

Thank you for your support

By Lorraine Avery, Managing Director, Bluelite Graphics Group

"As we reflect on recent challenges and look forward with hope to a return to near normal in 2021, this is a time to say thank you. Thank you to our customers and thank you to the fantastic team of people at Bluelite.

Our close relationship with the emergency services has confirmed what we already knew... just how much our communities depend on the expertise of police, fire and ambulance crews. So, throughout the various lockdowns and restrictions, we were determined to play our part in helping keep vehicle fleets on the road.

We implemented new working practices to ensure that everyone at Bluelite could work safely – and our people responded magnificently. I am proud to say that we enter 2021 with the same staffing levels we started with in 2020, unlike many in our industry.

This resilience is also testament to the support of our supply partners, who continue to provide high quality materials to help us satisfy the specific vehicle livery needs of the emergency services. As a business, we also continue to innovate.

This year we launched a new, secure interactive portal that enables emergency services fleet managers to click on schematics displaying their individual vehicle liveries and to order replacement sections online.

Another highlight of the year has been the integration of our new DoubleDot large format digital print operation. This has enabled us to satisfy a wider range of sign and graphics needs for many organisations, including helping Drusillas zoo and fun park to install the signage they needed as they prepared to exit the first lockdown.

We also have other exciting plans in development for 2021. In the meantime, we thank you again for your support – and wish you a Merry Christmas and a Happy New Year!"

Lorraine



Please note that Bluelite will be closing on Tuesday 22nd December 2020 and will re-open on Monday 4th January 2021.

News In Brief

Supporting the Local Community

When a local charity needed help transforming an American police car into a US Secret Service interceptor, Bluelite was delighted to design and donate the new livery. The Support Vehicle charity will use the imported 2013 Ford Taurus AWD to provide memorable passenger experiences for children, teens and adults with serious and terminal illnesses. Most recently this

included using the car for a very special wedding day.

Said Steve Avery, Director of Bluelite:

"When Richard at the charity approached us, we were only too pleased to help produce and apply a replica police livery and badge. We are delighted to have played a small part in helping to spread some joy."



Keep Up to Date & Compliant

Bluelite's Chevronshop website includes updated guidance governing reflective materials used for chevrons on the rears of cars, vans and work vehicles. It includes new Traffic Signs Manual (Chapter 8) guidelines recommending retroreflective material Class R3B be used for vehicles working on higher speed roads and Class R2 be used to meet minimum retroreflective requirements for under 40mph roads. Engineering grade materials are no longer recommended for works vehicles. Check out the detail on our website. www.chevronshop.com



2021 Diary Dates

If you are attending any of the events listed below, please make a point of visiting the Bluelite stand – you'll be assured of a warm welcome.

| | | |
|------------------------------------|---------------------------|------------------------|
| Security & Policing | 9-11 March 2021 | Farnborough, Hampshire |
| Commercial Vehicle Show | 8-10 June 2021 | NEC Birmingham |
| Airport Expo | June date to be confirmed | London Excel |
| The Emergency Services Show | 7 – 8 September 2021 | NEC Birmingham |



GALLERY

Take a look at just a few of the livery projects we have completed over the last few months.



Kronenburg



Essex Police



ConSec



ITV



Kent University



Hatzola Trust



Network Rail