

# CASE STUDY



CLIENT: Distec Graphics  
LOCATION: Guatemala





## Bever Innovations and Distec Graphics co-operate successfully in Central America



**Five thousand, five hundred and eighty seven miles separates Dutch International LED lighting specialists Bever Innovations from their newest partner, Distec Graphics – an LED signage company based in Guatemala. But despite the distance and the seven hour time difference, it is a relationship forged on fast production, quality products and most importantly excellent communication.**

“What we have been most impressed about is the clear communication, response time and professionalism of the team at Bever Innovations, explained Alfredo Angel, Commercial Manager at Distec Graphics. “Even with the time difference, we always know what’s happening and there’s a very quick turnaround, which is great for us,” he added.

Regional retailer, UNO, backed by Terra Petroleo, a division of Honduran business holding company Grupo Terra, operating 1000 service stations across 9 countries in Central America, is currently working alongside Distec Graphics on a programme of branding a number of ‘white flag’ service stations that have been added to the UNO network. In Guatemala, UNO operates 30 sites under the UNO brand and has a further 250 sites branded Shell.

The Guatemalan fuel retail market has transformed over the last few years with smaller dodo sites (dealer owned, dealer operated) making way for larger international brand franchise models.



Distec Graphics, established in 2010, provide LED signage, graphics and illumination across various industries in the Central America region, working with key brands including Taco Bell, Holiday Inn and Best Western, among others. To provide the best solutions, Distec utilise the services of leading companies in LED technology to provide solutions tailored to each individual client. With a 100% focus on fuel retail, Bever Innovations has proven to be the ideal partner to support Distec’s first foray in to the retail fuel marketplace.

An initial agreement between Bever Innovations and Distec Graphics has seen Bever provide LED Price Displays to 17 Uno sites. The Price Displays are designed to offer optimum visibility regardless of the weather conditions, whilst also complimenting the retailer’s brand identity.

“Distec has a fantastic reputation for producing LED signs, but this was their first entry into the fuel retail market. They wanted to be sure that they were working with a partner who could deliver a quality product on time. Bever has a proven record over many years of providing LED Price Displays to some of the world’s most recognised fuel retail brands in all kinds of environments,” explained Bart Engels, Business Development Manager for Bever Innovations.

He added: “Price Displays are a key part of a customer’s identity and flexibility is essential, in order to adapt to the client’s needs, from our engineers, who create the products to the customer’s specifications, right through to factory floor and the logistics teams, who ensure that Bever products are assembled quickly and delivered on time”

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Bart concluded: “We have built an excellent relationship with Distec. They are creative, responsive and very professional and I look forward to hopefully working with them on future projects.”

As their name would suggest, Bever Innovations are continuing to innovate and develop their products to meet the needs of their customers. Set to launch later this year, Bever’s new ‘EOS Technology’ solution will connect the lights on a forecourt through one centralised system. This technology is designed to give site operators more control over their displays, allowing them to log on remotely to monitor and adjust pricing.

Response to the Bever Innovations LED Price Displays has been hugely positive:

“Our clients are delighted with the result. The product, the price and the communication has been excellent and I hope we can continue to work together with Bever on future projects,” said Alfredo.

To learn more about Bever’s intelligent lighting products visit [www.beverinnovations.com](http://www.beverinnovations.com).



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