

Inky News

Truck Curtains Provide "Brilliant" Advertising

B&F Papers is causing something of a stir on the roads between Palmerston North and Wellington with the new signage on its delivery truck which travels the route daily.

So lifelike are the truck curtains that people think the driver has forgotten to batten down the hatches.

The driver, Kim Mackie from JTrans says he gets stopped constantly by people telling him his truck curtains are open.

"You should see the look on people's faces when they see me, it's priceless. Not only have people come up to me to tell me to put the curtains down, but three guys actually moved away from the truck when I drove past them because they thought the curtains were up and the pallets of paper were not tied down," says an amused Kim.

Designed by Essential Design, the curtains are not only proving a hit but are a very effective marketing ploy.

The initial concept came from B&F Papers' managing director Barry Tripp who wanted to promote greater awareness of the company and its products in that region and it has provided us with brilliant advertising, says marketing manager, Stuart Pryde.

"It is certainly a unique, eye catching idea because the 3D design look is so real," he adds.



B&F Papers' head-turning delivery truck.