



agile[®]
FLEET GRAPHICS MANAGEMENT

Powered by



COLOR GRAPHICS
A DIVISION OF LOWEN CORPORATION

As fleet graphics specialists for nearly 70 years, our job is to make it easy for our customers to maximize advertising impact from their fleet. Agile Fleet Graphics Management[®] was developed with this sole purpose in mind - allowing you to trust the details to our team of experts - ensuring success through simplicity.

LOWEN COLOR GRAPHICS IS YOUR SINGLE SOURCE FLEET BRANDING SOLUTION



WHAT IS AGILE?

AGILE IS YOUR FLEET GRAPHICS DASHBOARD

Serving two separate cloud-based functions:

- **Customer Portal**
Provides all Lowen customers with online access to their account-specific information.
- **Agile Fleet Branding**
Provides all the information available in the Customer Portal with the added ability to manage fleet branding initiatives that may include installation/removal, project management, tracking, etc.

You needn't be a fleet graphics expert – simply log in and start managing your fleet graphics in a whole new way. And the best part is there is no extra cost for these functions. Agile is one of the many benefits from choosing Lowen as your fleet graphics partner.



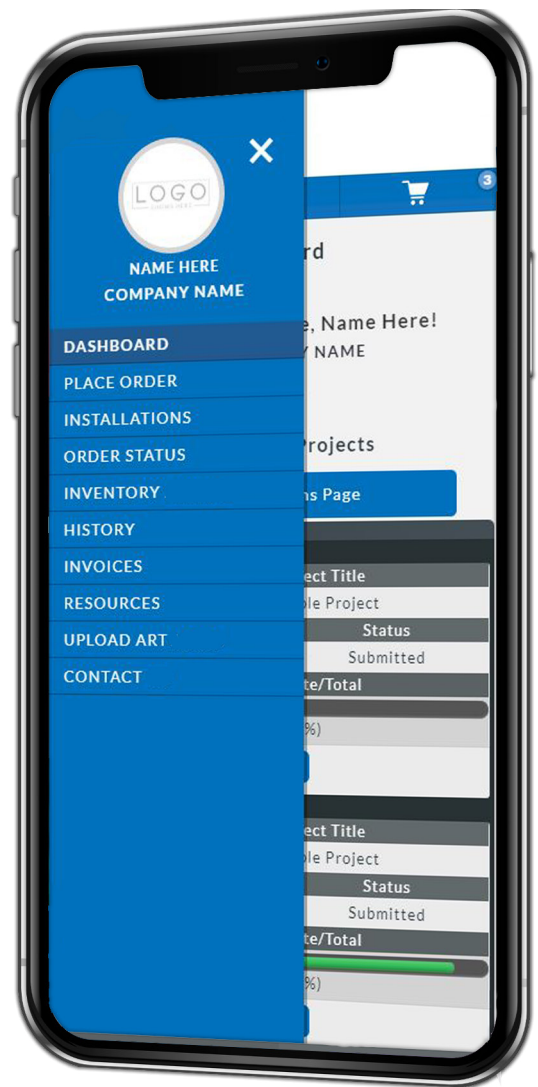


AGILE CUSTOMER PORTAL®

The Agile Customer Portal® provides Lowen customers with online access to vital information they need to manage their fleet graphics program.

Customize your unique portal any way you want to use it 24/7/365. Release items from inventory, store an online catalog of parts with photos, look up graphic layouts for your specific vehicles, generate item usage reports, or simply look up a previous order or invoice. We want fleet graphics to be the easiest part of your job.

- ✓ ONLINE ORDERING
- ✓ REPORTING
- ✓ SHIPMENT TRACKING
- ✓ GRAPHICS CATALOG
- ✓ INVENTORY MANAGEMENT
- ✓ PRODUCTION STATUS
- ✓ INSTALLATION MANAGEMENT





AGILE FLEET BRANDING®

TRACK YOUR FLEET
BRANDING PROJECTS FROM
START TO FINISH WITH AGILE.

Our expertise includes every step of the fleet branding process – from design to production to installation. Through Agile, Lowen maintains an online accounting of your vehicles by unit/VIN and locations, provides entry of vehicle personalization, schedules installers, uploads photos of completed vehicles, and provides completion status by location.

With Agile, Lowen becomes an extension of your operation during your fleet branding initiative.



CREATIVE SERVICES



GRAPHICS PRODUCTION



INVENTORY MANAGEMENT



PROJECT MANAGEMENT



NATIONWIDE INSTALLATION

FLEET BRANDING INITIATIVE: SUCCESS IN THREE STEPS

1. DATA COLLECTION

- Define scope of your project.
- Determine artwork.
- Develop vehicle manifest and list of locations.
- Determine production and installer schedules.



2. PLANNING

- Create master installation schedule.
- Populate information on Agile with full project details.
- Establish communication links.





3. EXECUTION

- Graphics are produced and shipped to installation sites.
- Dispatch installation crews to locations.
- Commence with graphics removals and installations.
- Daily updates of installation status.
- Weekly customer review of installations and progression of overall project.



LOWEN CERTIFIED

Your fleet graphics fortify your brand and influence consumer perception of your company. To ensure a positive impression we believe the quality of the installation is as important as the quality of the graphics.

Lowen Certified ensures quality installations by providing installation training and testing to the graphics installation trade.

As installers from all over the world complete their training at Lowen Certified and test for 3M Preferred Installer status, Lowen has built the largest network of the best installers available. We call this network the Lowen Installation Alliance.



lowencertified.com

LOWEN INSTALLATION ALLIANCE

Our national network of certified installers enables us to coordinate application and removal of your graphics anywhere, anytime, within the United States and Canada.

Your installations will be managed by a dedicated Installation Specialist with the support of our team of experts.

Installers work hand in hand with your Lowen Account Manager, Account Specialist and our production team to manage your branding project efficiently and effectively, while keeping your key personnel informed along the way.



13,500

TRACTOR-TRAILER RIGS

30

INSTALLATION TEAMS

37

LOCATIONS

28

STATES

24

MONTHS TO COMPLETE



TOTAL FLEET REBRAND & NATIONWIDE INSTALLATION



- With the use of Agile Fleet Branding®- successful rebranding of 13,500 tractor-trailer rigs, requiring removal of existing graphics and application of full coverage graphics.
- 30 installation teams from the Lowen Installation Alliance operated simultaneously throughout the nation.
- The project encompassed 37 separate locations in 28 states.
- Project completed in 24 months, start to finish.

1,000+

TRUCKS

25

LOCATIONS

4

WEEKS TO COMPLETE



MOBILE BILLBOARDS FOR NATIONAL MEDIA CAMPAIGN



- Temporary promotional rebrand for over 1,000 USPS trucks made possible with Agile Fleet Branding®. All 1,000+ graphic sets produced in one week.
 - Required high capacity, efficient production to meet customer needs.
 - Installation completed at 25 locations over a four week period by Lowen Installation Alliance, our national network of Lowen Certified installers.
- Produced on specialized 3M film to allow easy
- and quick removal after campaign's conclusion.

Lowen Color Graphics is committed to providing our customers with superior value and the strongest brand impact available from their fleet graphics program. Our skilled and experienced team will deliver results while continually earning your trust by providing excellence in quality, service, and reliability.

Put your brand in motion.
Contact us today.



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