ERIKS and Out Of Home International Bring Quality to Bear In Aberdeen

Tuesday 25 February, 2014

ERIKS Industrial Services, Europe's leading industrial services partner have teamed up with Out Of Home International, specialists in out of home advertising solutions, for a series of 48 sheet and bus rear adverts emphasising the benefits of avoiding counterfeit products in the industrial sector.

Displaying in Aberdeen for two weeks each commencing February 24th, March 10th and March 24th, the 48 sheet adverts ask 'Want The Best For Your Company?' and 'Can You Spot The Fake Bearing?' with large, bold images of bearings displaying the quality fabrication that has earned ERIKS their status as an SKF authorised distributor. The bus rears display the same attractively designed imagery, and go on display in Aberdeen for four weeks commencing 17th February.

Counterfeit components are an increasing danger in the industrial workplace, with shoddily constructed fakes leading to product failure that can cause expensive downtime and replacement at best, and severe workplace injuries in worst-case scenarios. This campaign serves to make people aware of the easy local availability of quality components.

CEO of Out Of Home International's parent company Media Agency Group, Lee Dentith, said "We are pleased to be associated with ERIKS and their SKF authorised commitment to full traceability in engineering components. We hope this campaign helps ERIKS go from strength to strength."

Media:



Related Sectors:

Manufacturing, Engineering & Energy ::

Related Keywords:

48 Sheet :: Billboard :: Advertising :: Bus :: Backs :: Rears :: Advertising ::

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