



JEPSON & CO LTD
FIRST IN NUMBER PLATES
Est. 1894

Case study: Jepson & Co **co-develops on-site branding software**

Our OEM manufacturer customer wanted to make it easier for their dealer network to stay within corporate brand guidelines – so we arranged that showroom plate templates could be printed on-site in seconds.

In a nutshell:

We've helped our customer meet their branding goals at all sites by syncing new showroom plate designs to their plate-making software – therefore improving brand compliance.



“We'll look after your number plates so you can look after your business”.

Find out more by contacting Chris:
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How they worked previously:

When the dealer needed showroom plates, they would order with their central distribution warehouse and await delivery – typically 1 to 2 days.

How Jepson & Co helped:

We create a branding and showroom plate module in the software our dealer network customers use to make number plates. New showroom plate designs are downloaded instantly onto the software and the dealer can simply make the showroom plate on demand, just like they would with a number plate.

How has it benefitted our customer?

Brand compliance has improved at the dealership and we have helped our OEM manufacturer customer to resolve an ongoing issue with a simple yet clever solution.