

Atechio



Rebranding of Arla vehicles

Within the framework of cooperation with Arla, Atechio 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 Atechio have collaborated over the past 7 years, this is the second rebranding of the vehicle fleet that we made together.

Want more inspiration? Visit www.atechio.se