



HIGHLIGHTS

LATEST NEWS FROM BLUELITE GROUP
Winter 2024/25



Award-winning wrap



New arrival at Stansted



Bluelite in the community

WELCOME TO FRONTLINE FLEETS IN THE WEST MIDLANDS

Bluelite has been awarded one of the foremost UK contracts covering emergency services vehicle livery.

The company has been selected for the West Midlands contract following a comprehensive tender process and now supplies high conspicuity police vehicle livery for forces in Staffordshire, Warwickshire, West Mercia and the West Midlands. Bluelite will also be serving Staffordshire Fire & Rescue for their livery requirements.



"Michael Haynes our Account Executive has already contacted each fleet manager, converters and garages to ensure that we make ordering as easy as possible," says Lorraine Avery, Bluelite Group Managing Director. "We have seen a steady stream of livery projects coming through, both for Battenberg kits and for repair parts.

"This includes introducing all our new customers to the Bluelite interactive portal, an online resource which links to the QR codes visible on each vehicle livery kit we produce. The QR code connects directly to the relevant vehicle template and shows each constituent part that makes up the livery. Users simply need to identify the part from the template and then order through their usual account process to receive the replacement within 1-3 working days. Full liveries take between 7-10 working days."

As the contracted livery provider, Bluelite will supply all the emergency services fleets covered by the West Midlands agreement and will be working closely with approved vehicle converters to ensure that the needs of fleet managers are met as efficiently as possible.

Lorraine says the contract win is testament to Bluelite's commitment to customer service, innovations in livery production, its progressive environmental programme, and focus on productivity.



"We are delighted to be working with frontline emergency response fleets across the West Midlands."

Bluelite Group
Managing Director
Lorraine Avery.



Interested in finding out more about the Bluelite interactive livery repair portal?

contact Michael.Haynes@bluelitegraphics.com



HERRINGBONE LIVERY LANDS AT STANSTED AIRPORT

Stansted Airport is refreshing its fleet livery to deliver even more 'stand-out' support for operations both airside and in the local community.

Andy Mott, Station Manager at Stansted Airport, has been working with Bluelite to design and install a new 'herringbone' livery for the fleet. The new markings have been debuted on a Ford Ranger, but now Andy aims to introduce the new design gradually across the entire fleet of 10 vehicles, which includes seven fire appliances.

"For us, the livery is about ensuring the visibility of the fleet to ensure the safety of the team and other vehicles operating in the airport environment," says Andy. "The new herringbone livery design helps us achieve this – and we also think it looks great and creates a really professional image for the service."

The airport's operations fleet plays a unique emergency services role, being on stand-by for aircraft and airport incidents while at the same time providing firefighting support for the local community whenever needed.

The Stansted fleet includes Rosenbauer and Scania fire appliances, a hose layer along with Ford Rangers, used for routine operations and driver training.

"We've been working with Bluelite since 2010," says Andy. "They've taken care of all our livery needs since then – they take a lot of time working with us to sure the best possible result. What they do is superb, from the design and installation to after service and replacement livery parts."

IT'S A WINNING WRAP FOR JAKE!

Rusty Caddy Gets the Vote at WrapFest

We're super proud that our vehicle wrap design and application expertise won Bluelite multiple awards at this year's prestigious 'WrapFest' at Silverstone.

Bluelite's 'Rusty Caddy' wrap scooped by the People's Choice Award and the Judges Award in the Show & Shine competition and was also named Best in Show.

'Rusty' was designed by Bluelite's Steve Avery, who took the rusty inspiration to the nth degree, wrapping the VW Caddy in vinyl printed with ultra-realistic rust markings, pitted holes and streaks. The judges were particularly impressed by Steve's creativity, the use of colours, the wrapping skills and attention to detail.

That said, the gleaming alloys were a bit of a giveaway as to the age of the vehicle!

"To win three top awards in such a high-quality field was really great," said Jake Avery. "'Rusty' generated lots of conversations and really caught the imagination of WrapFest visitors and exhibitors."

The annual event offers a platform for professionals in vehicle wrapping, livery and fleet graphics, with visitors voting for their favourite vehicle wrap. This year, there were more vehicle wrap entries than ever before – which made the Bluelite success even more special.



Our picture shows Jake with the event organiser of WrapFest

If you'd like more information on vehicle wraps, please contact

Jake Avery jake.avery@bluelitegraphics.com or
Michael Haynes michael.haynes@bluelitegraphics.com

HI VIZ DOG JACKETS - NOT JUST FOR CHRISTMAS!

Picture the scene. It's dark, dog search teams are out looking for a lost person or suspect. One of the dogs picks up a scent and is released... but disappears from sight. Fortunately, the canine support is wearing a jacket protected by thermal film, meaning the drone overhead can track every movement.

Bluelite is now supplying the thermal film that makes dogs and their handlers stand out in night-time searches. The film is also available for vehicle roof markings.



The passive material needs no power source to work. The film reflects the energy in its environment to a thermal camera, which recognises a temperature difference and makes the wearer "pop-out".

The material is specified for use in defence environments, so comes with the reassurance of being proven in harsh operating conditions. With this film, available from Bluelite, there's no need to lose track of a search team's 'best friend' on the ground.

BLUELITE IN THE COMMUNITY...



ENCOURAGING TOMORROW'S WORKFORCE

Bluelite Group has completed another successful programme of work experience placements for local students.

The scheme, which offers essential life skills to secondary school students – and also benefits employees – was recently recognised in the Future Talent & Skills Champion Award run by the Burgess Hill Business Parks Association.

Commercial Director Steve Avery says the Group has always felt a strong commitment to the community in which they operate. He sees building positive relationships with educational institutions as important in encouraging tomorrow's workforce to consider careers in manufacturing, which is facing significant skills shortages.

