

auraontrack

keeping your trains looking first class inside & out

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# First TPE

## Case Study

- ➔ Old livery removal; application of new metallic effect wrap; ancillary labels & extensive painting to nose & roof
- ➔ Vinyl delivered to agreed timescales/costs; units completed within contracted downtime; with zero warranty claims
- ➔ Project implementation plans introduced to ensure all parties' working processes are aligned; ensuring all involved have agreed/achievable plan
- ➔ On-time delivery allowed for precise timings and reduced storage requirements; expectations met and issues resolved through 2/3 way PM meetings



**51 Sets**  
of 3 car rakes



**18  
month**  
project duration



# Heathrow Express

## Case Study

- ➔ Vehicle prep; application of new vinyl wrap; and ancillary labels
- ➔ Completed on time, first time within contracted downtime; applied vinyl was delivered from 3M to Aura to customer with zero warranty claims
- ➔ Regularly scheduled meetings between Project Manager and customer/TOC made for swift and effective communications.
- ➔ Project planned to avoid work conflict between different Aura team members and customer workforce (i.e. paint and application)



**Heathrow  
Express**



**5  
month**  
project duration



**14 Sets**  
of 4/5 car rakes

# Transport for Wales

## Case Study

- ➔ Assisted KeolisAmey & Transport for Wales with the launch of its new franchise that covers rail services for the Wales & Borders region
- ➔ Supplying all vehicle prep, painting and application of new exterior livery wrap; used 3M's non-PVC **sustainable** film 480Mc **which offers an enviromentally friendly solution**
- ➔ Fully project managed contract
- ➔ Removable parts taken to approved in-house paint-shop; work carried out over one weekend with no disruption to passengers



**66 Sets**  
of 2/3 car rakes



**12  
month**  
project duration



# ScotRail

## Case Study

- ➔ Our toilet wrap concept was successful at meeting all requirements of Scotrail; prototype applications have now led to a wider pilot
- ➔ Class 170 – Disabled toilets (35 cubicles); standard toilets (35 cubicles)
- ➔ Caledonia Sleepers – Disabled toilets (2 completed); standard toilets (4 completed)
- ➔ Internal and customer feedback has been overwhelmingly positive; operator is now looking to extend project across its entire fleet



The concepts and look is tremendous and is having a positive impact on the way people feel about our toilets. Hopefully we can continue to expand this going forward.



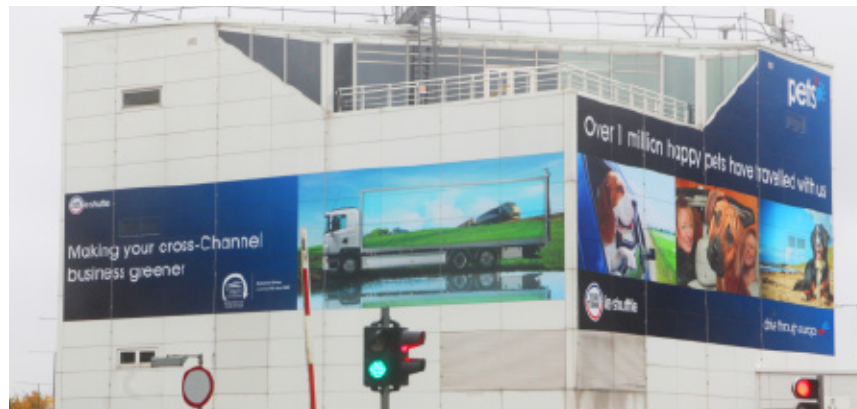
Steve Montgomery, Managing Director



# Eurotunnel

## Case Study

- ➔ Ongoing collaborative partnership with EuroTunnel – working together for over 25 years
- ➔ Supplying internal passenger information labels; installation of vast wraps for Eurotunnel's complicated corrugated double deck loaders; producing environmental graphics for terminals
- ➔ Recently completed a 25th Anniversary large-scale wrap with over 250m<sup>2</sup> of 3M Envision 480mC the **sustainable, green alternative vinyl solution**
- ➔ Providing sustainable, comprehensive interior and exterior building wraps and signage solutions



