

Imperial Logistics invests in Italtile-branded fleet

Imperial Logistics has invested in a fleet of branded vehicles to match the new corporate identity of long-standing client, Italtile.



The renewal of the secondary transport contract with Italtile coincided with the tile retailer's rebranding. "We took the opportunity to replace the entire Italtile Retail secondary fleet with brand new vehicles that feature Italtile's new corporate livery and logo. We have also revamped the uniforms worn by our drivers and assistants, to tie in with our client's new look," says Imperial Logistics chief strategy officer Cobus Rossouw.

Rossouw notes that the new fleet was warmly welcomed by Italtile, and Imperial Logistics' transport services to the retailer have since been extended to cover Cape Town - as well as Gauteng and Kwa-Zulu-Natal.



New deadline for Italtile deal

3 Aug 2017



With the new Italtile fleet successfully rolled out, the company's next value-adding initiative for its client is a technology solution that will enhance customers' delivery experience. Rossouw expands on the undertaking: "Our drivers and assistants will be completing advanced training courses that the Imperial Logistics Academy has developed. These will improve their interaction with Italtile customers at delivery points."

For more, visit: <https://www.bizcommunity.com>