

Designs on national success with vehicle branding addition for Hull sign specialist

A long-standing signing solutions firm in Hull is looking to put its clients on the road to further success with the launch of a new division.

Designs manufactures and installs bespoke branding nationwide from its Ipark Industrial Estate base. Now a special agency has been launched to handle vehicle liveries and wraps as it looks to build on rapid advances in the technology and the visibility such assets offer their clients.

Alex Lee, the company's marketing and online growth manager, has taken a head of agency role for Vehicle Designs, leading on the addition to the owner-led business founded by Rob Daysley.

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He said: "It is quite an exciting step for us. We are an established business, almost 30 years now, and this is a project that is set to launch UK-wide from Hull.

"This is a solution for vehicle designs. Most of our clients come for a wrap, they have got a design done by a marketing agency without any consideration in terms of the methods and type of installation in mind.

"We aim to get much closer to the design stage, rather than just putting on a design; we're looking to develop well beyond the fitting side and it is really exciting."

Mr Daysley launched in his garage, but now operates from the 48,000 sq ft site on Innovation Drive, with more than 40 staff.

It has a strong pedigree in graphics and vehicle wraps for emergency services, while the commercial signage is seen across the city and beyond. The £4 million turnover business is used by the likes of Arco and MKM, while huge sports stadiums have also welcomed Designs, from Hull City to Celtic.

Vehicle knowledge is seen as key, with door openings, light set-ups and other intricacies to consider for the overall look.

“There are over 1,500 vehicle models in our system, we want people to come to us because we think we’ll have the best solution,” Mr Lee said. “Companies may well have a logo, but our offer is that we can do the creative design, be it from entry level to medium or full wrap.

“Our bespoke service is very client-led, and we’re looking to reach out to marketing managers who may not yet realise what is possible, or involved. It could open us up to a lot of companies around the UK who we can design for. We’ve worked with some really well known clients, we are a well connected and well backed company.

“Vehicles are quite a big part of a business’s branding, it says a lot, it is such a creative space, with a full vehicle wrap you can really bring a vehicle to life. We want to work with our customers and new customers to advise on the space they have got, how they use the space and convey the brand.”

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