

SHIRT STUDIO

CASE STUDY: 'O'PHEE TRAILERS BUILDS BRAND FOR THE FUTURE'

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Rocklea based company, O'Phee Trailers, has built a proud history as an Australian transportation industry leader for over 40 years. The transport company is a one stop shop for trailer design and manufacturing, service and selling the final product, with an emphasis on very high standards of production and risk management. Husband and wife team Mick and Sharon O'Phee are celebrated as active and innovative members of the community, helping to design the future of road transport.

The Brief

Shirt Studio was first approached by O'Phee Trailers after the company decided that a high quality uniform was required to match the transport leader's reputation for excellence. The uniform also needed to be a strong branding tool for employees in both the workplace and community events such as trade shows and exhibitions. Shirt Studio's corporate director Anoop Anchal worked collaboratively with the O'Phee team, to ensure that all expectations were met.

The Design

During the design process, it was kept in mind that the uniform would form part of the centrepiece for the 2011 Truck Show display, held at the Brisbane Convention and Exhibition Centre. After a comprehensive style consultation, Shirt Studio designed a branded set of uniforms in a classic colour palette, which were modernised with a striped contrast fabric added to the cuff, inside placket and neck band. The final three shirt colour options for O'Phee were mauve, blue and white in cool waffle weave cotton, allowing team members to diversify their work wardrobe without compromising branding. As for the logo placement, it was decided to place the team symbol on the left hand breast area of the shirt.

The Outcome

Once the design was complete, the only barrier to success was effectively working towards a deadline. The Shirt Studio team ensured that the production phase ran as smoothly as possible by setting out an organised time frame and focusing on the finer details such as finalising a logo ahead of schedule.

After Shirt Studio delivered the new corporate uniforms, the shirts gave the team a renewed confidence as well as strengthening the professional team image of the company. The shirts were also an integral part of branding at O'Phee Trailers display for the truck show at the exhibition centre. As for the recent achievements as a business, the awards that O'Phee Trailers has received speak for themselves. At the 2011 Truck Show, Mick and Sharon O'Phee graciously accepted two industry awards, for *'Outstanding Trailer/ Truck Body Manufacturer Display'* and *'Risk Management Excellence'*. Shirt Studio congratulates O'Phee Trailers on the award recognition as well as their decision to create a high quality uniform design solution.
