

A SWEET NEW LOOK FOR **BONBONS MONDOUX**

CANDY COMPANY BONBONS MONDOUX has a fleet of trucks delivering tasty treats – but when its vehicles started looking anything but yummy, Mondoux knew it needed help.



So the Laval, Que.-based confectioner turned to Turbo Images to make the outside of the trucks look as sweet as the products they carry.

Time to replace faded old fleet graphics

Bonbons Mondoux is a family business founded in 1967, specializing in confectionary, repackaging and distribution. The company has built a name for itself with its wide range of confectionary,

including unique imported products, and it is also behind a number of well-known private labels. Bonbons Mondoux operates facilities of more than 100,000 sq. ft. and has over 150 employees, offering more than 3,000 products to a large customer base.

With a distribution network spanning Quebec, the Maritimes and Ontario, Bonbons Mondoux has more than 50 vehicles on the road at any given time. However, over the years, the signage on the trucks had grown faded and peeling, and

the branding was dated. The company needed a supplier that could provide quality fleet graphics that would look good today and for a long time to come.

Turbo Images: The turnkey fleet graphics partner

Turbo Images fit the bill. The St-Georges, Que.-based fleet graphics company is a 3M Platinum certified provider and it also has the capacity to provide an end-to-end service, including design, removal, production and installation.

“With our previous partner, often the issue that occurred was a lack of quality. There was discolouration in the images on our trucks within a year or two,” said Marie-Josée Mondoux, Director of Marketing at Bonbons Mondoux. “Now with Turbo Images’ certification as a 3M Graphics Provider, we have a product quality-guaranteed for seven years. And we already see the difference on our trucks.”

The power of fleet advertising

Bonbons Mondoux had recently undergone an overall brand redesign and they needed the new branding to appear across its entire fleet. The challenge was that Mondoux’s fleet is made up of a range of about 50 vehicles with as many as 40 different sizes and shapes. Turbo Images was able to adapt the design to be consistent across all of them.



“It’s vitally important to convey a coherent message through fleet advertising,” said Charles Veilleux, VP of Sales and Marketing at Turbo Images. In fact, data from the American Trucking Association shows that an intra-city truck can generate up to 16 million impressions per year, and that 98 percent of people who saw a vehicle graphic said it created a positive company image.”



Delivering a delicious result

The team at Bonbons Mondoux are delighted with the new look of their fleet graphics and the positive attention it is attracting from customers and partners. They believe it all comes down to the excellence of Turbo Images’ service and products.

“Turbo Images was a very reliable partner because they listened to our needs from the beginning,” said Ms. Mondoux. “Our experience with Turbo Images was very professional. They were a welcoming team and they were able to support us throughout the entire process. We really felt like we were walking through this hand in hand together.”



To learn more about Turbo Images, please visit turbo-images.com

