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 cam-

paign.

Delivery address: warehouse of VBZ TrafficMedia,

Luggwegstrasse 67, 8048 Zurich Please include order number and a

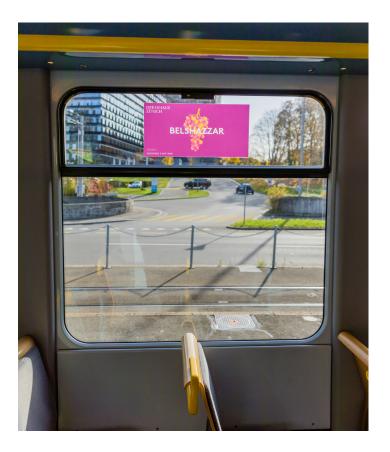
description.

warehouse of VBZ TrafficMedia

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: $50 \times 25 \text{ cm}$

Printing: The text/image is printed on trans-

> parent, 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

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.

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.–	