**25+**  
**years**  
working together



# Abellio Greater Anglia

## Case Study

- ➔ Full strip interior out; complete surface refurbishment & respray; removal & replacement of all seat coverings, safety & information labels and flooring
- ➔ Fully project managed Class 317 and 321 rolling stock, to coordinate a variety of scope of work/ensure minimal disruption to service
- ➔ All removable parts repaired off-site; all seat shells and frames resprayed and seat hardware refitted with newly designed seat fabrics
- ➔ Used AuraFlex hard-wearing printed laminate for dado panels

greateranglia

10+  
years  
working  
together



136+  
carriages  
managed



# Why Aura?

1

## Trusted Partner

Extensive client list with long-term working relationships

2

## Innovation and Value Engineering

Pushing the industry forward with market firsts

3

## Quality and Capacity

Extensive production capabilities at a high quality

4

## Customer Care

A friendly and responsive service

5

## Experience and Expertise

Over 80 years industry experience

6

## Nationwide Mobile Application

Largest application network across the UK



Success comes from our ability to rollout & deliver your project on time, first time & on budget



# How would we do it?

## Aura Graphics Overview

Aura Graphics is one of Europe's leading commercial graphics and visual communications companies. We provide branding and image management services. We care about the work we do and how we do it. That is why we are passionate about providing you with superior quality products and services.

We do this principally using high performance print, graphic & refurbishment solutions, coupled with our dedicated brand design team. Over the years we've packaged these with complementary services to deliver a full suite of flexible project solutions.

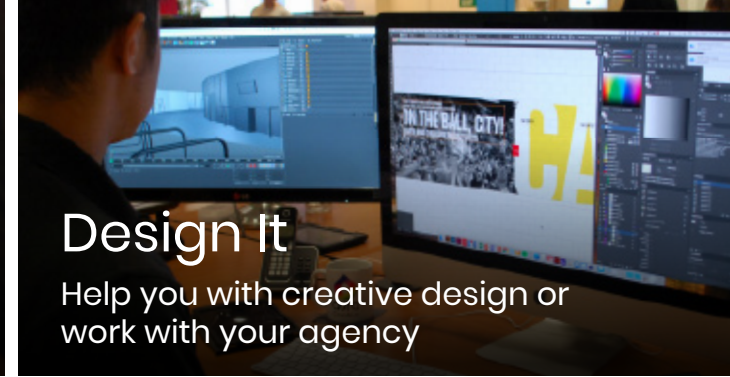
### Plan It

Analyse your fleet, profile & target your audience



### Design It

Help you with creative design or work with your agency



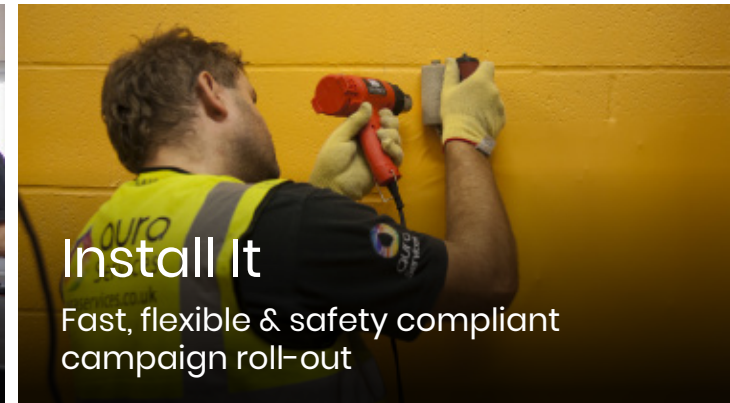
### Make It

High quality graphic production



### Install It

Fast, flexible & safety compliant campaign roll-out



### Maintain It

Nationwide damage repairs and auditing



### Report It

Measure results & campaign ROI



### Change It

Rapid implementation of new campaigns



### Recycle It

Reduce environmental impact



# The Journey So Far

Basic **logos**, labels & decals

Surface **preparation**, production & installation of self-adhesive film liveries

Paint **spraying**, repairs & interior refresh

Livery **maintenance** services

Fully **project managed** rolling-stock refurbishment

Online **ordering** and **customer project platform**

## Train presentation & refurbishment services

Flexible project solutions to enhance, protect & maintain your rolling stock. **Expertly managed. Carefully delivered.**

“Over 20 years rail industry experience”



