



The **co-operative**

...where function meets flair

MARCO NEWS

February / March 2011
Hire Special



The Hire Season Approaches • Southern Co-operatives Case Study • 2011 Hire Fleet

The Southern Co-operative





The Hire Season Approaches

By taking the message directly to the audience, mobile display units uniquely achieve a wide range of communication objectives. Frequent uses include public service information, recruitment drives, merchandising and experiential marketing campaigns.

If you're considering a mobile unit for the first time, use our experience to ensure your hire goals are met efficiently and cost-effectively. If you already know what you want, just check us out for the right trailer, equipped as you wish and with all the graphics in place, at the right price. Alternatively, you may have a multi-venue road show to discuss, where we handle all the logistics and on-site management for you.

Stuart Marsom



Testimonials

Marco trailers were great at jumping in at short notice to help us acquire a mobile unit in time for the start of the season, it has been a perfect fit for us with unrivalled service support.

Matthew Jeffrey, General Manager
Retail, Fulham Football Club

We find the Marco X25 to be a compact, fully flexible aide which enables us to reach the public in many more places than a larger trailer would, using minimum resources and manpower.

Ally Gordon
Monitoring Assistant (Recycling), Moray Council

Our Trailer is worth it's weight in gold (and some more). It's really being put through it's paces now and we have had a successful year so far with it

Matt Feekings
Waste Minimisation and Promotions Officer,
Medway Council

New Hire Fleet for 2011

Those familiar with Marco's hire fleet will have experienced our determination to set the standard for this service. On-time delivery, spotless units, straightforward and faultless admin - all reflect our aim remain number 1 in hire. In response to demand, the fleet has already been increased in number and variety, with more units on the way.

Case Study: Southern Cooperatives Ltd

In early 2009, the Co-operative Society decided to upgrade and increase the level of support provided by its 130 southern-based food outlets to their local communities.

In line with its policy to source locally, the Co-Op's Central Support Office in Fareham, Hampshire, briefed Marco to come up with a professional and impactful mobile display unit that would raise the stores' profile at local events and via road shows. Flexibility and practicality were major requirements, as the unit was to be key in recruitment drives, as well as supporting the merchandising needs from time to time of the stores' different retail departments. Further



demands, to be met within a tight budget (the Co-op was committed to purchase rather than hire), were that the unit should have its own power generator and be towable by a 4 x 4 vehicle.

Marco rose to the challenge with a specially adapted X50 exhibition trailer, with a 50/50 split stage on the canopy side. Recognising a looming deadline in the first community event of the year, Marco obliged by completing the build within a particularly narrow timeframe.

The unit has now finished its first summer season, having provided the Co-op with an imposing and functional presence at a dozen community events. Cleaned and maintained by our own team after each outing, the trailer looks and performs today just as it did on completion. Reflecting true Marco standards, the unit stands ready for a long and varied life in support of the 130 local Co-Op stores

Marco Hire Trailers

- Large Hire Fleet with units ranging from 2.5m to 7m
- Flexible internal fixtures & fittings
- Full range of accessories including generators, drink vending machines, brochure stands
- Interior display board and exterior digital graphics wraps available
- Onsite delivery, setup, breakdown & collection service
- Complete roadshow management service available
- Competitive rates
- Discounts on long term hire

Call now to discuss your needs



Another Successful Season Completed

Fulham Football Club are coming to the end of their third successful season's hire of the Marco XM50 Merchandise Trailer. This unit has also previously been hired by Sale Sharks Rugby Club and London Wasps Rugby Club.

Some of our Hire Clients



Coming Soon For Hire:

Coming Soon for Hire:

48 Sheet Advertising Billboard Trailer

Contact us NOW for more information



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