

CASE STUDY

Star Jump Signs & Graphics: **Creative Solutions. Lasting Impact.**

In collaboration with JW Filshill

STARJUMP SIGNS
& GRAPHICS



JW Filshill is one of Scotland's best-known wholesalers with a rich history dating back 150 years. Filshill is not just a family business but a business for families. While you may be familiar with the Filshill name, you will almost certainly recognise its iconic KeyStore brand with stores across the Scotland and the north of England.

With currently 203 stores in its network, a large fleet of vehicles is required to keep stock flowing to the stores. Starjump was delighted to be selected to work with Filshill on the supply and fit of vehicle graphics across its fleet.

As the Filshill brand continues to grow, we are proud to be able to play a small part in the promotion of the Filshill and KeyStore brands.



Filshill
EST 1875

Refreshing a Heritage brand for the road ahead..

CLIENT FEEDBACK

John O'Neil (Senior Operations Manager – Outbound) at Filshill explains: "Our fleet of vehicles is critical for deliveries and cover hundreds of thousands of miles every year, so it is important that they carry branding to promote both Filshill and the KeyStore brand. As the vehicles make their way to and from stores, each truck provides great exposure for our brands."

"We decided to work with Starjump Signs and Graphics as they provide a swift and reliable service. They have re-branded several of our vehicles as well as wrapping new additions to the fleet. The level of service is excellent. Minimising time off the road is critical, so we have been using their pickup and drop-off service. It takes away the inconvenience of us having to take drivers away from their normal day-to-day activities to drop off and pick up trucks. Our trucks either carry red (Filshill) or blue (Keystore) livery and the vibrancy of colour on the graphic kits is exceptional."

In addition to the supply and fit of vehicle graphics, we have also been delighted to supply and fit signage and graphics around the Filshill warehouse. "Given the size and scale of our building, we frequently need replacement or additional signs such as H&S signage or directional signs. The team at Starjump are always quick to visit us on site to conduct a survey to help to determine our needs. They manufacture and fit high quality signage that is representative of our brand".

Robert Millar (Senior Operations Manager - Inbound)