality of materials and precision in application is unmatched. Whether designing vinyl for vehicles or internal walls, Joyce Design consistently delivers remarkable results that elevate the experience and branding of any project in a timely and efficient manner."

MS-RT

Marketing Manager



Mercedes-Benz



ALL YOUR BRANDING NEEDS



ARCHITECTURAL FILM

Transform your offices with our cost-effective refurbishment solutions: highly durable and versatile 3M Di-NOC film finishes, digitally printed wall wraps, solar film and window manifestation for privacy or decorative purpose.



SIGNAGE

We can help you create a positive first impression and better functioning workplace that will motivate your staff and inspire customers: external fascia signs, directional signage, and internal wall, window and floor graphics.



EXHIBITION & DISPLAY

Look totally professional and on-brand with our portable, modular and permanent display items. The range includes flags, banners, free standing and pop-up fabric displays, lightboxes and more.



STICKERS & LABELS

Purchase all your H&S and commercial vehicle safety stickers packs at Joyce Design: we design and manufacture high-quality stickers that are fit-for-purpose: supplying the correct adhesive, laminate and film type.



SPECIALIST WINDOW FILMS

From bomb-proof window film, heat and glare reduction solar film solutions, to anti-graffiti and shatter-proof security film, Joyce Design can help your company provide a safe and comfortable environment to your staff and customers.



PAINT PROTECTION FILM

We are 3M Endorsed Paint Protection Film Installers and offer an ultra-clear self-healing and hydrophobic protective wrap film to keep your high-performance cars or leased vehicles in pristine condition.



JOYCE|DESIGN

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