

## Truck Decals – why flying the AFRA flag is good for your business

For some years now, AFRA issued to members two AFRA logo truck decals for each truck in the AFRA fleet. If you have 5 trucks, you will have received 10 decals. At our recent conference in Hobart, a number of members had not heard of or could not recall this AFRA promotion. In this edition of Members' Resources we are revisiting this promotional program.

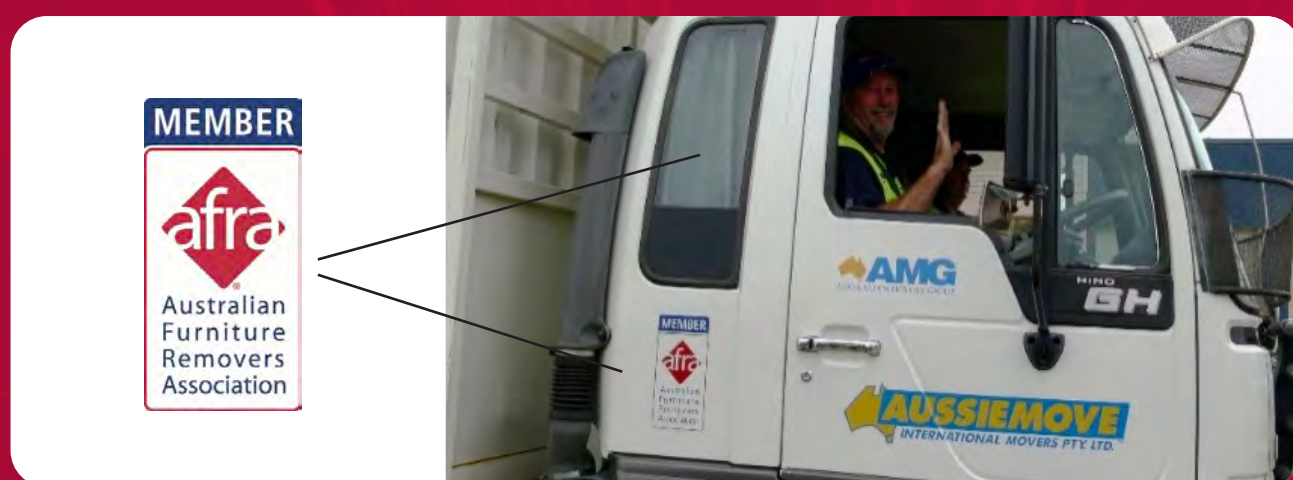
Your AFRA membership is a valuable business asset. As AFRA and its members work hard to raise awareness of the work AFRA does – including strictly vetting new applicants, auditing all members regularly and requiring staff to be trained – we are seeing an uptick in moving customers electing to seek out an AFRA member for their move. The 'Find a Removalist' feature on the website enjoys ever increasing use. Applicant members are advising us that they want to join AFRA because 'customers are asking if they are a member'. And you - our members - are reporting that more clients are stating that they have chosen to move with you as you are an AFRA member.

The AFRA logo is a clear and immediately recognisable symbol of your AFRA membership. It is fantastic to see members proudly including the AFRA logo on their websites, and

specifically including website information about what it means to be an AFRA member.

However, some members are missing the easiest promotional opportunity of all – AFRA sign writing on their trucks. Your trucks are out on the roads every day. They are parked outside your business, and they are parked outside your client's homes on moving day. Your trucks are big moving billboards, and they could be helping tell your potential customers that you are an AFRA member. Having the AFRA logo on your truck also provides security to your customer on moving day – when your truck pulls up on moving day, a proudly displayed AFRA logo confirms the high standards you and your team work to.

As sign writing can be expensive, AFRA has instead had truck decals printed with the AFRA logo. These are supplied at no charge to members as part of membership benefit. AFRA recommends these be applied uniformly, so that there is 'fleet consistency' across AFRA members' trucks and the AFRA brand is better promoted. AFRA recommends affixing decals on the cab behind the door or just behind the window. See below for example:



AFRA supplies two decals for each member truck. If you have lost your decals, have used all your decals or need more please contact AFRA and these will be supplied as part of membership.