

CSTA CONFERENCE JUNE 2023

USING YOUR CONTAINERS
AS AN EXTENSION OF
YOUR BRANDING



secure stores

N A T I O N W I D E





WHY IS BRANDING IMPORTANT?

- ESTIMATED TO BE OVER 2000 STORAGE FACILITIES IN THE UK NOW
- OVER 700 OF THESE CONTAINERISED
- NEED TO DISTINGUISH YOURSELVES FROM THE COMPETITION



secure stores
NATIONWIDE





secure stores
N A T I O N W I D E

HOW CAN YOU DIFFERENTIATE?

DRIVE UP	NO NEED TO USE A LIFT	NO OR SHORT MINIMUM TERM	SECURITY OFFERING	CUSTOMER REVIEWS
FAMILY RUN	PRICE MATCH GUARANTEE	LONG ESTABLISHED	AWARD WINNING	FREE PADLOCK
LOCATION – PRIME / OUT OF TOWN/TRAFFIC	RANGE OF UNIT SIZES	ACCESS HOURS	INSULATED / GRAFOTHERMED CONTAINERS	UNITS WITH POWER SUPPLY



TYING YOUR CONTAINERS IN WITH YOUR BRANDING

- BRANDING COLOURS ORANGE, GREY AND WHITE
- CONTAINERS SPRAYED WHITE WITH ORANGE DOORS
- CIRCULAR NUMBER STICKERS FOR CONTAINERS TO TIE IN WITH CIRCLE IN LOGO
- MATCHES BUILDING COLOURS



TYING YOUR CONTAINERS IN WITH YOUR BRANDING

- BRANDING COLOURS BLACK AND YELLOW
- CONTAINERS SPRAYED BLACK WITH YELLOW DOORS
- HEADER ABOVE DOORS PAINTED BLACK
- MATCHES BUILDING COLOURS



TYING YOUR CONTAINERS IN WITH YOUR BRANDING



- BRANDING COLOURS GREY & GREEN
- CONTAINERS SPRAYED GREY OR GREEN
- ALTERNATING COLOURS IN ROW



TYING YOUR CONTAINERS IN WITH YOUR BRANDING

- BRANDING COLOURS WHITE & GREEN
- CONTAINERS SPRAYED WHITE WITH GREEN DOORS
- HEADER/DOOR SILL WHITE



SPENDING YOUR CASH WISELY

1

MASK OFF DOOR
BARS AND RUBBER
GASKETS

2

REMOVE DECALS
BEFORE SPRAYING

3

ADD ACCENTS IF
YOU WISH
(HEADER/DOOR
SILL/CASTINGS)

4

ONLY PAINT VISIBLE
SIDES/PARTS

USING YOUR CONTAINERS FOR SIGNAGE

- USE A PROFESSIONAL SIGNWRITER - CORRUGATIONS CHALLENGING – STRETCH DESIGN
- COULD USE ALUMINIUM COMPOSITE BOARD FOR FLAT FINISH, AND MAGNETS TO ATTACH





secure stores
NATIONWIDE

QUESTIONS?

