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## Donegal firm in national campaign

Donegal Groupage, the Donegal member for The **Pallet Network** (TPN) is participating in its first nationwide advertising campaign which is being launched this month. Despite the recession forcing many companies to slash their advertising budgets, TPN, Ireland's leading palletised freight delivery system, is launching the €100,000 national and regional radio and print advertising campaign over the next six months. The advertising spend is designed to promote TPN and its local members, like Donegal Groupage, among trade, industry and consumers as the leaders in delivery of palletised cargo in Ireland. The advertising strap line for the campaign is "TPN That Pallet."

Gavin McNulty, Managing Director, Donegal Groupage said: "As a wholly owned Irish company with 23 regional network members, our reach is truly nationwide. The objective of this campaign is to build our brand and reputation as the Irish company to work with when it comes to delivering palletised goods in Ireland. The campaign is designed to convey our company's success and to consolidate our position as the leaders in this market."

Operating from a purpose built warehouse in Shorelane, Carrickmore, Donegal Groupage, via the TPN network, provides domestic overnight delivery to the 32 counties and 48 hour delivery to the UK, as well as international express deliveries.

The advertising campaign is spread across national and regional radio stations and newspapers and will complement the company's ongoing brand development. TPN is part of the Independent Express Group which recently announced a combined turnover of €14.6 million for 2009 and a 25% increase in new business in the first quarter of 2010. The group currently employs 50 at their €20 million hub and logistics centre at Blanchardstown

and has 23 regional network members employing over 400 people. TPN works with a variety of industry sectors such as manufacturing, retail, engineering, construction and the food and drinks industry. TPN is the only multi depot transport system that can boast ISO9001 accreditation at all 23 depots.