

FLOOR PROMOTES PASSENGER SAFETY AND CELEBRATES WALES' FIRST ELECTRIC BUS FLEET

Newport Transport, the principal bus operator in Newport, asked INSO to assist them in providing safe and sustainable flooring for their new fleet of 15 single-decker electric buses. The challenge was to boost the passenger experience and to improve way-finding on the bus.

THE PROBLEM

As Newport Transport introduces the first fully electric, zero-emissions buses in Wales, they wish to share the great news of their investment in sustainability with their passengers. In addition, clear zoning and way marking is needed to keep each bus running to full capacity, safely and comfortably.

THE SOLUTION

As bus passengers increasingly look downwards at their phone, messages embedded in floors are proving to catch the eye of bus passengers. With INSO Printed Flooring, crystal clear messages, images and branding can be encapsulated directly into the floor itself. To help Newport Transport communicate effectively with their passengers INSO installed:

- entrance mats with the message 'welcome to your greener journey' to welcome passengers and promote the fact that they are boarding an electric bus
- a logo clearly showing where buggies can be parked safely
- a yellow line with a 'no standing beyond this point' message, to help passengers to understand where they should stand

Made from extruded PVC without plasticiser, INSO Printed Flooring is extremely hardwearing and slip resistant. It will not crack or shrink, is easy to maintain and results in a durable finish which is highly resistant to scuffing. The clarity of print is arguably superior to anything else currently on the market, and with a wide range of design options to choose from, INSO Printed Flooring can really make you stand out from the crowd.

INSO also specified Altro Transport Safety Flooring in the centre of the bus. Tudor and Jacobean Oak colourways are slip resistant in all weather conditions. Altro is synonymous with safety and offers a slip-resistance rating of PTV 36+ for the lifetime of each bus. It is fully compliant with European fire regulations ECE-118-R. Altro Safety Flooring is also 100% recyclable pre-installation.

As a leading supplier of unique and innovative flooring for the transport sector, INSO are perfectly placed to help Newport Transport fit out their new fleet to create a safe and enticing bus environment.



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We are at the start of a very exciting journey for Newport Transport as we launch the first fully electric, zero-emission buses in Wales. It is only right therefore that we work with like-minded suppliers who excel in both innovation and environmentally friendly solutions. That's why INSO have proved to be the perfect partner for us; innovation in flooring and materials that are light and sustainable. INSO printed flooring has enabled us to install 'welcome to your greener journey' welcome mats on our entire fleet of 15 single-decker buses, clearly communicating to our customers that they are travelling on an electric bus. It also facilitates way finding on the bus for overall safety through way marking and marking zones with a 'buggy park' logo and a 'no standing beyond this point' strip near the driver. We are delighted to have worked with INSO on this project and look forward to continuing our partnership in the future.”

Scott Pearson FCILT
Managing Director Newport Transport