

Petrol PLAZA

Furbishing service stations from the ground up

Custom signage & branding solutions provided for Emarat

Service stations are an extension of the brand identity of any fuel retailer. You will find customers showcasing loyalty and only utilizing stations of their preferred brands. Thus, creating a service station that emulates a brand's identity is key. This is where companies like Joseph Group comes into play.

Joseph Group can do up an entire service station from the ground up - from steel structures to signage and branding.

Since 1992, the Group has been partnering as suppliers to provide top fuel retailer, Emarat with signage and branding solutions. The roll-outs have only gotten bigger over time and the scope has extensively expanded. Let's take a look at what was provided for the recent Emarat projects.

Structural Steel Canopies:

Just like any property, the quality and engineering of the external structure establishes its longevity. Joseph Group ensures the implementation of this through well thought-out design, fabrication, painting, delivery, and assembly processes for the steel structures of the forecourt canopies. Roof cladding for these structures are also supplied, and a proper gutter system is kept in place.



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Forecourt Signages:

Once the structure is in place, the next criteria are signages. The most prominent are the static forecourt [canopy signs](#). These are installed to be projected by utilizing the canopies as support, and are custom produced to stand out and remain highly visible at any given day or night.



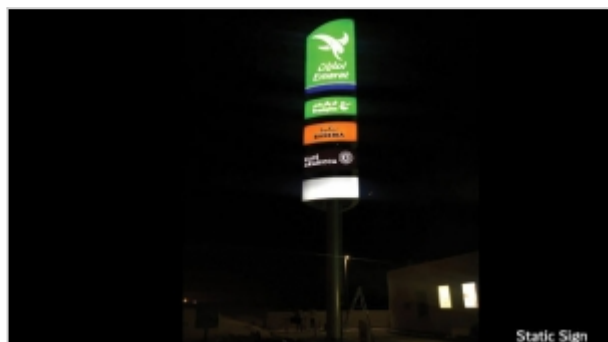
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Static Signages:

As manufacturing and engineering techniques become more revolutionary, Joseph Group has well equipped itself to produce a variety of signs, tailored to meet the brand's retail visual identity requirements. [RVI](#) elements like pylons, sky signs, customer service units, spreaders, exit/entry signs and air/water signs are custom produced by the Group.



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Digital Signages:

The signs found in service stations do not just end with the static kind. The evolution of advertising has made [digital signage](#) solutions an essential marketing practice. Once the columns of the canopy are set up, digital LED screens custom produced by Joseph Group, are often installed on the column exteriors to be utilized as advertising tools. Various types of custom external and internal digital solutions are also produced for within and outside the [C-stores](#).



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Convenience Store Branding:

Service stations of today are more than just filling stops. Food and beverage, banks, car wash, and many more retailers can be found in the premise to facilitate requirements of visiting customers. Signages for these, as well as their civil and MEP works such as tiling and painting are executed by Joseph Group as per the brand's specific requirements. Store and light fixtures are also handled during the roll-outs if required.



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Utilizing signs, graphics and digital solutions to create awareness and an inviting environment for customers to visit requires a notch of specialization and experience that you are guaranteed when Joseph Group is your trusted signage and branding partner.

Head onto www.josephgroup-rvi.com to check out the other [fuel retailers](#) who the Group has worked with over the years.

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