

## Case Study

**The fact that you may not own or lease trucks should not deter you from utilizing one of the best forms of advertising, Vehicle Graphics.**

**Here's how,**

Recently, we worked with Proline Distributors, who sell Pool Products exclusively to Certified Pool Professionals throughout South Florida.

With showrooms and warehouses in, Boca Raton, Davie and Riviera Beach, Proline can display and deliver a vast variety of pool supplies and products to their customers using their own delivery trucks.

The program involved the development of a vehicle graphic program tailored to advertising their "Vendor Partner's" Product lines to the buying public. Each Partner chose to advertise their products on either the sides, or back of Proline's Trucks.

The upkeep of the trucks, keeping them clean and on the road is left up to Proline. Meanwhile, both the vendor partner and Proline benefit from the thousands of daily visual impressions the trucks make while making deliveries. The desired result is increased sales and brand recognition of products customers come to recognize and count on.

"We really appreciate the quality of work we've received from ASG. From the initial truck measuring, to artwork specifications for our vendors, they helped us through the entire process.

Our wholesale operation visits over 100 pool stores a day so our vendors were excited to have us advertise their products on our trucks.

It helped them show their support for our industry and they had no problems paying for the ads which help drive sales and spread good impressions all over town."

*Danielle Lockwood - Marketing Director, Proline Distributors*



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