

# LIGHT & MEDIUM TRUCK

MANAGING COMMERCIAL, PUBLIC, UTILITY AND TELECOM FLEETS

## Mattress Giant Awarded 2004 Light and Medium Truck Vehicle Graphics Awards

**DALLAS, TX, August 6, 2004** – Mattress Giant's new truck design has won recognition in the industry publication *Light and Medium Truck* magazine for our outstanding graphics. The entries were judged on visual appeal and use of space.

"The Catch Some ZZZ's campaign has been very popular with consumers, and the new truck design is the perfect way to keep that message out in the marketplace," according to Graeme Gordon, VP of Marketing. The trucks with the new graphics travel the highways of Mattress Giant's major markets in fourteen states.



The trucks give Mattress Giant "moving billboards" in the marketplace that send a strong branding message to thousands of consumers every day and supplement our existing print, TV and radio efforts.

The reflective material works very well with our fleet's graphic design. The red and white logo and the white ZZZ's really "pop" against the darker background. The reflective material is especially effective during our early morning and late evening deliveries, when the reflective material allows our message to be seen by thousands of commuters.

Another exciting aspect of the new fleet graphics is the high level of differentiation the graphics provide. Historically, large mattress retailers have displayed their store logos or pictures of mattresses on their trucks. Usually trucks with themed mattress advertising campaigns are operated by manufacturers, not a mattress retailer. Mattress Giant is breaking the mattress retailer mold by using graphics that tie into a specific advertising campaign. This is a bold move and raises the bar for mattress and furniture retailers.

When it comes to fleet graphics, higher visibility increases the safety of the driver. Our new, highly visible and reflective graphics dramatically improve our fleet's visibility, and we believe that this will help keep our drivers safe. Additionally, the maintenance of our fleet's exterior has been reduced by the application of the new graphics. The materials are easy to wash and resistant to fading. Ken Cozart, Vice President of Operations comments, "We are very pleased with the performance and appearance of the graphic materials."

The new trucks were designed by **MoToR**, Mattress Giant's advertising agency, and applied by Lowen Color Graphics using 3M reflective materials.

By: Light & Medium Truck