# Our Clients



# Core Scopes of Work

## Exterior

### Doors

- Treating, filling, sanding and priming of all corrosion and stone chip damage
- Sanding existing paint lines
- Film and over laminate or paint options
- Paint sprayed with colour-matched paint using depot safe methods and extraction units

### Roofs

- Treatment of corrosion and damage
- Anti-corrosion & water ingress coatings and sealing
- Electrical protection from water and moisture
- Flexible body to cab joint treatments
- Application of orange wash line
- Topcoat painting

### Windows

- Areas of corrosion round edges treated and primed
- Graphics templated or trimmed to fit
- Liquid edge-sealing, topcoat paint & sealing to window surrounds
- Perforated window film graphics
- Anti-vandal & temperature control films
- Self-cleaning coatings

### Return ends

- Removal of existing graphics
- Corrosion treatment & stone chip damage
- Sanding existing paint lines
- Film wraps to complex body curves
- All film is liquid edge-sealed for extra protection
- All non-film areas topcoat painted
- Electrical protection from water and moisture
- Bellows repair systems

### Body sides

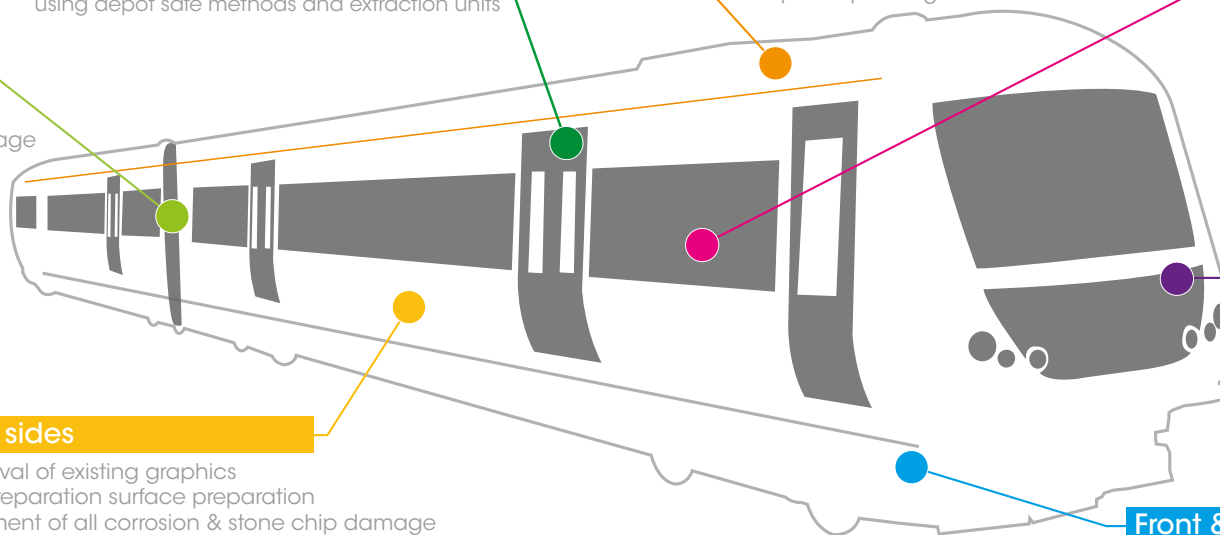
- Removal of existing graphics
- Full preparation surface preparation
- Treatment of all corrosion & stone chip damage
- Sanding existing paint lines
- Printed or self-colour film and/or paint application
- All film is liquid edge-sealed for extra protection
- All non-film areas masked and topcoat painted
- Anti-graffiti options
- Mandatory labelling

### Cab fronts

- Preparation & topcoat paint in approved yellow colour
- Protective film options
- Easy clean liquid coatings
- Electrical/joint protection from water and moisture

