

Innov@te Chosen for Corgi Classic Range

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Corgi has selected Innov@te Logistics for inclusion in its range of limited edition tabletop replicas which will be available from November.

Well known collectors items, Corgi Classics are diecast scale models with intricate details and features. Innov@te Logistics will be part of the 'Hauliers of Renown' range which showcases the UK's most famous and recognised fleets.

Innov@te Logistics' distinctive bright blue and orange liveries helped it secure a place in the range. The branding spans its entire fleet of vehicles, including double decker trailers which reach temperatures as low as -24°C.

Adrienne Fuller of Corgi explained: "Innov@te Logistics has a modern, fresh appearance. The eye catching logo and vivid colours have broken the mould of the traditionally held view of haulage livery and set a precedent for new companies in the market. We look for unique and distinctive designs and Innov@te met our criteria."

Pete Osborne, Innov@te's managing director, said: "It's fantastic that Corgi considers Innov@te to be one of the UK's most recognised logistics brands. Our branding has been very deliberate – it defines what Innov@te is as a company: dynamic, fresh and innovative. I'm very glad we've been credited with reinvigorating the market and hope we continue to do so."

The Innov@te Logistics collectibles will be available from May. To place an order or for further information on Hauliers of Renown, other Corgi ranges or details of your nearest stockist, call 0845 603 9070 or visit the website at www.corgi.co.uk. Fans of the Corgi ranges can keep abreast of all the latest developments through the Collectors Club. For details, contact 01709 539702.

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Photo available on request

Editor's Note:

www.innovatelogistics.com

Innov@te Holdings comprises business operations across transport and logistics (Innov@te Logistics) and commercial property development, leasing and office services (Innov@te Office).