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**Aura Brand Solutions and Alstom announce new global rail partnership**

Aura Brand Solutions has signed a five-year global framework agreement with Alstom for the supply of rail branding and related services. Alstom, a global leader in smart and sustainable mobility solutions, who build trains across the world, were looking to consolidate their supply chain by partnering with companies that offer cross-border rail branding services. Aura, who are one of only four companies globally to be appointed by Alstom, already carry out a lot of brand implementation work outside of the UK.

Aura’s Tim Locke, Director of Rail, and Stuart Day, Sales and Marketing Director, recently met with Alstom’s Global Procurement Commodity Manager, Jérôme de Gromard and Commodity Leader, Artur Stepanian in Paris to conclude the framework agreement. Collaboratively they developed a detailed framework over several months for the supply of rail branding and refurbishment services to the multinational rolling stock manufacturer and its customers.

Thanks to the deal, rail operators worldwide will benefit from comprehensive branding and asset enhancement solutions, expert refurbishment and rolling-stock maintenance from Aura. In-house design, production and project management services complete the support package available.

Tim Locke *“We’re delighted with this news and we continue to be committed to bringing ambitious rail projects to life. This partnership with Alstom opens up so many exciting possibilities and will bring about a lot of great projects that I hope will benefit the rail industry as a whole.”*

Stuart Day *“It’s a great honour to be selected by Alstom as a global partner and it will give us a great foundation to build on the success we’ve had over many years in the UK rail sector.*

This partnership see’s Aura become a key approved supplier for Alstom, globally - allowing us to take on international rail projects everywhere, from India to Australia. We now have improved scope to contribute our extensive branding solutions including our industry-leading online portal, inhouse design processes, expert refurbishment and rolling stock maintenance to multiple rail operators across the globe.

**- Ends -**

**Notes to Editors**

**Media Enquiries**

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**About Aura Brand Solutions**

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

* Livery solutions for commercial and public service fleets.
* Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
* Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

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