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**Aura Brand Solutions complete overseas Irish Rail livery project**

Aura Brand Solutions have successfully completed a large-scale livery refresh project in Connelly, Ireland for Irish Rail. The official tender was won by Aura due to their high level of service, ability to complete work outside of the UK and the in-depth tender submission provided, detailing how the work would be carried out to specification and safety standards.

Irish Rail, who provide passenger and freight rail services across Ireland, were looking to refresh the livery of 17 x 4 car sets of Class 29000 rolling stock as they reached mid-life. As the project was to be completed overseas, Aura built staging and an undercover unit to create a suitable temperature-controlled working environment.

The contract required the removal of all existing branding and full anti-corrosion treatment followed by the preparation and spray painting of all vehicle roofs and driver car cab fronts. Each set was then primed and wrapped with Irish Rail branding in fire safety accredited 3M180Mc. 3M8993 and 8588G were used for anti-graffiti protection, to maintain the integrity of the brand long-term.

Being a 3M platinum partner, Aura were able to provide full matched component system with 6-year warranty for application and material of all branding.

Aura also supplied training to Irish Rail staff enabling them to complete minor accident damage including the removal and reapplication of small panels. Aura will continue to support the maintenance of the Class 29000 fleet moving forward.

Tim Locke, Director of Rail at Aura: *“I would like to thank everyone involved in making the project a success including Aura’s Project Manager Craig Illingworth who successfully ran the project with the support of Irish Rail’s Neville Aspell, Fleet Programme Manager, and his colleagues. I would also like to thank 3M’s James Meade, Key Account Manager for Rail (OEM and End User Commercial Solutions Division) and the technical services team including Tim Beyer, Specialist Application Engineer (Commercial Graphics Division) for their support with the rollout of the contract.”*

Neville Aspell, Fleet Programme Manager at Irish Rail: “*In Aura Brand Solutions we found a company that would provide a turn-key solution with respect to a full external refurbishment of 68 railcars. The programme was delivered on time and within budget - the fleet transformation has been extremely evident. Since completion we have had nothing but positive feedback from our commercial team and more importantly our passengers.”*

**- 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.