



## The Challenge

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Representatives from the Vomela Transportation Group (VTG) were able to secure a meeting with Thorntons, Inc. in March of 2016, when they were in the beginning stages of a complete fleet redesign that included de-identifying tankers and installing new graphics. The challenge was that 20 of the company's 75 tankers were already completed by a Louisville-based supplier.

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## The Solution

Anyone who knows The Vomela Companies understands our commitment to doing quality work at a reasonable price. And that's exactly what did the trick to land a job that at one time seemed out of reach.

"We came in very competitive and were able to take over installing their 'Rewards' design," said VTG Sales Representative Jamie Lukes. By May 2016, VTG had produced and installed the prototype tanker set using 3M 680CR-10 reflective film with 3M overlaminate.

After completing six more sets, Thorntons' corporate marketing team decided to change all of the designs and strip the work that had been completed so far. At that point, VTG got to work installing "Fountain Drink" and "Burrito" designs on 20 tractors and 52 tanker trailers.







## The Benefit

By staying persistent and patient, VTG was able to take over the initial partially-completed tanker job. This allowed us to prove our capabilities going into the logo redesign and installation, as well as future jobs. With the new designs in place for 20 tractors and 52 tanker trailers, VTG has turned its design eye to other projects. “We are in the process of proposing options for their fleet whereby we’d install promotional, short-term graphics to advertise convenience store specials,” explains Jamie. As usual, commitment to quality has paid off.

