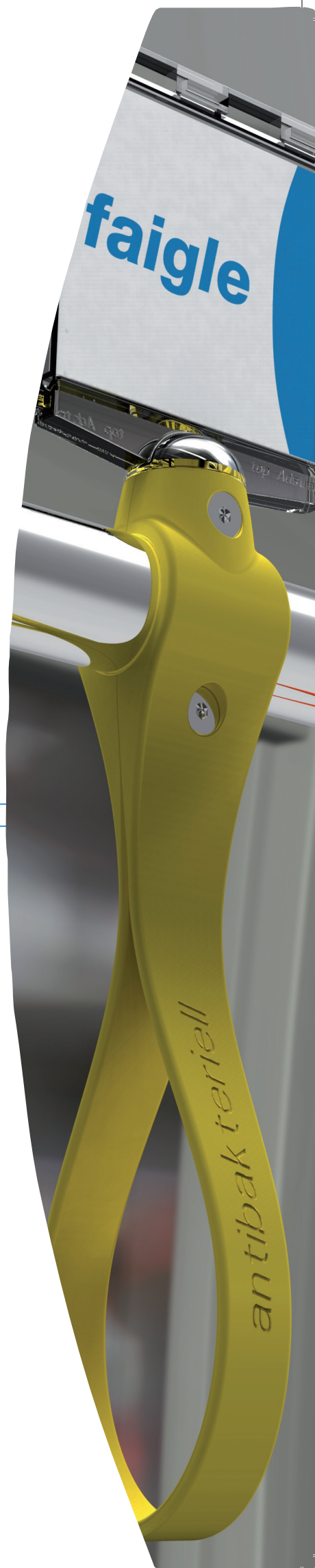


faigle

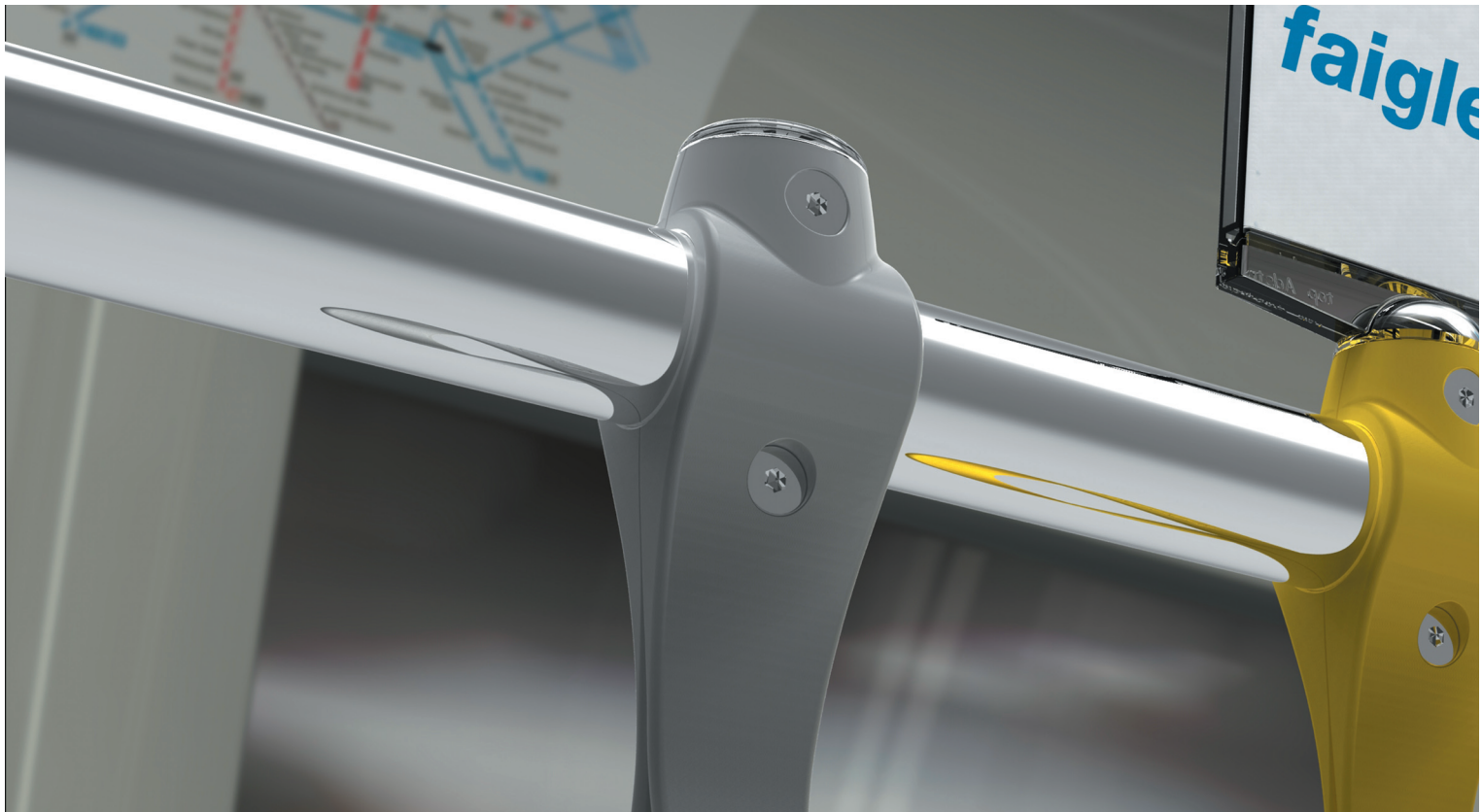
top Adstrap - Hanging Straps

More than just a hanging strap

Going forward.



top Adstrap – new opportunities for local public transport operators



An innovative idea with impressive advantages

Ensuring that passengers can stand up in safety is the highest priority for public transport vehicles. For faigle, the challenge was to come up with a solution that not only provides the required safety, but one which brings in added value as well. The idea was to combine a sturdy and safe hanging strap with an attractive advertising space in the form of the 'top Adstrap', a first-class advertising vehicle. Local public transport operators, passengers and advertisers will all benefit as a result.

Guaranteed to attract attention

Advertising on public transport has been proven to be a success. 'top Adstrap', the latest development from faigle, offers not only comfort and safety, but is also a first-class advertising medium for the interiors of passenger compartments. The advertising message is positioned above the attachment point of the hanging strap. With the advert positioned up high above the strap, any passenger looking for a safe place to hold on cannot fail to see the advertising message.

Safety which soon pays for itself with advertising revenue

By renting out the 'top Adstrap' advertising spaces for advertising campaigns, operators of underground railways, trams, city buses, local trains, mountain railways, cable cars and ski lift gondolas have the opportunity to generate additional income quickly and easily. Investments in this new form of safety straps will pay for itself in a surprisingly short space of time. Have a look at our example calculations – we are confident you will be impressed.

Tried and tested for many years

Hanging straps made of the special polyurethane material developed by faigle have already been in use for more than 20 years at Wiener Linien, one of the largest tram operators in Europe. Thousands more hanging straps have proved their worth in underground railways, trams, city and airport buses, local trains and mountain railways all around the world.

top Adstrap – impressive arguments for advertisers



Antimicrobial material

The strap material is made of the newly developed faigle plastic PAS-PU 98A H FR which contains an antimicrobial additive from SteriOne. This specialist material offers protection against bacteria, fungi and viruses and prevents microbes almost entirely from being able to attach themselves to the hanging straps.

If, despite this, any build-up does occur, the SteriOne additives cause the microorganisms to die off by massively disrupting their energy metabolism. The SteriOne additives are safe for humans.

