

Case Study

When Devcon Security Systems decided to set off some alarms, they called ASG Imaging...

Here's how,

Devcon Security Systems is a leading provider of installation monitoring and related electronic security services, currently serving more than 140,000 commercial and residential customers in Florida, New York City and Staten Island.

With a fleet of over 160 service vans generating thousands of visual impressions every day, the company decided to wrap their vans with "eye catching" graphics.

Over the course of several meetings and design submittals, we worked with senior management to develop the concept and layout of the new graphic design. The graphics were retrofit on several existing vans in different markets, to obtain comments and approval from management and employees.

The overall acceptance was overwhelming in favor of the new design. The new graphics will be rolled into the fleet with new vehicles, which will replace older ones.

The desired result is increased sales and brand recognition of Devcon's product and service offerings to the markets they serve.

Studies by the American Trucking Association (ATA) show that an over-the-road trailer makes an average of 10 million visual impressions per year. A local delivery truck makes 16 million annual impressions. ATA research also shows that 91% of all people notice the words and pictures displayed on trucks, 75% develop an impression about the company and its products, and 29% said they would base a buying decisions on the impression they got from the vehicle and its graphics.



***If You're
Looking to Drive Sales...
Your Ride is Here.™***

ASG Imaging™
vehicle wraps · banners · signs
Let our images build yours.™

800-278-1384

www.asgimaging.com