



Petrol Sign becomes Esso's signage supplier in Europe

Petrol Sign, a specialist in signage materials for fuel stations, has signed a 5-year supply deal with Esso Europe, reports Forecourt Trader.

Through the agreement Petrol Sign will be supplying and fitting sign materials for Esso in the UK, Benelux, Norway, Germany, France, Cyprus and Italy.

Since 2002, Petrol Sign designs, produces and fits exteriors for filling stations. They supply all advertising and operating products for filling stations and shops, varying from advanced remote-controlled LED screens to credit card stickers.

Eelco Lambooij, CEO of the company, said the deal was a boost for the company as it showed trust from a major fuel retailer.

Petrol Sign has been incorporated as a division of MS International Plc since June 2015.