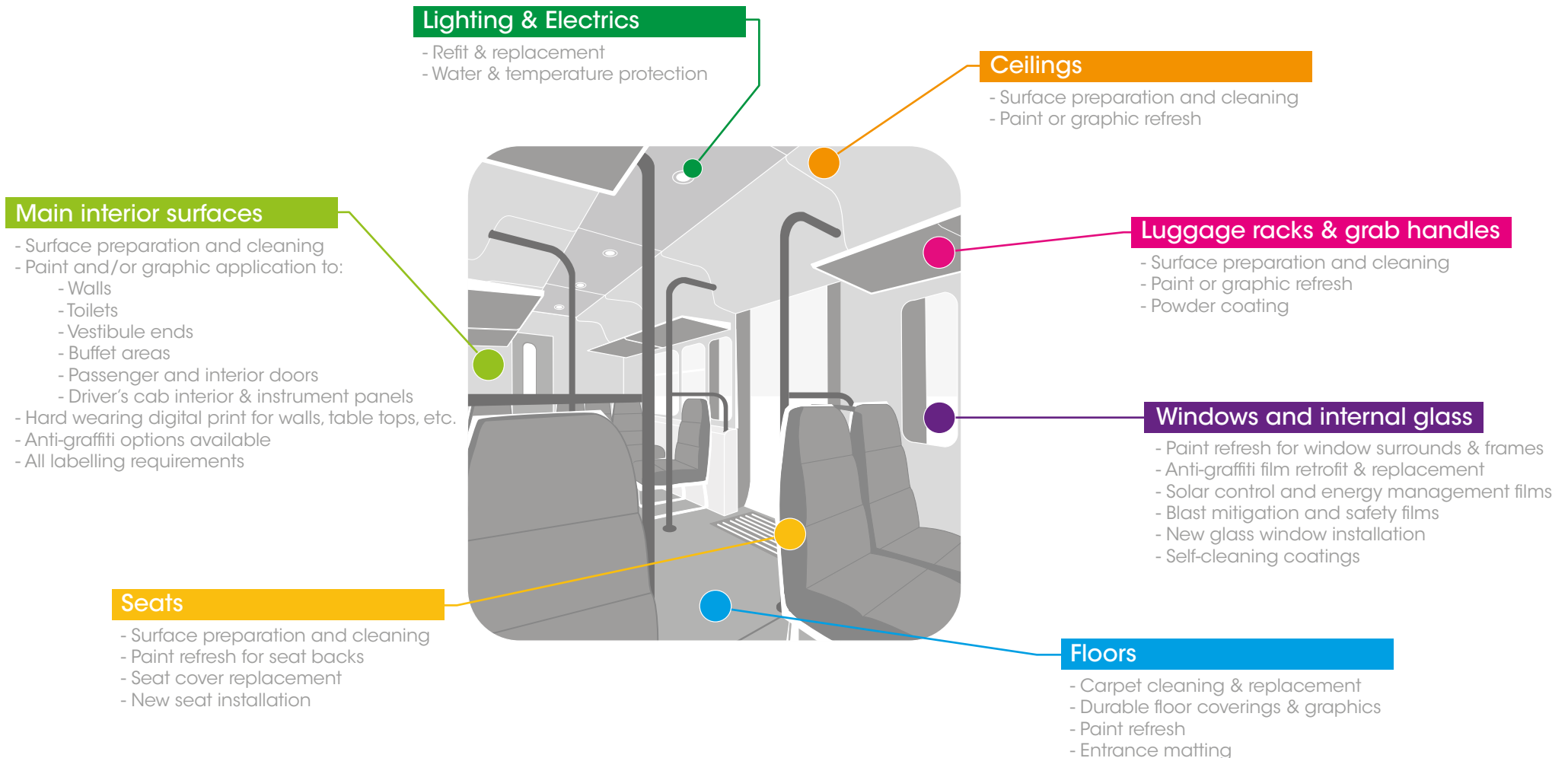
### Front & side skirts

- Preparation & topcoat paint to fully integrate with and complement main exterior graphics
- Electrical protection from water and moisture
- Brake box protection
- Corrosion treatment



# Core Scopes of Work

## Interior



# Services

## Design & creative assistance

We'll advise/help create practical, cost-effective livery & interior graphic designs for seamless implementation.

## Refurbishment & maintenance

Using compliant products/processes we can refresh, remove, or replace existing surfaces to suit your every need.

## Project planning & management

We work with you to manage project logistics and maximise vehicle uptime, through careful coordination of resources, third party deadlines, vehicle schedules.

## Supply chain management

We ensure that sourcing materials, compliance, performance, and whole-life cost requirements are always met, and that our product quality stays high.

