



## Rebranding of Arla vehicles

Within the framework of cooperation with Arla, Ci Concept has decorated Arla's distribution trucks throughout Sweden.

**Mission:** The expression should be like a refrigerator with pictures and magnets.

**What we did:** Project management, production and assembling of printed vinyl with laminate and campaign materials.

**Info:** Arla together with Identity Works developed a new layout for Arla's vehicle fleet. The rear end have a campaign space where different products will be profiled during shorter periods. Arla and Ci Concept have collaborated over the past 7 years, this is the second rebranding of the vehicle fleet that we made together.

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