



PRESS RELEASE

GAS-ELEC HITS THE STREET

Middlesex, 12 November 2009 – gas-*elec*, a leader in the field of gas and electrical safety services and products, has taken to the streets with a vehicle branding campaign to advertise their energy-saving solution, the g3.

The g3 a three-pronged product bundle that incorporates specialist products in order to provide an effective solution to not only save money on heating bills, but to reduce carbon emissions.

“gas-*elec*’s award-winning g-save smart boiler economiser and comparison website, gas-*elec* Compare, and the e-save Electricity Monitor tackle the combined issue of saving money and energy,” says John Davidson, gas-*elec* Managing Director.

John went on to say that vehicle advertising is an extremely popular form of promotion for businesses due to its high visual impact at eye-level, high success rate and low maintenance cost.

“It is an affordable, effective outdoor advertising solution which is also relevant to the current economic climate and has already generated a heightened awareness of our energy-saving offering,” adds John.

Research shows that branded vehicles are the perfect setting for an effective advertising campaign. Not only does the vehicle offer a large surface area to get the message across, but the vehicle has a constant stream of passersby – pedestrians, drivers and passengers – attracting their attention to the offering throughout the vehicle’s journey and whilst parked.

“We have also put in place a monitoring element, so that we can monitor the response to the campaign, which will assist with future vehicle branding campaigns,” concludes John.

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Editor's Notes

Founded in 1996, **gas-elec** carries out impartial safety inspections and light remedial works. Its unique inspection service provides the residential lettings market and homebuyers and sellers with multiple inspections of the gas and electrics in one visit. **gas-elec** has recently launched a number of new energy-saving products and services. These include the g-save fuel economiser, which reduces fuel bills by up to 31% and a consumer comparison website (gas-elec Compare) that offers users the widest range of energy suppliers in order to compare their gas and electricity prices. **gas-elec** has over 126 franchisees operating from 18 regional offices, who this year will carry out more than 120,000 safety inspections in domestic properties throughout the UK. For more information visit www.gas-elec.co.uk.

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