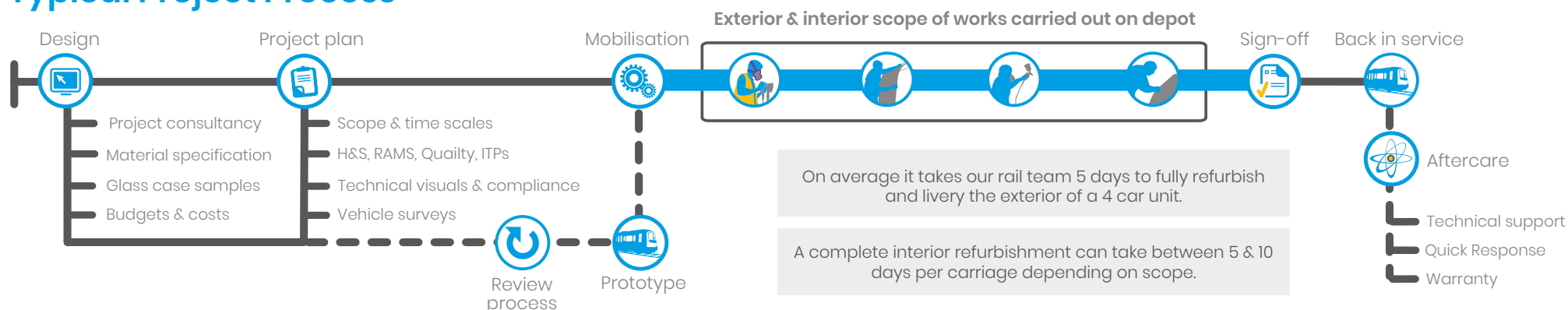
## Monitoring & reporting

We'll measure progress, review KPIs, and reduce risks to maximise the success of your project and keep it on track.

## Aftercare

We'll ensure you have peace of mind in the final product – close material manufacturer partnerships, warranties, and technical support are all part of our full package.

## Typical Project Process



# Approach

## Safety as a priority

We ensure our products & processes are safety/ industry compliant and we encourage our staff to always operate with a safety first approach.

## Open & collaborative

Through multi-layered support and account management, we work very closely with you to become a singular team that relies on mutual trust and transparency.

