

Go Transit's growth leads to strong demand for quality one-way window film



For the first time, Western Australian businesses can access proven, high-quality and affordable large format transit advertising with Go Transit Media Group's expansion into the west coast.

Australia's largest privately owned transit advertising company Go Transit Media Group continued strong momentum during the past year after securing the exclusive advertising rights for seven additional key markets in regional Western Australia. The growth expands Go Transit's market reach from the east coast where it currently operates in over 400 markets across regional and metropolitan Australia delivering bus, light rail, taxi, vehicle and shop front wraps.

Go Transit CEO Rick Chapman credits his company's growth trajectory on simple business fundamentals - exceeding customer expectations. Chapman says customers want three things: exceptional print quality—the graphics on the buses need to be crisp and vibrant; they want it to look good for the entire campaign, which sometimes can be up to 24 months; and they want industry best pricing.

It's a little known fact that Go Transit undertake all printing in-house.

"Our printing assets include a pair of HP3600 printers at 3.2m wide allowing dual roll printing on 250m roll lengths, which operates from 6am until 6pm every day of the week. Keeping print in-house ensures a high level of quality control and allows us to pivot quickly, especially when demand is high," says Chapman.

Chapman's focus on quality extends to the self-adhesive vinyls used on the bus

sides and windows - Australian conditions are punishing so the vinyls need to be high performance. It therefore made perfect sense to partner with Paramount Graphics Asia Pacific to source and provide these products.

"Paramount Graphics is an industry leader supplying cutting-edge vinyl and perforated one-way films for vehicles, fleet and commercial applications. Managing Director, Luke Naumann, has more than 20 years' experience working across sales, manufacture, distribution and management in the signage industry, so there's very little about this industry that he isn't across," says Chapman.

"We were very pleased and relieved when Luke introduced us to Continental Grafix' perforated window films. It's preferred by the transit industry in Europe and the USA, but we hadn't seen it in Australia.

"The Continental Grafix perforated window film has proven itself when it

comes to longevity. We recently removed a campaign that had been on a bus window for two years and it removed cleanly in full drops. We've not seen that result before with other brands," he adds.

"And our buses are mechanically washed on the outside once a week, sometimes twice per week. It is a vigorous wash over the decals and, in the past, other one-way perf products have faded considerably each wash, with the print quality diluting over the campaign life.

"We have been so pleased with the Continental Grafix performance. The print quality remains vibrant, despite the many washes. The Continental Grafix material has a greater white point than other products on the market, leading to a far more vibrant white material to begin. The high white point in the CGX product influences the quality and vibrancy of the final print. We believe

that quality products are the key to every successful campaign."

Chapman says the superior product is working out well for everybody down the line.

"Our installers were fed up with the previous one-way perforated film that we were using. On removal it was leaving behind glue residue on the glass and tearing into small pieces. We trialed the Continental Grafix films and haven't looked back since. The image is vibrant, so the customers are happy. CGX products print beautifully, so our in-house printer is happy. And the product removes cleanly and easily, so the installers are happy."

Go Transit's General Manager of Operations, Caleb Harriot, agrees. "We've been using Continental Grafix' one way window films for the past two years and it has been an absolute game changer to switch to such a quality product. In our industry, time is of the essence with our bus campaigns, and quality products are a vital key to success for Go Transit. Long gone are

the days of replacing inferior one-way films midway during an advertising contract."

Chapman says the company is excited to be able to offer customers the benefit of Continental Grafix' innovation, such as the One-Way Reflective product.

"This is a fantastic solution to the troubles with perforated products losing effect at night. Car headlights actually make the product luminescent, allowing for campaigns to be seen at night."

And he says partnering with the first company to produce a 100% recyclable perforated film means Go Transit can now provide customers with a greener solution for their campaigns.

Considerable volume of print media is sourced in China, however given current trading hostilities it is reassuring to know that the product is coming from secure global locations, such as Taiwan and the USA," Naumann says. "This means we can have confidence that our stock will arrive on time, and there won't be any shock

price increases due to Australia's current trade disputes"

Go Transit and Paramount Graphics have a long-term agreement with Continental Grafix to supply the perforated window films. That enables exact specifications and close oversight— as well as peace of mind.

Chapman expects more of the same in the next 12 months as Go Transit extends into new markets and broadening their reach.

"The post COVID outlook looks very exciting for us and our customer base. Strong supplier relationships such as the one we have with Paramount Graphics are key to our continued success."

Brisbane based media supplier Paramount Graphics is a distributor of Continental Grafix products in Australia. Melbourne based Visionary Digital is master distributor of Continental Grafix products throughout Australia and NZ. For more information visit www.continentalgrafix.com.au

