

CONTACT:

Lisa Jenyns

Stor-All Storage

Phone: (954) 421-7888

Lisaa@stor-all.com

Stor-All Storage Rebrands Moving Truck Design

Stor-All Storage is proud to announce the new design of their moving trucks that match the company's recent *Personally Yours* rebranding campaign.

Deerfield Beach, Florida, April 25, 2013 – Stor-All Storage completes the redesign of their moving trucks. This is the final phase of the company's *Personally Yours* rebranding campaign. The underlying premise of the new design is to create easier visibility of Stor-All's logo, website, and phone number while simplifying the visual design. Alex Pinard, Creative Director, comments, "We are very excited to be in the last steps of our rebranding campaign and feel that it directly reflects our message of being a goodness driven family business. We have worked hard to make sure that each piece of this campaign not only portrays the values and message of Stor-All but, creates a fresh new personality in the self storage industry".

The new truck design was created by Graphic Designer and Managing Partner of Fresh Design International, Andres Perea, who is also responsible for the creation of the *Personally Yours* campaign. Keeping the new look fluid throughout all branded materials was Stor-All's main goal in this truck redesign. The final design took one month to develop and all trucks are currently in the process of getting revamped by AdGraphics, Inc.

Stor-All Storage currently has a fleet of 22 moving trucks. They are spread across their 43 storage locations in Florida, Georgia, Virginia, North Carolina, and Colorado. John Anderson, President of Stor-All Management, states, "Having a large range of trucks varying in sizes from 10 to 16 feet, allows a greater service to our customers. These trucks are easy to use and are another way Stor-All is making it *Personally Yours*. Besides helping our customers, these trucks provide great advertising for our company."

Stor-All Storage is a goodness driven family business founded in 1967, operating 44 storage locations in Florida, Georgia, North Carolina, Virginia and Colorado from its headquarters in Deerfield Beach, FL. Stor-All is a fully integrated self storage company providing real estate brokerage, asset selection, underwriting, construction, development, property management and investor relations services to its individual investment partnerships.