



Business Profile

PVL are dedicated specialists in the production of high visibility livery and corporate branding for commercial fleet vehicles and one of the leading fleet branding companies in the UK.

Since 1999 PVL have been supplying specialist reflective livery to the majority of the UK emergency services including Police, Ambulance and Fire services, Highway contractors and major UK blue chip companies.

Industry

Vehicle Graphics

Geography

Based at Highbridge Enterprise Centre, Somerset, UK

Clients across the UK, exporting to Middle East, Scandinavia and Belgium

Benefits

- Professional office environment
- Superfast broadband enables communication with international clients
- Networking opportunities and clients obtained from Centre
- Attending business seminar sessions

Results

- Achieved ambitious growth in the UK
- Expanding international export market, with a fleet in the Middle East
- Team office led to better workload management and increased customer service

PVL have been supplying specialist reflective livery the UK emergency Services for over 15 years. This niche market has given the company great stability and a constant order book. The company is now looking at expansion opportunities and indentifying areas where it can offer more companies corporate branding for their vehicles.

The Challenge

With a Head Office in Sussex, PVL needed a satellite office where the team could focus on managing an increasing workload and indentify sales prospects. To expand, the company were looking at exporting opportunities internationally and selling their corporate branding wraps. Another office would provide the company with a sales resource to facilitate their ambitious growth targets.

The Solution

The office at Highbridge Enterprise Centre gave the National Account Managers a location in the South West where they could meet with new clients and increase their client base. The office enabled collaborative team working to achieve growth targets, while managing their workload and indentifying key international clients.

The professional environment at the Centre is perfect for them to meet with new clients and display the services they offer. Often, conversations with new clients emerge from networking with the other businesses in the Centre. The conference room at the Centre allows PVL to talk with international contacts confidently and on a regular basis.

Kevin Williams, National Account Manager, said: "The central location of the office enables me and the Sales Director to look at the business strategy together. It's been a busy couple of years and exporting has become key. The internet speeds and facilities here help us to take advantage of the business opportunities and interest that have come from abroad.

"We have attended a number of business seminars which have influenced the way we work and what we will do moving forward. Having access to the expert advice and being able to tap into this daily has been a real plus to being based here. Being able to bounce ideas off people and the social element to the Centres is an added bonus – there's a real business community atmosphere here."



The Results

As a company, through continued re-investment in new technology and equipment combined with experienced, committed personnel, PVL has maintained steady growth. They've strengthened their position as a major supplier of specialist reflective and printed vehicle graphics in the UK and are increasing their export business.

PVL has achieved double digit growth in the UK market, and is now exporting their full range of products to clients around the world.

Establishing the office in the South West has significantly helped the team, particularly to continue to identify overseas markets where their product can be used. PVL aims to expand their team to add further sales resource and continue to grow throughout 2017 and beyond.