

# Petrol PLAZA

## Middle East's first fully-themed fuel service station

### ADNOC at Last Exit Dubai

Last Exit - a one-of-its-kind food trucks concept is conveniently located on-route Dubai and Abu Dhabi. Filling stations are strategically placed in the area offering re-fuelling services for passers-by.

ADNOC customized their stations making them the first of their kind across the Middle East. It is also the first time that ADNOC deviated from its standard branding to create [themed service stations](#) with rustic vintage finishes and race track & fast track influences.

[Joseph Advertisers](#), specialised in petroleum industry signage and branding roll-outs, produced and installed steel structures, cladding, large-format printed graphics, and external & internal signages for these themed service stations.



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SKID mounted or containerized dispensers were modified, and are unlike the conventional ADNOC station dispensers. Cladding for the themed stations was done using custom-painted, GI corrugated sheets, and colourful mosaic-patterned, A2-class ACP cladding.

Joseph Advertisers utilized custom-made clamping arrangements for sub-frames so as to prevent damaging the integrity of the SKID that was provided by ADNOC, and to avoid any puncturing of the SKID unit.



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Totem signs of 12 metres height, painted to match existing columns and structures in the surroundings, were made of steel I-section. Similarly, a variation of entry and exit signs, traffic signs, facility units, c-store signs and graphics were custom-produced to coordinate with the prevailing theme.



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The entire roll-out of the stations by Joseph Advertisers predominantly revolved around customization and **re-branding** to match the theme of the Last Exit.




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More about the Company, the Group, and its products and services can be found by visiting [www.josephgroup-rvi.com](http://www.josephgroup-rvi.com) or keeping in touch with their socials.

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