



The Challenge

Representatives from Vomela Transportation met with Thorntons, Inc. 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.

"We came in very competitive and were able to take over installing their 'Rewards' design."

VTG Sales Representative Jamie Lukes



The Solution

Anyone who knows Vomela 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. Vomela came in with a very competitive bid and were able to take over installing their 'Rewards' design. Soon we 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, we got to work installing "Fountain Drink" and "Burrito" designs on 20 tractors and 52 tanker trailers.





The Result

By staying persistent and patient, Vomela 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, Vomela has turned its design eye to other projects.

