

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.



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.



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.





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.




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

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