Strap material:

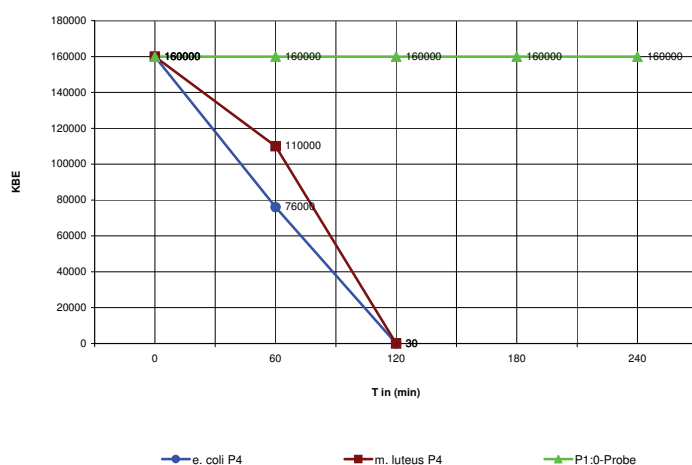
PAS-PU 98A-H FR AM, a faigle polyurethane material

Advertising space:

PAS-PC V0 transparent

Antimicrobial effects of the product:

Decomposition of the germs after 2 h > 99,9%



Standard colours and variants

The straps are available in five standard colours. Special colours and CI-compliant solutions are also possible.

Standard versions Strap material:

RAL 7001	Silver grey
RAL 3002	Carmin red
RAL 5023	Distant blue
RAL 2004	Pure orange
RAL 1018	Zinc yellow



Silver grey Zinc yellow Pure orange Carmine red Distant blue

top Adstrap – a product from the faigle IGOSTRAP® range



For dedicated advertising campaigns or in combination with outside advertising

Advertisers now have more options at their disposal. Supplementary advertising messages relating to dedicated campaigns can be displayed quickly and efficiently. Image on the outside, campaign on the inside – or vice versa. The optimised size of the advertising window in the top of the Adstrap strap measuring 8 x 9 cm (equivalent to size DIN A6) offers generous design options for all types of advertising message. The building block nature of the system means that advertising spaces can be retrofitted in different formats. 3D displays are also possible. The advertising panel can be rotated through 45° or 90° so that it is visible to as many passengers as possible.

Safety standards

All system components are flame-resistant and comply with the US standard NFPA 130 and the German fire safety standard E DIN 5510-2.

In addition, the top Adstrap hanging straps are also tested according to the new European standard CEN/TS 45545.

Easy to handle

The advertising messages are simply inserted into the two highly transparent viewing windows (no need for tools), where they are durably protected against dirt and vandalism.

Changing adverts is quick and easy – allowing both shorter advertising campaigns and faster-changing intervals.



