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**Aura Brand Solutions signs new deal with DPD**

Aura is proud to announce that we have signed a new deal with DPD, continuing as their sole livery provider.

DPD are longstanding partners of Aura Brand Solutions and have worked with us on many great campaigns. Most notably, the launch of Aura’s RE:CYCLE service; the first ever PVC-recycling programme in the UK. In conjunction with DPD’s plans to deliver to 30 of the largest towns and cities in the UK with zero and low-emission final mile delivery vehicles, by the end of 2023, RE:CYCLE supports DPD in their goal to become the UK’s most sustainable delivery company.

As one of the UK’s leading parcel delivery organisations, delivering over 400 million parcels annually, it’s essential DPD’s 10,000 strong fleet is kept in immaculate condition with their iconic branding.

It was not simply our rich collaborative history that made this deal a success, but our all-encompassing tender submission and unwavering high standard of service that made Aura stand out and continue to be the right choice for DPD moving forward.

Over the years, Aura has been responsible for the supply, application and maintenance of DPD’s fleet livery – from updating old branding to new, to new build applications and accident repair, to the roll out of RE:CYCLE across their fleet of electric vehicles. Throughout this time, Aura has consistently delivered a high level of service and become a trusted partner to DPD.

Aura’s Head of Fleet Sales, Will Bunn says: *“We’re delighted to be continuing our 12+ year relationship and look forward to a long and collaborative future with DPD. We’re proud of our ability to manage customers with large complex branding requirements through our experienced and talented people, our systems, and our technology.”*

**- Ends -**

**Notes to Editors**

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**About Aura Brand Solutions**

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

* Livery solutions for commercial and public service fleets.
* Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
* Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

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