



A pioneering out of home advertising, digital signage & street furniture manufacturing company

Trueform Outdoor Media is an OOH media business. Part of the Trueform Manufacturing & Technologies Group, the company uniquely provides a one-stop-shop for the provision of media sales and advertising with in-house supply, installation and maintenance services for roadside street furniture assets.

With over 45 years of experience, Trueform has equipped many of the UK's and World's towns and cities with stunning, leading edge street furniture, signage and digital signage assets.

Trueform transform urban environments by uniquely blending in-house street furniture and digital signage manufacturing, technology, installation and maintenance capabilities with outdoor advertising and digital advertising expertise - providing sustainable roadside infrastructure assets, valuable funding streams, maintenance and support services to our towns, cities and local communities.

Trueform have over 150,000 products installed in towns, cities, airport and retail locations throughout the World, including: London, Birmingham, Manchester, Leeds, Glasgow, Edinburgh New York, Hong Kong, Toronto, San Francisco, Las Vegas, Seattle, Miami, Abu Dhabi, Bahrain and Geneva.

**For more information on our products please call 0208 561 4959
email sales@trueform.com or visit trueform-outdoor.com**

Products

Trueform utilise leading design, innovation, technology and advanced manufacturing techniques to develop and deliver market leading products for public spaces and media application. All work is undertaken in-house, from the company's 125,000 sq ft manufacturing and technology centre in west London.

Trueform's products facilitate and encourage low carbon mobility and active travel. They rejuvenate travel, town centres and retail environments whilst improving public health, air quality and quality of life.

Trueform supply a large, comprehensive range of premium products. We also offer a custom design and build service where we can provide products to match customer / city specific appearance and operational requirements.

Our range of infrastructure, street furniture, signage and outdoor media products include:-

- **Bus shelters**
- **Rail shelters**
- **Freestanding Advertising Displays**
- **Digital 6 Sheet Advertising Displays (75", 85")**
- **Small & Large Format Digital Billboards**
- **Classic 6 Sheet Posters**
- **Digital Media & Telecommunication Hubs**
- **Pedestrian Wayfinding Totems**
- **E-Charge Canopies and Kiosks**
- **Airport Infrastructure**
- **Signage and Digital Signage**
- **Air Pollution Monitoring**



NATIONAL ADVERTISERS

Our long standing relationships with Outdoor 'specialists', Media Agencies and Major Advertisers enables us to provide valuable revenue streams from national advertising on premium quality advertising platforms in towns, cities and retail environments throughout the country.

Our experience, expertise, premium street furniture products, classic billboards and vibrant digital display solutions offer brands and advertisers unprecedented prominence and impact.

We work with our clients and industry to ensure that digital platforms are leveraged to work harder for advertisers, including adopting inventory and content management and programmatic trading.

LOCAL ADVERTISERS

Outdoor advertising is a tried, trusted and cost effective advertising medium used by thousands of local businesses - large and small - to increase business and drive growth.

Outdoor advertising formats surround and reach consumers daily. As people go out and about, commuting, shopping, driving, travelling, walking, cycling, running, using public transport, doing the school run, socialising - they are exposed to OOH messages.

Highly noticeable, highly targeted and proven to reach required customers / audiences, outdoor advertising is proven to influence customer behaviour and turn shoppers into customers.

Trueform's range of product and advertising hardware solutions are designed to blend with and enhance town, city and retail environments, enabling the installation and deployment in premium, high footfall, high traffic locations.

