



capability statement | [colorcorp.com.au](http://colorcorp.com.au)



# colorcorp

ELEVATE YOUR BRAND



# BRAND elevation FACTORY

## Elevation Evaluation

Supply an outline of your needs, the scope and scale of your promotional goals and your budget preferences.

leave it to us

## Your Objective

The Colorcorp customer experience team assess the best way to deliver your project to meet your needs.



Your on time,  
on budget, on  
brand National  
Solution





With over 40 years of continual innovation, Colorcorp has provided leading edge signage solutions and visual brand management to many of Australia's most recognisable brands and businesses.

Through our decades of growth, Colorcorp have remained strongly committed to a purpose: to innovate and provide outstanding service to our clients, helping them realise their vision by elevating their brands.

EST **1975**

Established: 1979

**150+**

awards won

**35**

industry experts

**467** YRS

combined industry  
experience

**4000m<sup>2</sup>**

facility

**18000**

vending machines  
decaded and counting

**Unmatched in house capabilities to revitalise your brand.**

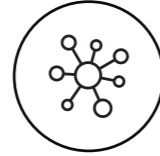


# why partner with us to elevate your brand



## Innovative

Our longevity in the industry is not only testament to our products and services, but our ability to adapt new materials into our production processes and adopt best industry practices. This ensures that your promotional materials occupy the cutting edge of durability, memorability and to continually stay on-trend.



## National Solution Network

Our national presence delivers brand consistency for all signage across the country and our scale allows you to draw on the broad knowledge base and resources necessary to achieve your goals.



## Experience

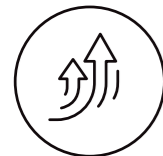
With more than 40 years of service, we have developed the engineering and management experience necessary to tackle any project; from planning to production and installation.

We've earned the trust of some of Australia's largest corporations and it has been within this context that we have further refined our processes and maintained our industry lead.



## Australian Made

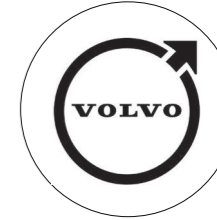
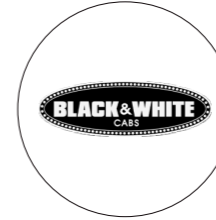
Colorcorp is a proudly Australian signage manufacturer, delivering world class displays for national brands. From our headquarters in Brisbane, our reach is country wide; from metro locations to remote and regional areas. Being Australian not only means reliable communication channels and dependable outcomes, but allows us to build to the conditions and provide you the knowledge that only a local could offer.



## Elevation Process

Our elevation process is a full service, Colorcorp initiative that takes your concept and transforms it into a tangible advantage for your business. Colorcorp seamlessly handles the production and distribution of the final product that satisfies both your objectives and bottom line. The entirety of this process complies with industry standards as well as our own stringent guidelines that ensures the best outcome for both your business and the environmental and social context in which it operates.

# elevating brands across industries



We have established good working relationships with well known brands, providing effective, custom made solutions relevant to their specific needs, circumstances and budget. These customers include large and small retail and service industry players as well as a broad cross-section of government and public agencies.



# what our customers say



★★★★★

Swimart are thrilled to have partnered with Colorcorp for our ongoing national brand refresh project.

The recently completed Swimart Penrith site is the latest of an ongoing rebranding project spanning 29 completed franchise sites over the last 3 years & over 100 vehicles of all different makes and models. These projects are quite complex, involving project management, production and scheduling installation of building signs & vehicles.

Marketing Team Lead, Swimart

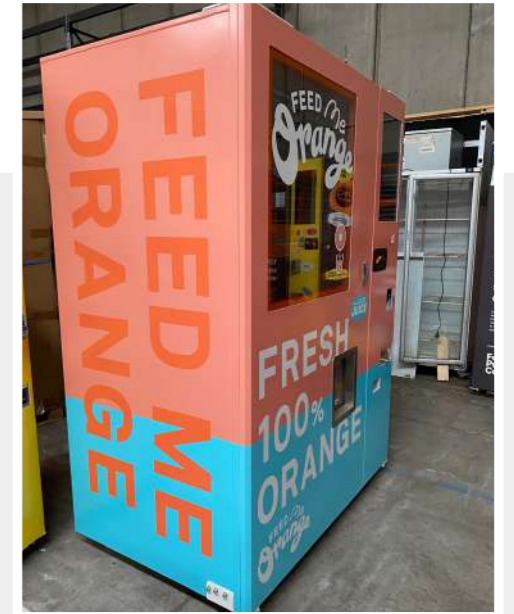


★★★★★

You managed a large-scale project with a deadline which didn't allow for much wiggle room, you did a very good job... and ultimately delivered the desired project outcome...The project was a success and we met the key outcomes within the necessary timeline.

