

# John Dennis Coach Builders

## Case Study



### Keeping Up Appearances

As the UK's leading designer of fire engines and rescue vehicles, John Dennis Coachbuilders has a hard-earned reputation for quality. It's a reputation that extends to every aspect of the vehicle's design, including the reflective markings routinely applied to the vehicle livery.

*"Different fire brigades have different preferences about the use of battenburg or stripes," says Gwyn Evans, "but with more than 90% of our vehicles using 3M reflective markings, there's no doubt where the preference lies when it comes to visibility and the choice of the best material."*

According to Gwyn, most of John Dennis's customers have now switched to using 3M™ Diamond Grade™ DG<sup>3</sup> reflective sheeting with assured seal, the latest offering from 3M which delivers excellent reflective properties and protection against dirt and water ingress.

*"It's important to our customers that their vehicles remain in good condition and that the reflective markings enhance their appearance," says Gwyn.*

*"The quality of the seal on the DG<sup>3</sup> reflective sheeting makes a big difference in protecting the brightness of the sheeting and the look of the vehicle."*

### New Developments

Maintaining the good order of the vehicle lies behind Dennis's introduction of 'Polybilt', a new polypropylene-based material that the company is using to build more and more of its bodies. More resistant to damage than traditional aluminium panels, Gwyn says *"The Polybilt panels are certainly more durable than aluminium, and that means there's less chance they'll be damaged during the 'rough and tumble' of everyday use"*.

With DG<sup>3</sup> Reflective Sheeting applied to the Polybilt, most of the application is done in-house by John Dennis's own team. *"The straight lengths we can do ourselves," says Gwyn. "Where panels have to be cut and sealed, or formed round curves, we use the expertise of Bluelite Graphics."*

### Wide Variety

Each job is a little different of course, and Dennis builds a range of appliances including water tenders, hydraulic platforms, rescue tenders, fast-response vehicles and demountable units. The company is also the agent for Vema, which makes aerial platforms.

*"We routinely apply reflective markings to all of these vehicles, and there's no doubting the benefit of using high visibility markings on all of our appliances."*

