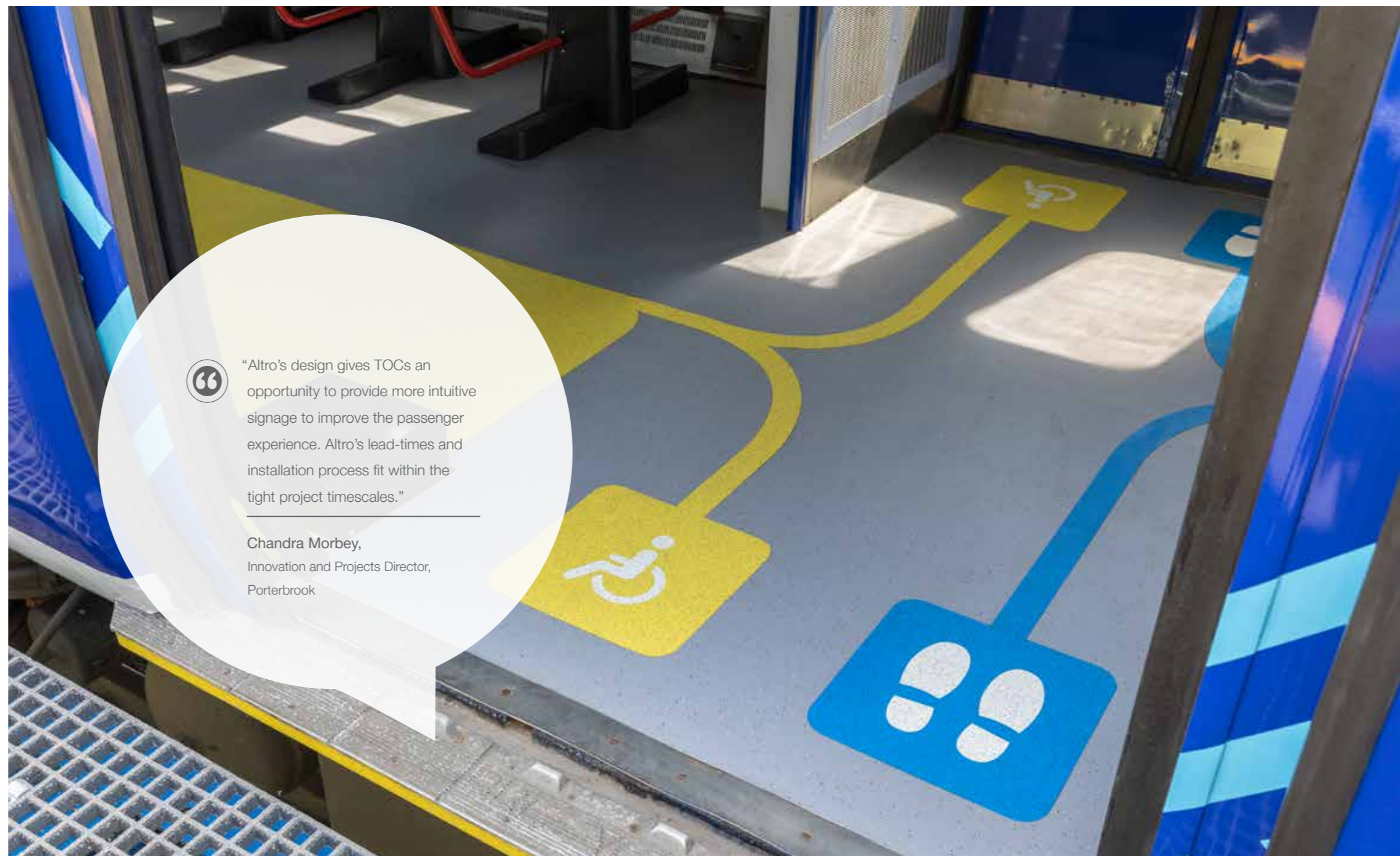




altro

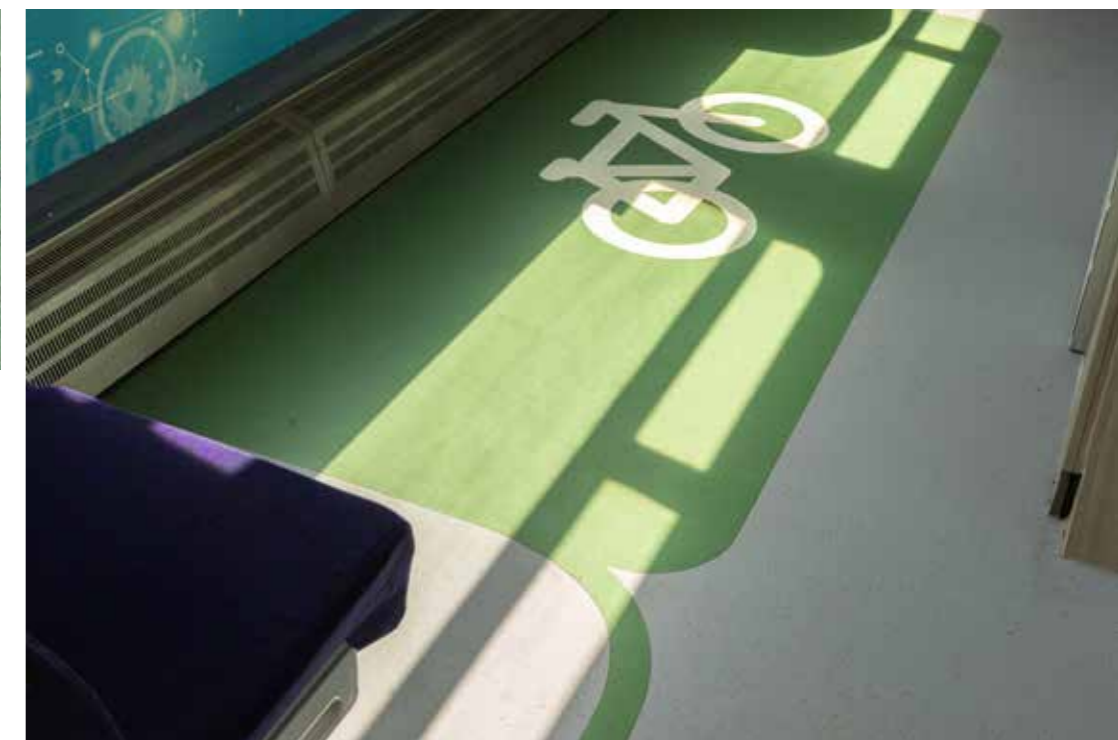
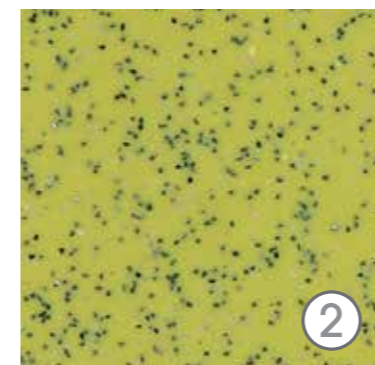
