

## 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.

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

<b>Execution:</b>	4-colour CMYK digital printing
<b>Format:</b>	50 × 25 cm
<b>Printing:</b>	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.
<b>Colours:</b>	lightfast colours are recommended for longer campaigns. No more than 40% colour across the entire surface. Scotchcal decals are not permitted.
<b>Installation and removal:</b>	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.

<b>Special formats:</b>	by arrangement with VBZ TrafficMedia.
<b>Specifications:</b>	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 <a href="http://www.vbz.ch/trafficmedia">www.vbz.ch/trafficmedia</a> ).

<b>Decal material:</b>	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.–