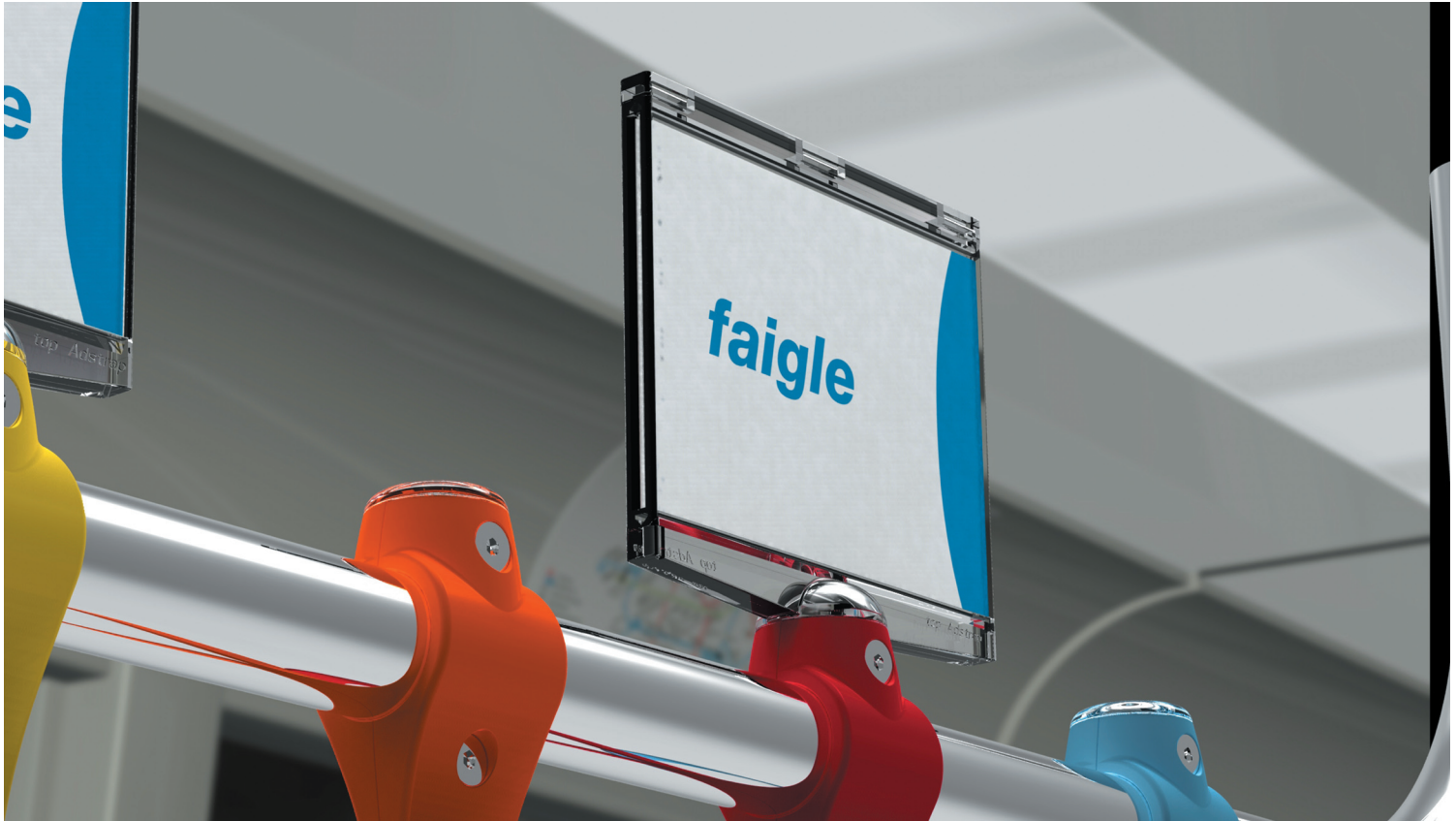
The top Adstrap hanging strap system – quick and easy to install

Similarly to the widely used IGOSTRAP® and gripAd® hanging strap systems from faigle, the new 'top Adstrap' system is supplied as a complete kit which is ready for assembly. The strap material comes ready cut to the required length and has pre-punched holes for the clamping screws. The clamping closure which ensures that the hanging strap does not move once it has been installed on a grab bar and the advertising medium with highly transparent viewing windows on both sides are also included in the kit. The 'top Adstrap' is really quick and easy to install, and adverts can be swapped without tools at any time.



Adverts can be changed quickly and easily. The highly transparent viewing windows offer durable protection against dirt and vandalism.

Safety while standing



***faigle* hanging strap systems combine functionality with an attractive design**

With the IGOSTRAP®, gripAd® and 'top Adstrap' ranges of hanging straps, *faigle* has introduced a new design vocabulary. For the first time, hanging straps have now become an active design element in the vehicle interior. Regardless of whether the aim is to increase safety by drawing attention to the hanging straps with their vivid colours, offer designers new freedom of design or deliver first-class advertising placement in the interior of public transport vehicles, *faigle* hanging strap systems offer safety combined with virtually unlimited colour options.

top Adstrap is ideal for many different applications.

- Underground railways
- Trams
- City buses
- Airport buses
- Local trains
- Mountain railways
- Cable cars and ski lift gondolas





gripAd®

Dont waste any more time, make some money, take advantage of new ways of advertising, we will show you how. On request, we will present a sample of our gripAd® hanging straps to you. Please contact a *faigle* representative. They are awaiting your call.

Contents:

- Advertising strap
- Positioning clip
- Installation instructions
- Socket wrench
(for socket head cap screw)



IGOSTRAP®

IGOSTRAP® convincing materials, system and colours.
A suitcase full of samples is ready for you. Are you ready?

Contents:

- IGOSTRAP® hanging straps
in blue and yellow
- Colour samples for the hanging
strap bands
- Clamp fastening variants
- Ceiling lighting
- Socket wrench
(for socket head cap screw)



gripAd® and IGOSTRAP® are registered trademarks.

Going forward.

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