

The standout branding on its trucks is all the advertising that Mainfreight has ever done



Proving the power

It must be one of New Zealand's best-known brands – and it's been achieved with a strictly no-ads approach.

Proving the power of good imaging, transport giant Mainfreight has always relied on its standout blue and white livery to project its image to the community, says the company's Brendon Gredig.

Gredig, the national operations manager for Mainfreight Precision – the four-year-old fragile and specialist freight division – says the crisp colour scheme is of paramount importance in the company's branding.

The livery is recognised in this month's *PPG Transport Imaging Awards* via finalist status in the Under-20 Tonne category for Mainfreight Precision owner/driver Alan Tango's new Hino six-tonner. Mainfreight Precision vehicles carry the standard Mainfreight livery, modified to provide for the division's name.

According to Gredig, Mainfreight co-founder Bruce Pledsted has always been passionate about the company image as reflected in the livery: "Our signwriters, TCC Solutions, are considered by us to be the guardians of our image and strict quality control ensures uniformity of our high standards on all our carriers."

Quality control runs to regular inspections to ensure that the vehicles and their drivers are always well-presented, says Gredig: "We distinguish ourselves as a professional company which always exceeds customer expectations. Our only true measure of our performance is through our customer perceptions, so we make sure we always look good."

All Mainfreight vehicles display a saying on the back – one of an approved pool of about 300. Owner/drivers are expected to change them about once a year, Gredig says the company gets a lot of feedback from

clients and the public about the smart look of the trucks, but in particular on the sayings, which can also be found on the company website.

As for the origin of the long-standing company livery, Gredig reckons: "It's my understanding that 'Mainfreight Blue' came about because, in 1978 – when the company was established – our competitors had terrible colours, such as orange, orange and cream and green. Our white and blue were and still are a heck of a lot sexier and smarter than any of our competitors' colours!"

He says he's delighted with the nomination – and the fact that Alan Tango's vehicle is the one that clinched it: "I'm very happy for Alan – he's a very hardworking driver.

"And it's good for our business to be recognised in this way too. This is amazing."

It's hard to imagine, looking at the distinctive navy blue and yellow