## Innovative & added value solutions

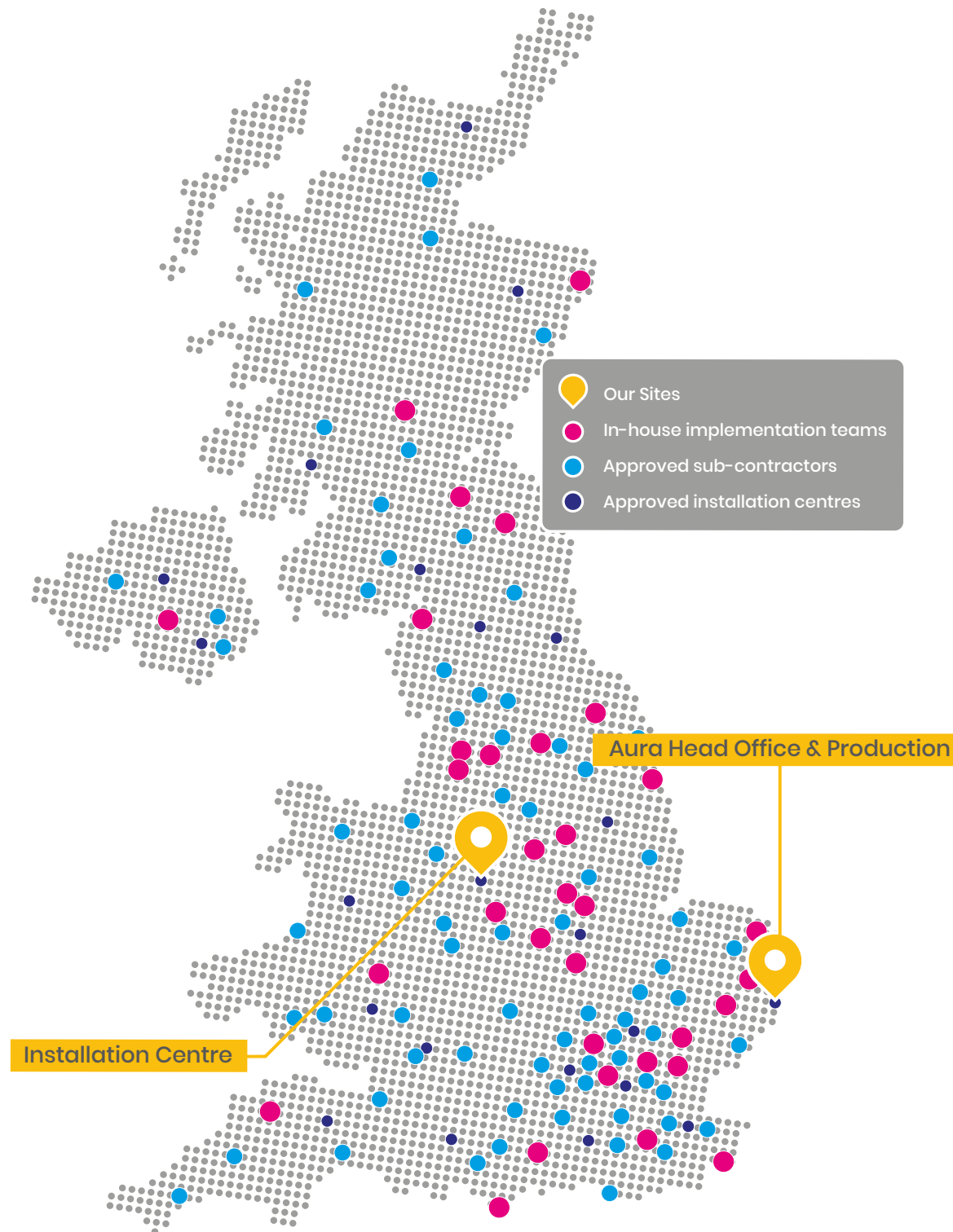
Our in-house skills, carefully selected partners, and pool of resources can tackle projects of any size/ scope. We always deliver supreme quality to our customers and new materials to the market.



**ISO 9001**  
REGISTERED FIRM



**ISO 14001**  
REGISTERED FIRM



# Project Management

and Customer Services



Keeping you up to date. Our software provides real-time reporting on job progress, photographs of work carried out and any additional information you need to know



Our dedicated team of experienced project managers, passionate customer service advisors, and installation experts will be on hand every step of the way



We proactively roll out your project quickly and efficiently – solving any problems that may arise



# Paint Spraying

## Offsite:

- ➔ Stoke-based paint spraying extraction unit and vast warehousing space – using liquid & powder coatings
- ➔ Refurbishing/respraying rail components, panels and furniture. Including: seating & seat frames; panels & facias; grills & light clusters; handrails; fixtures & fittings.

## Onsite:

- ➔ Fully tested and approved portable booth and extraction system
- ➔ Capable of spot repairs or full resprays
- ➔ No moving of units



# Surface Refurbishment

Surface-covering patterned/textured films and laminates cost-effectively create the same finish in less time.

## 3M™ DI-NOC™ Architectural Finishes

- ➔ Specially engineered films simulate their natural material counterparts more effectively
- ➔ Available in leather, suede, marble, metal, wood grains, stone, and carbon fibre

## AuraFlex™ Printed Laminates

- ➔ Highly durable and conformable – can be printed to almost any pattern/design or surface
- ➔ Wide range of finishes and grades, that reduce project costs and out-perform traditional laminates for abrasion resistance



# Toilet Prints

- ➔ We use printed or patterned graphics with functional benefits to add appeal to bathroom environments.
- ➔ We've decorated and refurbished toilets on many trains but also in petrol stations and hotels.
- ➔ It's an opportunity to:
  - ➔ Tackle a key customer issue
  - ➔ Improve customer satisfaction
  - ➔ Create a unique and exciting customer environment
  - ➔ Show continued innovation in the UK market
  - ➔ Differentiate from your competitors



# Customer Project Platform

We use a simple web-based platform that hosts a high level overview of customer projects. Our accountability and performance is demonstrated using effective dashboard reporting and asset tracking. The cloud based system allows you easy access to track the status of your project at every stage, ensuring you stay up to date, no matter where you are.