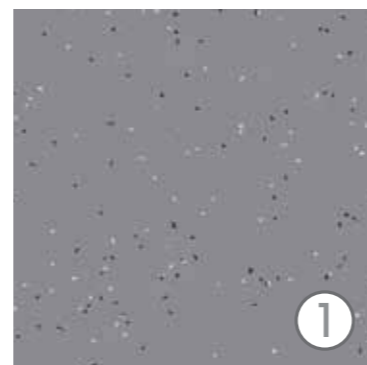
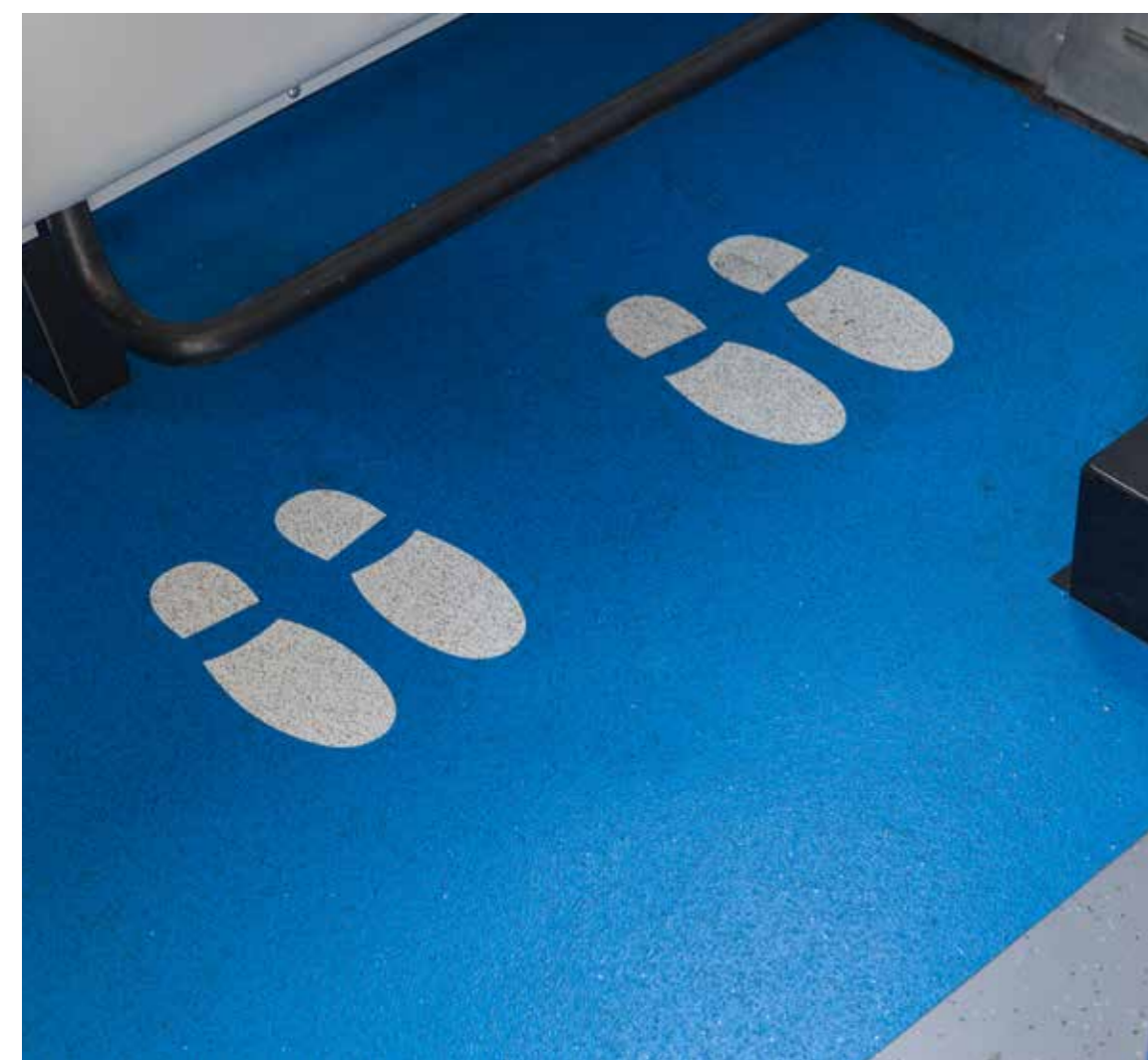
## Porterbrook Innovation Hub

