ASSET & FLEET MANAGEMENT

Tracking & managing your marketing assets and fleet is easy with Mobilisar

Whether it's managing promotional POS, brand assets or vehicles, we'll reduce your admin and stress.

Our Mobilisar software allows you to monitor stock levels of every SKU stored with us. Based on past usage, it issues reorder prompts so you never run out of core brand items. It highlights slow or obsolete stock, allows you to reserve stock for upcoming promotions, and to source equipment, products, and marketing materials globally.

Mobilisar is also an outstanding tool to manage storage, placement, provisioning, repair and maintenance of your fleet of freezers, chillers, heated food cabinets, caravans, pop-up container stores, mobile bars or cafes, and other promotional vehicles.

It lets you see at a glance each item's service history, whole-of-life costs by asset, the depreciation schedule, and freight costs so you can make informed decisions about whether to repair or replace.

FLEET OPERATIONS MANAGEMENT

Mobilisar simplifies the management of powered assets such as fridges, freezers, heated food cabinets, slushy machines and anything else designed to support the sale of food and beverages.

Brandspec has extensive expertise in the management and logistics of powered/high value assets, including the unique challenges of providing onsite support and 24/hour breakdown services.

The application of unique QR codes to each item allows for clear reporting of asset investment, storage/movement spend, booking and tracking repairs, depreciation, and whole-of-life costs.

It also makes it easy to track and manage any servicing and compliance requirements such as Gas Certification & Electrical Tagging.

SUPPORT TEAM

We know that when you're operating 24/7, asset reliability is crucial to your business and reputation.

Our support team is working when you do and is only a phone call or email away..

VEHICLE MANAGEMENT

If a lack of secure parking or dedicated staff to manage bookings, servicing, and repairs makes storing promotional assets onsite impractical, we can help.

Be it a caravan, pop-up container store, mobile chiller, bar or café, Brandspec can safely store and manage your fleet. Bookings are managed via our Mobilisar platform and a single brief ensures your vehicle is fully provisioned and delivered to site anywhere in New Zealand. Afterwards we'll reverse the process, ready for your next activation or event.

We can also track and manage any servicing and compliance required such as Gas Certification, Electrical Tagging, WOF, COF and Vehicle Registration.

EVENT INSTALLATION

We're known for our expertise in creating inventive stands at food and trade shows, festivals, and offsite activations.

Our dedicated Events Team will design and construct a stunning display, manage the printing and production of the components, deliver your display to site and install it. When the event is over, they'll deconstruct your stand and return it to one of our secure warehouses throughout NZ or Australia. Once there it will be cleaned and repaired as needed before being carefully packed away.

You can rebook the stand, or components of it, and any brand assets you have stored with us using our Mobilisar Software program.

GLOBAL SOURCING & IMPORTATION

We can procure your point-of-sale, display stands,merch, and other assets globally. We can organise all or part of process including shipping, import and customs compliance, and devanning at a transitional facility in NZ or Australia.

Brandspec is fully accredited with TSW, NZ Customs, and MPI to manage and receive containers from overseas. Experienced Logistics Teams will handle your containers at our purpose-built, fully certified transitional facilities.

When your stock is cleared and ready for dispatch, we can arrange timely distribution of bulk stock straight into market, for timed activations, promotions or launches.

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