

Q8 stations are well-equipped

Each year, Q8 rolls out eleven nationwide marketing campaigns at all of its 106 petrol stations across Denmark.

Stibo handles the entire process, from printing campaign material to individual packaging, inventory management and distribution to each station. Additional material is produced and delivered to the company's 124 unmanned F24 stations as required.

The campaign material consists of up to 100 different elements in the form of signs, billboards, outdoor banners, POS material and much more.

"Working with Stibo Complete, we not only get our campaign material printed – we also get storage, inventory management, custom packaging and delivery, so each station gets exactly the material they need when they need it."

Karina Bryrup
Marketing Manager, DK

An efficient setup

All campaign material is packed and sent to the relevant stations on a regular basis in specially adapted packaging.

"With so many stations spread across the country, it's immensely important for us to have the most efficient set-up possible. This complete solution saves us a lot of time, money and resources – and who can say no to that?" Karina Bryrup Lauridsen says.





