

Transparent window decals in trams and buses

Crystal-clear benefits

General information

The client shall assume the costs of design, production and transport of the transparent decals. All design proposals must be submitted to VBZ for approval in advance.

- Number of units:** at least 100
300 units guarantee a presence in every VBZ and VBG tram car.
- Delivery quantity:** 10% more than the quantity ordered.
- Installation and removal:** effected by VBZ and included in the price.

Booking periods / duration

- Booking period:** at least 1 month
- Start:** Wednesdays and Fridays
- Interruptions/ replacements:** subject to agreement. The costs are borne by the client.

Delivery

- Deadline:** at least 10 days prior to start of campaign.
- Delivery address:** warehouse of VBZ TrafficMedia, Luggwegstrasse 67, 8048 Zurich
Please include order number and a description.

Hermann Brasser
Tel. 044 411 45 27, fax 044 411 46 83
Mon–Thu 7.30 a.m. to 4 p.m. Fri 7 a.m. to 3 p.m.
Maximum width of delivery vehicles: 2.30 m



Contact

VBZ TrafficMedia: Tel. 044 411 41 23
trafficmedia@vbz.ch

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Production

Execution:	4-colour CMYK digital printing
Format:	50 × 25 cm
Printing:	The text/image is printed on transparent, self-adhesive decals for dry adhesion inside the vehicles, with the content facing correctly. Partial white is possible, e.g. for fonts and logos; white base decals are not permitted.
Colours:	lightfast colours are recommended for longer campaigns. No more than 40% colour across the entire surface. Scotchcal decals are not permitted.
Installation and removal:	are undertaken by VBZ and included in the price. Transparent decals must have a grip tab (on the right) to peel off. The decal must not be cut in any way.

Special formats:	by arrangement with VBZ TrafficMedia.
Specifications:	decal may not turn opaque. Decal must be easy to remove. Permanent adhesive is not permitted. Adhesive temperature range: from +10°C to +38°C. Temperature resistance: from -40°C to +80°C (see technical specifications document at www.vbz.ch/trafficmedia).

Decal material:	we recommend 3M IJ20-114R, JAC Graphics Serilux or Avery Greenline Transparent. Alternative products are permitted provided they correspond to the requirements given.
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VBZ TrafficMedia may reject transparent decals that do not meet the requirements or charge additional expenses for their removal.

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Transparent window decal offers

Transparent window decals

Number of units	1 month	2 months	3 months	6 months	12 months
100	5'100.–	6'900.–	8'700.–	14'100.–	24'900.–
200	10'200.–	13'800.–	17'400.–	28'200.–	49'800.–
300	15'300.–	20'700.–	26'100.–	42'300.–	74'700.–

Longer campaign durations and larger quantities on request

Premium Transparent window decals

Number of units	1 month	2 months	3 months	6 months	12 months
200	11'600.–	15'600.–	19'600.–	31'600.–	55'600.–
400	23'200.–	31'200.–	39'200.–	63'200.–	111'200.–

Longer campaign durations and larger quantities on request

Ancillary cost

Description	Costs/unit
New campaign	8.–