

BRANDED COMPONENTS



ADVERTISE ON EVERY VEHICLE

Pre-printed components enhance our on-site systems, by providing high-quality corporate branding options. Whether it's using a colour logo to establish your brand with potential buyers. Or showcasing branch locations or contact details on advertising lips.

Streamline your team's workflow with impactful branding that boosts recognition. Promote your identity on every vehicle, on the forecourt or in traffic. Take advantage of the item closest to each vehicle manufacturer's symbol, the Number Plate.



BOTTOM LINES

Every number plate must show the supplier's name, so maximise this opportunity.



LIPPED PLATES

Advertising lips can display a logo, branch location and contacts or your website.



SHOWPLATES

Standardise your entire showroom or forecourt plate design by location or vehicle model.



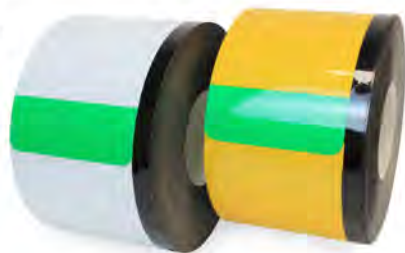
COMPLIANT

We will ensure your pre-printed branding complies with British Standards and is reliably reproduced.

Note: Pre-printed component designs will meet British Standards and number plate regulations.

BRANDED COMPONENTS

Being highly regulated, the branding allowed on number plates is minimal. But you can utilise a single colour bottom line or full colour advertising lip. Restriction free showroom plates can be as understated or colourful as required.



BOTTOM LINES

To be compliant, the bottom line identifies who supplied it using the DVLA registered name & postcode. Positioned centre-bottom, text or a logo in a single colour is permissible.

Clear Film: Sheets pre-printed with compliant designs

Reflective: Designs with colours underprinted in white

Rolls: Perforated panels for compatible printing systems

ADVERTISING LIPS

Advertising lips can utilise any colour or font, since it's not a required number plate element. Lips must be non-reflective and be located separately from primary areas.

Clear Film: Sheets are pre-printed with corporate details

Reflective: Designs can utilise vibrant & solid colours

Rolls: Printed panels are available standard plate sizes



SHOWROOM PLATES

Forecourt & showroom plates can also use any design, including manufacturers logo, fonts or colour. Assign & standardise pre-sales plates across all wheeled stock.

Showroom: Manufacturers branding and model names

Branding: Promote company or franchise with logos

Promotion: Showcase eye-catching special offers or ranges