



## VISUAL ID – driving brand growth

50 years of serving the automotive industry and now RVE is meeting a new customer – the small to medium fleet manager – through the medium of signwriting and VISUAL ID.

The business we know today as RVE started out as Stanners Auto Trimmers back in the late sixties and – like it was back then – is still family owned and operated by David, Jim, and Mark Stanners.

And Mark is heading up RVE's latest project – the launch of VISUAL ID – specialising in all manner of signage to promote your business with your company's vehicles as the main, erm – vehicles.

VISUAL ID is primarily geared to serving the SME sector, which is something of a sidestep for RVE, acknowledged as an automotive

industry leader in its field of leather interior design and supply to automotive distributors and dealers.

“We see our experience working as an integral part of the automotive industry as giving us a significant point of difference when it comes to providing signage solutions for the small to medium business fleet market,” says Mark.

“Over the last three years,” Mark says, “VISUAL ID has been quietly refined to ensure its product, processes and procedures are at the point where we are confident they align

with RVE's current and historic commitment to delivering quality product and service.”

RVE is a company which has earned its reputation for craftsmanship – an extremely rare commodity in the auto industry – through building relationships with vehicle dealers, distributors and individual drivers seeking individuality in a sea of mediocrity.

“We're leveraging RVE's reputation and committing to SMEs in the same way with our VISUAL ID offering,” says Mark.

VISUAL ID needed some credibility which SMEs could relate to. While RVE's upgrades can be seen all over the place and are so well done, they appear to be original equipment special editions – aha, now the secret is out! – how is a fleet manager or company CEO/MD/GM to know if VISUAL ID can do the same thing with signage?

“We're not yet known for signage,” explains Mark, “though we have been producing vehicle exterior embellishments for years. When we decided to give VISUAL ID its push into the market, we found someone who does know signage and brought her on-board.”

Enter creative designer Tammy Craig as VISUAL ID's team leader.

Tammy has 25 years of experience in the signwriting industry and indeed has owned



her own business in the field and brings her expertise to the evolution of RVE's customer service offering.

"I'm excited to be part of the team here at VISUAL ID," enthuses Tammy, "and over the three years VISUAL ID has taken to set up, there has been a huge amount of commitment to make sure our brand can deliver what your brand needs in terms of promotion through signage.

"The learning curve for the team has been tremendous, what with product knowledge and application and of course, the prospect of dealing with a new type of customer as opposed to the customers the company is so familiar with.

"I believe the team has done an outstanding job and the rewards of their efforts to date have already seen us taking on significant amounts of work and positively surprising first-time clients.

"VISUAL ID is not only up and running, its ready to help take your business to the next level."

"Unlike traditional signwriting businesses," explains Mark, "VISUAL ID has its grounding in the automotive industry, giving it a unique perspective when it comes to fleet signage. Over the years, we have worked with most distributors represented in New Zealand and the dealerships, which gives our new clients a measure of confidence that we can deliver



what we say we can, when we say we can.

"Speaking from a supplier's perspective, the auto industry requires commitment, quality control adherence, brand security and the ability to deliver against extremely strict KPI's. This is something we, as a company, have worked at to retain our position as a 'go to' solutions provider.

"We have translated that to VISUAL ID and our new customers for the business, whether they have fleets one to 999 vehicles," says Mark, "we have that level of flexibility and we have the expertise to guide and advise on the

best signage solutions, no matter if it is just a vehicle or two to a full corporate branding exercise and anything in between."

"If your business brand needs more than a sticker," adds Tammy, "come and talk to us about it and let's make your brand and your business bigger and better."

Whatever your signage requirements may be, VISUAL ID is committed to ensuring your brand is the best it can be for your business.

To find out more, contact the VISUAL ID team or visit the [www.visualid.co.nz](http://www.visualid.co.nz) website for more information.

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## STRENGTHEN YOUR BUSINESS IDENTITY



- VEHICLE BRANDING
- FLEET SIGNAGE
- EMBLEMS AND BADGES
- DECAL AND GRAPHIC KITS
- GRAPHIC DESIGN SERVICES



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