Thanks again for all your help, I really appreciate the effort you put in to ensuring the rollout was completed on schedule.

Project Manager, Me Group



★★★★★

Just wanted to thank you for the amazing turnaround on the M&C signage. We appreciate that you also had to run jobs for another two Faculties + requests for tablecloths, media walls etc!

Brian, your ute packing was next level – I love the way you marked everything clearly and packed in layers for priority. Awesome work.

Celeste thanks for your infinite patience and for coordinating communication with your team, we greatly appreciate you making this happen.

Client Service Leader, UQ



★★★★★

I highly recommend Colorcorp. Celeste Powell always goes way above and beyond for us. The service is so efficient and the quality of their print work is absolute quality. Thanks Celeste and Colorcorp for all that you do for us!

Marketing Graphic Designer, Enerdrive



# how we can elevate your brand

## Signage

- Way finding signage
- Indoor / Outdoor banners & billboards
- Illuminated and non illuminated Building Signs
- Real Estate Signs
- Banner Poles
- Fence & Hoarding Banners

## Retail and POS Display

- Vending and Refrigeration Decals
- Wall and floor decals
- Point of Sale Displays
- Hanging Signs
- Window Decals

## Vehicle Signage

- Vehicle Wraps
- Fleet Branding
- Hard side trucks and trailers

## Heavy Transport and Safety

- Regulatory Signage
- Long Vehicle Road Train Signs
- Rear Markers
- Metal Sign Holders
- Bus Signage
- Dangerous Goods Labels
- Safety signage and flags
- Diamond Books

## Event Signage

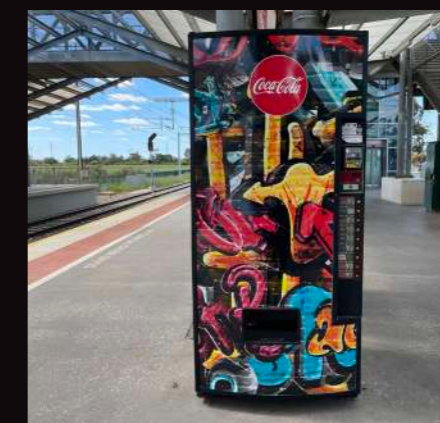
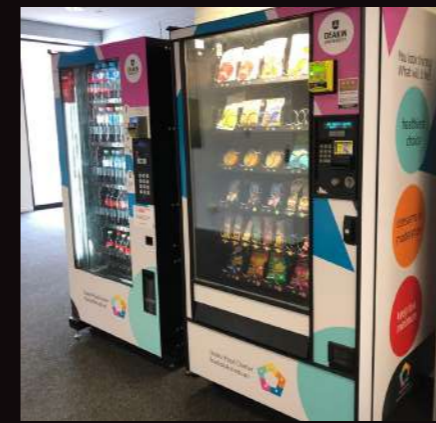
- Medial Walls
- Exhibition Stands
- Pull Up Banners
- Corflute Signs
- Crowd Control Barrier Covers
- Flags

## Corporate and Retail Signage

- Foyer and Reception Signage
- Cut out lettering
- Office Fit out Rebranding
- Tenant Sign
- Car Park signage
- Wall Murals
- Permanent Signage
- Aluminum Signage
- Window Decals and Frosting

## Architectural and Interior Design

- Wall Murals
- Window Frosting and Decoration
- Bespoke Wall Paper Prints
- 3M Di-Noc Self Adhesive Wraps, Wood Grain, Stone, Metallic





# who uses us to elevate their brand

## Health

We understand the importance of effective promotion within the health sector, with its emphasis on trust and professionalism. It's essential to use a signage expert who can establish these qualities, building a brand reputation that fosters genuine customer confidence.

## Education

Through experience gained with large industry players, we have developed the tools and experience to provide this edge. Additionally, we are equipped to provide the more functional signage requirements within this increasingly international setting.

## Retail

The challenges of a cluttered and competitive retail space can complicate effective message delivery. Rely on Colorcorp's decades of earned expertise to overcome these obstacles and watch your sales grow.

## Fleet

Colorcorp has extensive experience with fleet managers, logistics companies, bus and commercial hire vehicles. Fleet graphics have a very low cost per thousand impressions (CPM) when compared to other types of advertising media. Keep your brand top of mind.