- ➔ Dedicated, proactive and convenient access to project data 24/7
- ➔ Get a quick overview of current project status & health
- ➔ Go deeper with asset level monitoring at all stages – i.e. pending; delayed; completed
- ➔ Intuitive dashboards and colour coding
- ➔ System based on customer feedback and clear need for central reporting
- ➔ Additional in-depth data & reporting available if required
- ➔ Clean-hands customer service

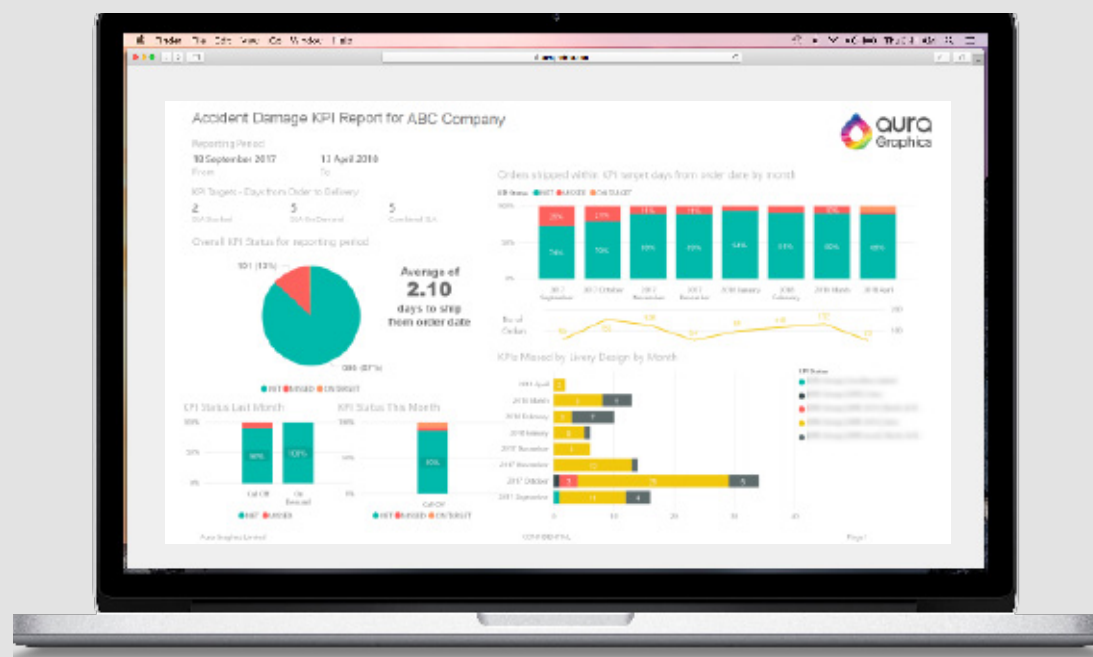
# Online Ordering

Keeping an eye on  
your network

- ➔ Secure systems and SSL certification
- ➔ Unique login
- ➔ User friendly
- ➔ Easy account management
- ➔ Product search and navigation
- ➔ Intuitive order process
- ➔ Order progress tracking

How can we help?

- ➔ Developing suitable KPIs and service levels around delivery, installation and stock management
- ➔ Understanding your fleet management set-up in relation to livery, including order volumes and spend.



# Accreditations



**ISO 9001**  
REGISTERED FIRM



**ISO 14001**  
REGISTERED FIRM



## Quality & Service

- Commitment to quality
- Quality registered for over 20 years
- Continuous improvement ethos
- Lean six sigma methodology

## Environmental

- Controlled material specifications
- Stringent waste and recycling management
- Working with partners to improve green credentials

## Health & Safety

- SafeContractor approved
- NEBOSH
- CSCS
- SPA
- IPAF
- PASMA
- Sentinel

# Accreditations



## Rail

- 25 years rail industry experience
- Continually audited under RSSB's and RISQS schemes
- Ensuring all products and processes meet safety requirements

## Utilities

- Assessed and audited under Category B2 of the Achilles UVDB Verify scheme
- Priorities include safety, quality and environmental improvement

## Altius and SSIP

- Clear focus on all five Altius Assessment Globes: (Commercial, Risk Management, Customer Service, Corporate Social Responsibility and Quality Management)

# Products

auraontrack



Exterior Refurbishments



Interior Refurbishments

**Over 85%**

of UK rail operators (passenger, freight, trains & trams) have worked with us.



