

Putting the 'wow' into the passenger experience

The long-term success of the rail industry depends upon continuous improvements in operational performance, and a key element of this is delivering an exceptional passenger experience from start to finish.



Branding and enhancing the interior and exterior surfaces of rolling stock, using high performance films and printed graphics, helps create a consistent and improved passenger experience. Rail operators recognise this and continue to make significant investments to enrich the journey. Despite this, rail operators still have to tackle the problems of vandalism including scratched and graffiti covered interiors and exteriors and unclean or broken toilets, as well as noisy and dirty carriages. At 3M we have a range of solutions that can help you tackle these challenges.

We do more than “refurbish and rebrand”.

We help to reduce train downtime and regulate interior temperature; leading to lower total cost, as well as keeping your passengers away from accidents, and giving you peace of mind.

Brand experience

- ▶ Exterior graphics
- ▶ Anti graffiti
- ▶ Promotions and events

Productivity improvement

- ▶ Film vs paint

Designs and aesthetics

- ▶ Wall and ceiling graphics
- ▶ Door design
- ▶ Glass design
- ▶ Toilet refurbishment
- ▶ Promotions

Cleaning and maintenance

Safety and risk mitigation

- ▶ Slip / trip hazard prevention

Temperature regulation

- ▶ Temperature maintenance and sustainability benefits

Growing passenger numbers

Despite the recent significant investment made by rail companies, the challenge remains to persuade car drivers to switch to using rail. Rail companies have invested in new rail stock, but the perception that travelling by rail is not always a pleasurable experience remains – and this perception is exacerbated by graffiti covered interiors and exteriors, poorly maintained carriages, dirty or broken toilets - all of which limit the number of people prepared to travel by train.

3M has a range of solutions that can help tackle many of these challenges:



Graphic solutions

- ▶ Design flexibility with custom colours and digital printing
- ▶ Easy maintenance and cleaning for a longer lasting solution
- ▶ Durable even at high speeds
- ▶ Industry-leading warranties



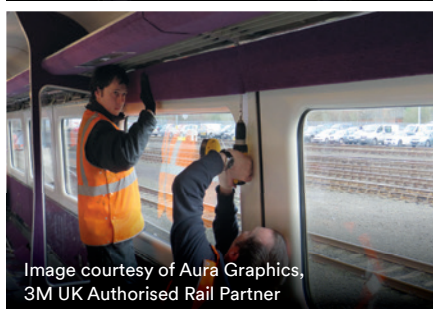
Anti-graffiti solutions

- ▶ Solutions that keep carriage interiors and exteriors fresh and inviting
- ▶ Suits all types of surfaces, including nose of train
- ▶ Cost savings on maintenance and cleaning
- ▶ Ensures protection from scratching, etching and gouging



Glass solutions

- ▶ Easy to install and maintain with limited downtime and lower overall costs
- ▶ Collection of on-trend patterns to keep modern feel
- ▶ Appealing to passengers



Architectural solutions

- ▶ Over 1000 patterns
- ▶ Fast refurbishment reduces downtime
- ▶ Can be applied to complex surfaces
- ▶ Virtually no odour after refurbishment

Keeping passengers safe

Rail operators are mindful of their responsibility to keep passengers safe and protected throughout their journey. That means keeping them safe from the risk of shattering glass, ensuring they do not slip or trip when boarding or leaving the train and protecting them at all times from hot and harmful solar rays transmitted through windows.

3M has a range of solutions that help tackle many of these challenges:



Slip resistance solutions

- ▶ Help prevent passengers from tripping
- ▶ Protects your company from litigation due to slips, trips and falls
- ▶ Increased awareness of hazards in poor visibility conditions



Matting solutions

- ▶ Easy to install, maintain and replace means limited downtime
- ▶ Help reduce risk of slipping on wet floors
- ▶ Easy to clean and maintains professional appearance over years of use



Window solutions

- ▶ Safety window films provide protection against shattered glass
- ▶ Solar control films make for more healthy travelling by reducing UV rays and help in regulating temperature.

Improving passenger comfort

Amongst the travelling public there remains a perception that train travel is an uncomfortable and unpleasant experience due to ageing carriages and poor carriage conditions, uncomfortable temperatures particularly during hot weather and rough and unclean floors.

3M has a range of solutions that help tackle many of these challenges:



Graphic solutions

- ▶ Branding and design
- ▶ Creating a peaceful and reassuring travel environment
- ▶ Pleasing brand experience to encourage passengers to travel more often



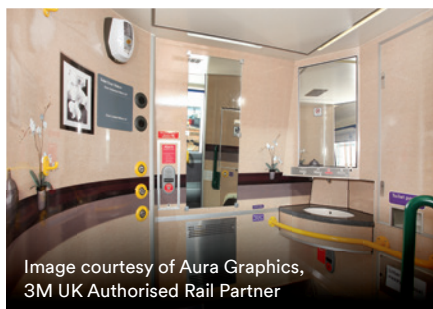
Window solutions

- ▶ Helping to maintain a healthy and pleasing temperature for passengers
- ▶ Saves on overall cost by maintaining an optimal temperature
- ▶ Metal-free window films helps to stay connected; no interference with mobile phone signals



Cleaning and maintenance

- ▶ Quality products that help maintain a high standard of cleanliness
- ▶ Products that can clean even difficult surfaces quickly and efficiently
- ▶ High performance products that save you cleaning time and costs



Architectural solutions

- ▶ Over 1000 patterns
- ▶ Virtually no odour after refurbishment
- ▶ Toilet refurbishments that provide a clean and pleasing experience



**Commercial Solutions
Division**

3M United Kingdom PLC
3M Centre, Cain Road
Bracknell, Berkshire
RG12 8HT
Tel: 01344 858000

commgraphics.uk@mmm.com

**Commercial Solutions
Division**

3M Ireland (Dublin)
The Iveagh Building
The Park, Carrickmines
Dublin 18, Ireland
Tel: 00 353 1280 3555



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For more information visit
www.3M.co.uk/rail

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