## Government

We recognise the formal and professional signage standards required within an institutional setting, having previously supplied these type of materials to all levels of government. Beyond government agencies, we are equally capable of producing impactful electoral campaigns for your organisation, delivering messages to the scale and tight schedules required within such circumstances.

## FMCG

Fast Moving Consumer Goods require succinct and eye catching marketing to affect consumer decisions within critically short time frames. Adapt your signage to reflect this by taking advantage of Colorcorp's POS know-how and our understanding of customer behaviour.



**AUSTRALIAN RETAILERS** have indicated **STRONG RETURN ON INVESTMENT**, with numbers indicating a



**5-30% INCREASE** in like for like sales.

The brand relaunch sales have also seen some brands have a



**50%** spike



in sales

for the initial launch period (notably with 'store of the future' concepts).



# We fully manage your project to turn your idea into reality.

Our national installer network are fully qualified and trained in the latest techniques. Having a reliable network across the country allows us the scale to offer high quality outcomes. Whether you have 1 or 1000 sites, our team is qualified to carry out your project from start to finish.

Our brand elevation team are passionate about maintaining the integrity of your brand on every sign produced. You will benefit from a single point of contact and our national footprint means you have brand consistency for all signage across the country.



## Visual Identity and Brand Consistency

You can rest assured that your brand is in safe hands, with guaranteed consistency in colours, sizing and longevity across the nation. The strength of our supplier relationships combined with our centralised manufacturing ensures we have complete control over the design and production of all our signage products.

## Compliance and Regulatory Signage

Travel safe with Coloursign, our range of Class 400 and Class 2 regulatory signage for the trucking industry. Coloursign is a market leader with more than 30 years' experience supplying Australian Made transport safety signage that meets all legislative requirements. Backed by 12-month manufacturer warranty, Coloursign is design to last in harsh Australian environment.

## Rebrand / Refresh

Whilst no one knows a brand better than those within it, having the same partner on board at each step ensures that no part of the vision is lost. As your brand refresh partner you can take advantage of our experience in implementing large scale national brand change. We can assist you through every phase of concept development, design, creation and manufacture, installation and ongoing support ensuring the physical rebrand is achieved in line with or exceeding your desired outcomes.

# National Rollouts

# *National Brands*



---

# streamlined elevation process & expertise



## Project Management

Colorcorp project coordinators provide a single point of contact to manage production and installation anywhere in the country and can project manage your job from start to finish. Our project management software simplifies complex multi-site installations and provides full visibility of project status.

Our team's expertise and experience in delivering national projects offers our clients the advantage of reducing the number of suppliers involved which increases project efficiency and maintains brand integrity.

Whether it is brand refresh rollouts for Goodstart Early Learning, applying signage to vending stores for Coke nationally, or wrapping a fleet of semi-trailers for Aldi, we'll do the hard work for you.

### *Our consultants work with you to:*

- Define the scope for your project
- Establish clear objectives
- Prepare mock-ups and visuals
- Ensure all signage is fit for purpose
- Coordinate onsite installation
- Conduct a complete walk through

With clear communication from project start to finish, innovative solutions, competitive pricing, and fast turnaround times, we strive to make the process easy for our customer.

Our team shares over 150 years of combined industry experience. Our consultants understand the importance of signage for your business - increasing brand awareness and giving your business a competitive advantage.

Let us *uncomplicate*  
your next project

---



“ISO & compliance are not just boxes to check, but rather the foundation of a culture of excellence.”

Amit Jindal, General Manager of Colorcorp



## Colorcorp Assurance

We operate in compliance with internationally recognised systems of accreditation that ensures a quality service, that is also consistent. Our standards are of paramount importance and we routinely audit our operations against the most rigorous external benchmarks.

- **Quality Management System: ISO 9001:2015**
- **WHS Management System: ISO 45001:2018**
- **Environmental Management System ISO 14001:2015**
- **Sustainability Accreditation: Ecovadis Silver 2022**





At Colorcorp, we are intent on remaining at the forefront of sustainable substrates and print techniques. We offer a wide range of sustainable alternatives to standard substrates.



We encourage our suppliers and customers to 'go green'. We continually review and improve our environmental management performance. We have also instituted external review and audit of our ESG performance by EcoVadis.

Our EcoVadis Silver Medal (2022) score puts us in the top 8% of global printers for sustainability.

