

Bluelite Kits Out BBC Top Gear for an Emergency Services 'Special'



Which of the emergency services has the most proficient drivers – police, fire or ambulance?

BBC Top Gear stars Paddy, Freddie and Chris set about finding out in a recent episode of the high octane series...and to help them stay authentic, Bluelite was there to kit out the vehicles in the correct livery.

Of course, everything was arranged with the blessing of the emergency services – and all the driving was on the Top Gear racetrack – with Bluelite technicians applying the livery onsite at the show's studios in Surrey before filming started.

The presenters joined police, fire and ambulance crews from Scotland, Surrey and the North West to put the driving skills of the professionals to the test – which meant negotiating a timed obstacle lap, a fast pursuit of the Stig and a 'chain-car' challenge. All the professionals did a great job...to see who came out on top go to www.bbc.co.uk/iplayer/episode/m000fztj/top-gear-series-28-episode-6



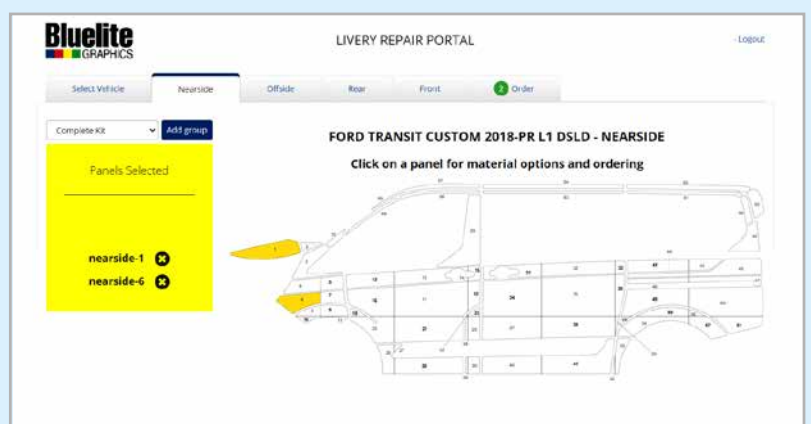
Online Livery Repair Portal Launched

Bluelite has launched a new online portal for emergency services customers to make ordering livery repairs easier than ever before.

The password protected area of the Bluelite website enables customers to view vehicle liveries specific to their fleets, click on schematics showing individual areas of each kit – nearside, offside, front or rear – and then order replacements online. Livery groupings, such as front and rear bumpers, can also be specified.

"It's a very secure, simple and convenient way of ordering livery repairs and is another example of how we are constantly innovating to add value to our emergency services customers," says Bluelite Managing Director Lorraine Avery.

To register for the online portal, contact Bluelite on 01444 232366 or email sales@bluelitegraphics.com.





Rapid Livery Turnround in COVID-Secure Environment

Bluelite continues to implement strict COVID-Secure procedures to deliver rapid turnround of livery, wraps and chevron kits for frontline police, fire and ambulance services, and commercial fleets.

Our new working practices are in step with guidance from the UK government and NHS and safeguard employees, customers, and the wider community.

"These are, of course, quite exceptional circumstances, but with the cooperation of our team and the introduction of strict social distancing, hygiene arrangements, restrictions on travel and video meetings, we continued to provide the support our customers needed throughout the lockdown," said Lorraine. "Although the situation is now easing, we continue to operate to the highest safety standards, while ensuring we hold higher levels of materials stocks than usual to ensure the rapid turnround of livery orders. I would also like to pay tribute to the commitment of our team, who have responded magnificently to these

challenges and always with concern for the wellbeing of each other."

Bluelite Group's large format digital print arm – DoubleDot – has also supplied organisations up and down the country with COVID-Secure signage and graphics to help business open up safely as lockdown eases – see story on back page or go to www.doubledot.co.uk



Capability Checklist

- 30 years of expertise in emergency services livery
- Modern secure 5,000 sq ft premises – capable of housing fire appliances
- Everything managed inhouse, onsite and under cover
- 4 x Zund robotic cutting beds
- Materials slitter
- Large format digital printers
- Specialist digital templating team
- Premier partner with all major conspicuity materials brands
- Dedicated kit layout and despatch
- Experienced customer service team
- ISO9001 quality management; ISO14001 environmental management

Important Changes to Chapter 8

The UK and devolved government departments responsible for highway vehicle signage and markings have issued updated 'Chapter 8' guidance covering conspicuity for commercial vehicles.

Full details of the changes, which include new recommendations on the materials to be used typically on works vans, can be found on Bluelite's specialist commercial vehicle markings online portal – www.chevronshop.com

GALLERY



Here's a selection of recent livery projects on behalf of customers.



DoubleDot Helps Drusillas Park Get Back to Business

One of the UK's top family attractions turned to Bluelite's large format digital print company DoubleDot to help create the signage needed to welcome visitors back as lockdown started to ease.

After an enforced three-month closure, the award-winning family-run Drusillas zoo and fun park – set in the heart of East Sussex – needed around 100 signs produced quickly to help visitors stay safe while enjoying a great day out.

These included guidance on social distancing, hand washing reminders and pointing the way to designated trails... all produced by DoubleDot in Drusilla's distinctive style to communicate important information in a family-friendly way.

Said Laurence Smith, Managing Director of Drusillas Park: *"We worked with DoubleDot as we prepared for our reopening on the 26th June and also afterwards...and Ashley did a brilliant job on our behalf. We needed almost 100 new signs to go around the Park at short notice and they delivered on speed of service and quality. Their prices are also competitive - which after three months with no income was important to us."*

DoubleDot produced a wide range of rigid signs, banners, swing signs, 'A' frames and non-slip floor graphics of various shapes and sizes.

Steve Avery, Director at Bluelite, commented:



"As a family business ourselves, it meant a lot to us to be able to play a part in helping such a special attraction welcome back visitors and bring a smile back to children's faces."

Drusillas is the winner of numerous prestigious accolades, including Best Visitor Attraction of the Year in the South East

England Tourism Awards and Company of the Year in the Sussex Business Awards.

It is regularly profiled in national media and has been featured in the Sunday Times, the Daily Telegraph and The Guardian as one of the best places in the UK for families with children. www.drusillas.co.uk