Altro kit out the Innovation Hub for wayfinding



"Altro's design gives TOCs an opportunity to provide more intuitive signage to improve the passenger experience. Altro's lead-times and installation process fit within the tight project timescales."

Chandra Morbey,  
Innovation and Projects Director,  
Porterbrook



- 1. Altro Transflor Motus™
- 2. Altro Transflor Tungsten™
- 3. Altro Transflor Tungsten



## Porterbrook Innovation Hub

Altro kit out the Innovation Hub for wayfinding

### Issue

For their 2019 Innovation Hub, Porterbrook invited manufacturers in the UK rail industry to showcase their best innovations for the future of rail travel. Chosen products ranged from flooring and walling to onboard technology. The chosen innovations were installed on an out of service British Rail class 319 and unveiled at Rail Live 2019.

### Approach

Altro's innovation offered two great benefits: a lightweight solution with new ideas for onboard passenger wayfinding. Altro showed how passenger's basic wants and needs could be fulfilled through intelligent design, whilst keeping the weight of the carriage down. The innovation showed pathways to different areas of interest throughout the carriage, with universally understandable signposting and clear colour coding.

### Solution

The carriage was installed with Altro Transflor Motus, and the wayfinding lines, universal logos and demarcated areas were cut into three contrasting colours of Altro Transflor Tungsten. The lines and logos were pre-cut at Altro head office, and delivered to site in handy flat boxes ready for installation.

The result was a bright, easy to follow system with a bold, unique design. Porterbrook were delighted to host a number of VIP visitors from government, Network Rail, and train operators, who were very impressed by all the suppliers on the Innovation Hub.



“As facilities for people with visual impairments are becoming of greater importance, wayfinding is a growing feature of the railway of which Altro's design could be part of the solution.”

Chandra Morbey,  
Innovation and Projects Director,  
Porterbrook



Altro Transflor Tungsten is the lightest EN45545 HL-2 compliant rail flooring on the market, at 2.7kg/m<sup>2</sup>. With its bold colour palette it's the perfect candidate for use with our kit cutting service to create a bold design.

Altro Transflor Motus is a lightweight rubber floor for rail applications, also compliant to EN45545 HL-2, with a wide colour palette and great ease of cleaning.

Altro's kit and logo cutting service gives you the opportunity to streamline your installation, pre-cutting all your flooring pieces prior to delivery to save it being done on site. We can also cut any logo you may need.