We keep our carbon footprint low. Our manufacturing facility is powered by a commercial grade 100KW solar

system. Additionally, all our offcuts of corflute, polyprop, metals and boards are recycled, with less than 20% of total waste going to landfill.

Our printing machines are the most eco friendly on the market, backed by HP Greenguard Gold Certification and running water based inks, with all ink cartridges being recycled.

# driving positive change in print



## Environment, Social, Governance Commitment:

At Colorcorp, we are dedicated to upholding the principles of ESG in our operations. We believe in making a positive impact not only within our organisation but also by advocating the same standards for our suppliers and business partners.

Our commitment extends beyond our business concerns, as we strive to create a more sustainable and compassionate world.



## Embracing Corporate Social Responsibility:

As a group, over the past 20 years GJI has proudly supported more than 40 charities to the value of \$1.3M, including GJI's own initiative 'Project MAD,' which encourages individuals and businesses to embrace the power of making a difference. Through these efforts, we aim to contribute to the greater needs of society.



## Focus on Workplace Health and Safety:

With decades of industry experience and knowledge, Colorcorp ensures the management of our production facilities and site installations with utmost confidence. We establish and maintain safe operating procedures for machinery and equipment, prioritising workplace health and safety for our team and the general public.

Our commitment to a safe work environment is reflected in our compliance with ISO 45001:2018, an internationally recognised standard for Occupational Health and Safety Management Systems. Through these measures, we strive to create a secure and healthy workplace for our employees and maintain high standards of operational excellence.





For over 30 years, Colorcorp has been keeping the Australian trucking industry moving safely. Colorsign, our brand of reflective truck signage, provides a wide variety of Australian made, premium quality & enduring safety signage for vehicles.

Our decals are mounted on either aluminium or zincanneal for easy installation. They are scratch & fade resistant to the general wear and tear of day to day trucking.

## SAFE TRANSPORT FOR SAFE ROADS



### AUSTRALIAN MANUFACTURER

We're proudly Australian made, which means we've got a lot to live up to. Our long service to the industry has let us build a reputation as a reliable supplier of quality signage. As a local, we're more accountable to our customers and responsive to their needs. We're also familiar with the environment and standards required, removing the risk that less knowledgeable outfits present.



### QUALITY PRODUCTS

Road signage is about safety, and good visibility can make all the difference. Don't take chances; you need durable, quality signage made by a proven team. We use only the best materials and manufacturing processes to produce the highest standards of signage demanded by Australian road conditions.



### COLORSIGN ASSURE

We're confident in the quality and durability of our signage and we offer a generous warranty to prove it. From installation, you'll get a 12 months money back guarantee that will ensure your complete satisfaction with the performance of your Colorsign product.



### LOCALLY MADE FOR A FAST TURN AROUND

Colorsign is an Australian local. Our Aussie team produces signage right here, making connecting with us easier and giving you the confidence that the job will get done. This also means the assessment and ordering process is faster, ensuring you'll get what you need, when you need it.



### SUSTAINABILITY

As a globally responsible business, we're dedicated to achieving the highest environmental and sustainability standards in everything we do. We're accredited under the internationally recognised ecovadis system and are compliant with the relevant standards in environmental management systems.



### BUILT TO AUSTRALIAN STANDARDS

Australia's tough road conditions needs tough signage to survive it. As a safety requirement, it also needs to conform to stringent rules and regulations. Our local knowledge means we understand exactly what's needed and we've built our products to match. Ensure long road trips under a beating sun or pouring rain are driven under the safest circumstances, with an experienced local signage partner.

#### ISO STANDARDS:

- ISO 9001:2015 – Quality management system
- ISO 45001:2018 – WHS management system
- ISO 14001:2015 – Environment management system

#### LEGAL REQUIREMENTS FOR NATIONAL HEAVY VEHICLE REGULATIONS:

- VS12 – Rear Marking Plates
- VSG19 – Vehicle Warning Signs
- OSOM – Oversize Overmass Vehicles

#### AUSTRALIAN STANDARDS:

- AS 1744:2015 – Standard alphabets for road signs
- AS 1906.1:2017 – Retroreflective materials & devices for road traffic purposes Retroreflective sheeting
- AS 4001.1:2017 – Reflective rear marker plates. Classification and manufacturing requirements
- AS 1216 – 2006 – Class Labels for dangerous goods.



# colorsign



# colorcorp

let's elevate  
your brand

---

277 Toombul Rd,  
Northgate QLD 4013

1800 DECALS (33 22 57)

hello@colorcorp.com.au

**colorcorp.com.au**

visit our website

