

easyVan.com pairs with Sign*A*Rama Northampton for van fleet branding



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Press Release Summary: easyVan.com the low cost van rental service from easyCar, is working with Sign*A*Rama Northampton to brand its vans with the easyGroup's eye catching livery.

Press Release Body: **easyVan**, the low cost van rental service from **easyCar** that provides van hire from more than 120 convenient locations throughout England, Wales, Scotland and Northern Ireland, has been working with **Sign*A*Rama Northampton** to brand 80 Mercedes Vito vans for **easyVan.com**.

The vans feature vinyl graphics in [easyVan](#)'s eye catching orange livery. All the graphics were prepared at the Northampton store before being applied at a transit centre in Tilbury Docks.

The vinyl used for the project was supplied by **Doro Tape Ltd from Ritrama's L100 range**. Of the 33 colours in the range, the orange proved to be the perfect match for the easyVan insignia. **Doro Tape Ltd** was also able to work within the extremely tight supply deadline for the project.

Mike Cook, from Sign*A*Rama Northampton says:

"The biggest challenge with this project was logistics. We had just two days to fit all 80 [rental vans](#) whilst at the dockside location before their distribution to depots countrywide. Our solution was to prepare the graphics in advance, and then a team of six of us worked systematically to apply the graphics to half a dozen vans at a time, until the project was completed."

The branding was a complete success as **easyVan's Marketing Director John Sinke** comments:

*"We are delighted with the way in which **Sign*A*Rama Northampton** rose to the challenges posed by this project. We had an extremely tight deadline which they met and all 80 vans are now in service with **Northgate plc**, easyVan's partner and main supplier."*

easyVan.com is the new low cost [van hire](#) service from Stelios and easy.com. Born from the rapid expansion of **easyCar.com**, **easyVan.com** focus solely on delivering value for [van rental](#) throughout the UK. The easyVan offering is working in partnership with Northgate plc, the UK's largest van leasing and hire company.

easyVan is one of several **easyGroup companies** founded by Greek entrepreneur **Stelios Haji-Ioannou**. The **easyGroup** includes several well known companies such as **easyJet, easyInternetcafe, easyCar, easyPizza, easyJobs and easyMusic** amongst others.

About

easyVan

[easyVan](#) is a low cost van rental partnership between Northgate plc and **easyCar** providing van hire from more than 120 convenient locations throughout the United Kingdom, including England, Wales, Scotland and Northern Ireland. They provide a large range of vans which are ideal for moving house or making large deliveries.

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