



Rogers Fleet

Media Programs

Project Overview:

As the preferred graphic installer for Rogers Fleet Programs, INPS was tasked with decorating media vehicles assigned to various centers across Canada. This project involved rebranding both new and existing vehicles.

Challenge:

The primary challenges included coordinating the installation process with vehicle outfitting schedules, managing the rebranding of 30 plus vehicles, and ensuring that the correct vehicle templates were used for the art files.

Solution:

INPS successfully installed graphics on over 30 vehicles, showcasing the current television and radio brands owned by Rogers. Following the successful completion of this phase, INPS is set to participate in the second round of the project, as Rogers Radio owns 55 stations.

Project Details:

Location: The installations occurred at Outfitters in Etobicoke, Ontario, and included the application of vinyl wraps, vinyl decals, and vehicle template graphics.



Your single source fleet solution.