Anti Corrosion Protection and Repair

**1,750+**  
rail carriages with work completed by our specialist teams each year, on average.



Anti Graffiti Protection and Removal



Paint Solutions



Textured Surface Films



Mandatory Labels

**1,100+**  
rail depot site visits made by our teams to provide rail services each year, on average.



Repair & Maintenance

# Key Skills



Vehicle Wrapping  
Experts



Graphic & Signage  
Installers



Vehicle Repairs  
Specialists



Interior Painting &  
Decorating



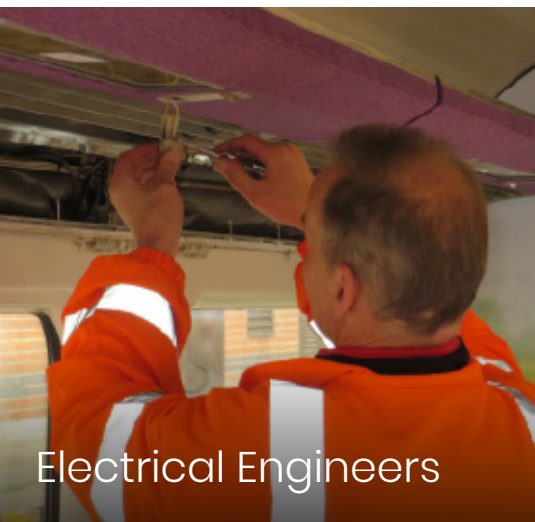
Paint Spraying  
Technicians

**100+**

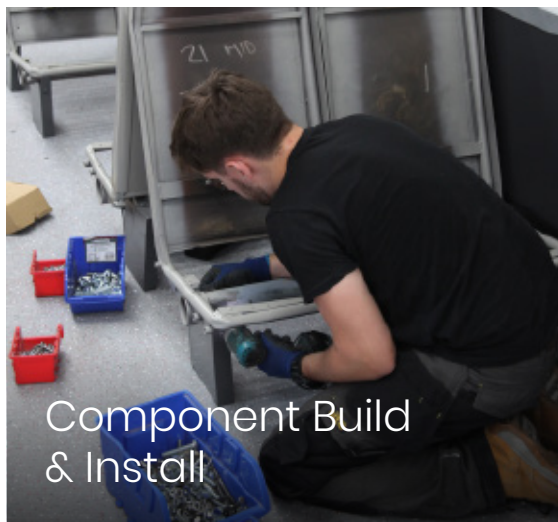
staff in the field every  
day of the week.



Carpet & Flooring  
Installers



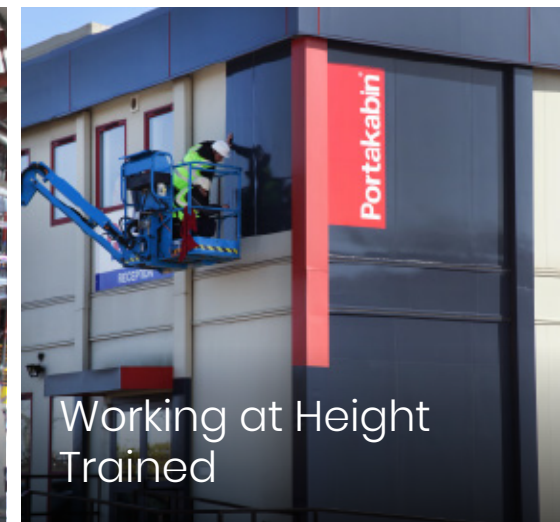
Electrical Engineers



Component Build  
& Install



Rail Depot Safety  
Trained



Working at Height  
Trained

auragraphics.com

Freemantle Road  
Lowestoft  
Suffolk  
NR33 0EA  
UK

† +44 (0)1502 501 234  
f +44 (0)1502 560 620

1 Old Tramway  
Fenton  
Stoke-on-Trent  
ST4 3PX  
UK

† +44 (0)1782 343 694  
f +44 (0)1782 344 155