



| The Company

Fortec is a national palletised freight distribution network and is now part of Pall-Ex Group having been acquired by the Group in 2020. Both of the Group's networks, Pall-Ex and Fortec combine to form the largest pallet network membership in the UK. Providing services to European and International countries, they offer greener, more efficient delivery solutions to their customers.

| The Brief

Fortec required a complete rebranding of all signage at their main UK distribution hub at Watford Gap, Northamptonshire. This included a wide range of signage both internal and external, including several signs measuring 7.5m length which were fitted at approx. 10m height. Lead times for the project became accelerated when the site was selected at short notice to feature in a BBC news story, with cameras due to arrive just a few days after artwork was approved.

| The Solution

Having worked with Fortec for a number of years, Graphic Arts Group were familiar with the site and requirements, so Fortec had no hesitation in selecting us to deliver this project. Understanding the time critical element of this project, we rearranged production schedules and set about producing the required signage in time to meet the deadline. The re-brand covered internal and external signage to include high level building signs, reception area branding, window graphics, factory signage, etc. so a wide range but this presented no difficulty. Accessing site and agreeing positioning of signs was done collaboratively with the Fortec marketing team and the operations team on site. Challenges of the project included working around other trades on site and reprioritising our fitting schedule to ensure we could complete the project in time. Everything went to plan and, thanks to careful project management and a skilled team, we were able to complete the project within the timescales and to a high standard.





Customer Testimonial

Fortec has worked with Graphic Arts Group for a considerable number of years now, and our relationship has developed because of consistent high-quality results being delivered.

Working on design, print, promotional merchandise or a range of other projects, the team at Graphic Arts have always understood that quality is at the heart of our business and their service and product have shown this.

One of the many benefits of working with Graphic Arts Group is that they are as flexible as we need them to be and always maintain their professional approach. With our recent signage, they were accommodating when deadlines changed, yet the finished products were of the highest quality, as always. For this reason, we would have no hesitation in recommending Graphic Arts Group to other businesses.

