



By Appointment to  
Her Majesty The Queen  
Reprographics Services  
Hobs Reprographics plc  
Liverpool

**hobs**



# RACING TO SUCCESS

## VINYL BRANDING SIGNPOSTS A RECENT RACING SUCCESS

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### CHALLENGE

Rob Houseman, originally started using Hobs Abingdon for stationery supplies and photocopying for his dry-lining company.

Five years ago, Houseman Racing was formed and Rob became their Team Principal. They started racing in the Porsche Cup, which is a support race to the main British Touring Car Circuit (BTCC).

Since the inception of the racing team, the portfolio of printed work has increased to include full-colour brochures which promote the team to potential sponsors and A3 colour posters that the team driver signs in the pit lane for those spectators lucky enough to have a VIP pass.

At the start of 2014, now bitten by the racing bug, Rob decided to run a team in the ultra-competitive BTCC championship, which is the main race itself.

His Toyota Avensis cost well in excess of £250,000 to build, but before it could race it needed its branded livery to showcase the owner partners and sponsors. This needed to be extra resilient and fit for a car of this status.

### KEY CHALLENGES

- Hard-wearing outdoor printing
- Colour consistency across different materials

## SOLUTION

After discussing the best options Hobs prepared and printed various vinyl graphics that adorn the car. Some vinyl pieces were printed in full colour and cut to specification using a laser cutter. Others were cut from the different vinyls to create lettering and the design. Different vinyls were used for fixing to the car body and to glass, but keeping the same consistent colours of the branding.

*"We have had a fantastic working relationship with Simon and the team for many years, and they have helped us develop the brand that is now seen at some of the biggest racing venues in the United Kingdom. The support they have given us has been invaluable to us; often despite short timescales and calls at all hours when we have been leaving for an event early the next day."*

**Rob Houseman** Houseman Racing

## THE RESULT

As part of the BTCC races, the car can be seen at each venue throughout the racing calendar at Silverstone, Brands Hatch, Donington and up to Knockhill in Scotland.

There's also a rumour that the Houseman car may even be sporting a Hobs logo somewhere amongst the other eye catching liveries!

*"The racing paddock is a fantastic place to promote a business and we proudly mention Hobs Reprographics when we're asked who has provided the best printed pit lane materials of the weekend!"*

**Rob Houseman** Houseman Racing



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