"For us, this is about giving our local young people life skills by being part of a team working towards a common goal," says Steve "Unfortunately, the number of businesses offering such experiences seems to be dwindling, which will not help the sector to solve its wider recruitment challenges."

Aside from the 'soft' experiential outcomes, there is also a tangible benefit for Bluelite, with some students returning on a permanent basis.



SPREADING CHRISTMAS CHEER

One thousand local families and 4,000 children had a merrier Christmas this year thanks to the work of the Greenaway Foundation.

Bluelite Group recently donated £1200 of its More Radio advertising budget to the charity, to help promote its work in Crawley, Horley, and East Grinstead. Greenway's mission is to support families who miss out on formal aid, offering assistance with food, clothing, school supplies, and transportation. They work with local schools, social services, and charities to identify families in need, providing ingredients for meals and fulfilling children's wishes.

Said charity founder Darren Greenaway: "We are absolutely ecstatic and grateful beyond words! A massive thank you goes out to the wonderful team at Bluelite Group in Burgess Hill for their incredibly generous donation."

In addition to the donation to Greenaway, Bluelite also sponsors the Child of Sussex Awards and supports the work of St Peters and St James Hospice, along with a West Midlands disability charity.

To support the work of the Greenaway Foundation, please visit

<https://greenawayfoundation.org>



GOING THE EXTRA MILE

After two years of planning and an arduous 4,000 mile journey, a charity supported primarily by emergency services workers has delivered a fleet of much needed fire appliances and ambulances to the Gambia.

Bluelite was delighted to provide the livery for one of the ambulances to the Emergency Services Aid Charity (ESAC). ESAC brings together emergency services from across the world to deliver emergency services vehicles, equipment and training wherever it may be needed.

The latest convoy of six fire trucks and 10 ambulances overcame numerous obstacles on the way across Africa, but it was worth it because the vehicles were quickly integrated within the Gambian Fire and Rescue Service.

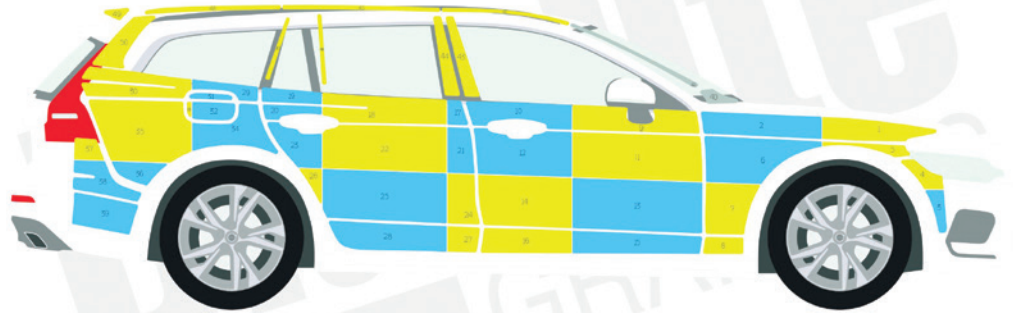
Bluelite templated and fitted the livery to one of the ambulances. Thank you to Lakeside vehicle converters for providing the Avery material.

IS YOUR FLEET USING OUR INTERACTIVE PORTAL?

Our livery crash repair portal is available to all customers, irrespective of their size.

Ordering a replacement livery part is just a scan of a QR code and a couple of clicks away, thanks to a joined-up approach that links each livery kit to the relevant vehicle template.

Just follow the steps shown to make it happen - and if you're not already benefiting from this process contact us via sales@bluelitegraphics.com and we'll get you set up.



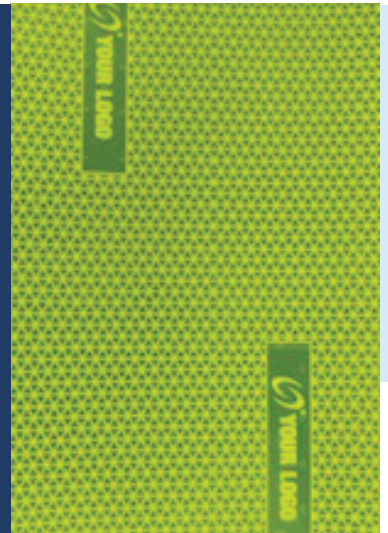
EMBED YOUR BRAND IN YOUR LIVERY

Ambulance, fire & rescue and local authority fleets can now benefit from an innovation in materials technology that enables branding, logos or messages to be printed as part of their vehicle livery.

Bluelite is now able to incorporate names and crests within a new Oralite yellow reflective material, reaffirming to the wider public the operator of frontline vehicles, while adding a layer of authenticity to livery usage. The material will not be available to non-authorized frontline service providers.

Oralite Printed VC612 also meets R3B Chapter 8 compliance so is appropriate for use on highway vehicles and approved by the UK Home Office CAST (PSDB).

"Printing logos on high conspicuity yellow used for frontline fleets has not been possible until now, but this new material includes a defined space to incorporate a name, logo or message, which Bluelite is able to add on demand," said Bluelite Director Steve Avery.



LATEST GALLERY



YOU DREAM IT... WE'LL DO IT

Check out our new website for Doubledot – our inhouse digital print solution for vehicle wraps, banners, display systems, posters, signage, branded workwear...and more.

We count a host of marketing and design agencies, PR consultancies, retailers, local authorities, schools, colleges, housebuilders and visitor attractions among our customers, so go to www.doubledot.co.uk to see how we can help you promote your brand.

You bring your ideas...we'll do the rest!