



Reading Buses, UK

## Altro help Reading Buses' passengers travel in style

### Altro Transflor Wood™

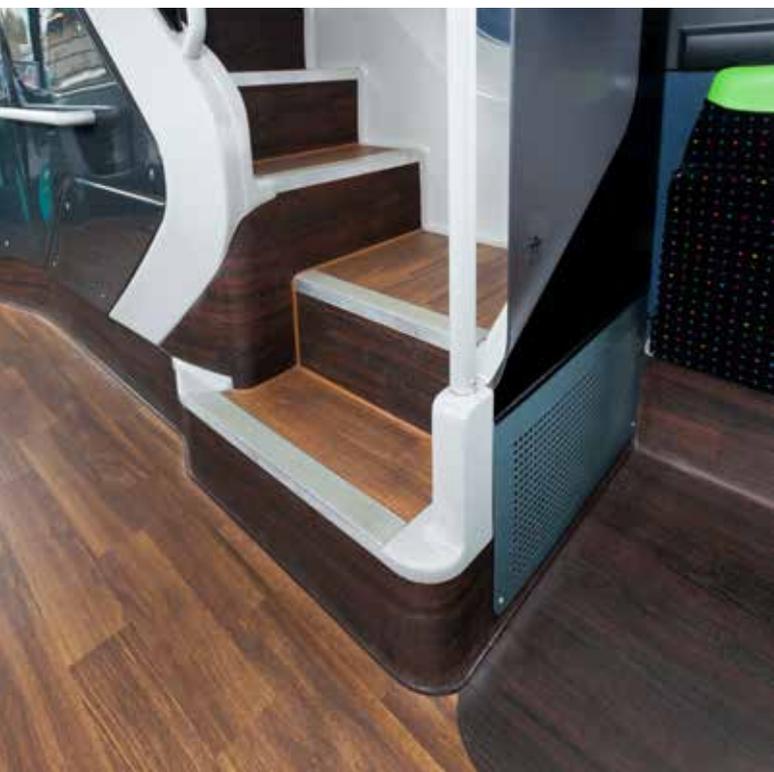
Reading Buses is a multi-award-winning operator that takes pride in putting its customers first. Operating 22 urban and inter-urban routes, plus numerous contract services, and with a footfall of 22.6 million passenger journeys a year, it boasts one of the most modern fleets in the UK. In recent years, that has included investment in all aspects of the passenger experience, including USB charging points, routes that operate 24-hours a day, and even Lego and games tables on some services.

The latest Altro flooring installation at Reading Buses sees Altro Transflor Wood installed in Antique Walnut and Walnut Noir on 21 double decker buses that are used on the company's main urban and inter-urban routes.

Martijn Gilbert, CEO of Reading Buses says: "We've had a good relationship with Altro for many years. They listen to us, understand our needs and continually improve their product offering and that's why we specify Altro flooring as standard in all our buses.

"Customers have plenty of choice in how they get around so it's a competitive market. We want residents and visitors to choose bus travel and so we focus on making their experience the best it can be. This means developing a bus system fit for the 21st century. We have done a lot of work on getting the ambience right and taken inspiration from retail to do this, particularly coffee shops. There are lots of elements to this but the floor is the first thing customers see as they step onto our buses and it sets their expectations for what follows; it can have a real impact on their perception of bus travel.

"The changes we have made in recent years have been well-received and we're consistently seeing year-on-year growth which then makes a business case for future investment which is vital for any business."



Martijn continues: “As well as being durable, which is vital given the intensive traffic that many of our routes see, Altro Transflor Wood has a high-quality, warming ambience. It gives the ‘wow’ factor that we were looking for but strikes the balance between that and practicalities such as easy installation and cleanability.”

Ray Stenning, Designer at Best Impressions, who masterminded the design of the new-look fleet says: “It’s a fact that wood looks good. Altro Transflor Wood is a natural-looking product for a floor, plus the number of shades in the palette gives designers plenty to work with.”

Ray continues: “Sometimes flooring for transport is chosen purely for its function, such as whether it’s easy to clean and so on. Actually, the right look and feel and how it coordinates, is just as important as function and that’s why Altro Transflor Wood is the right choice for this project; it delivers both.”

All information is correct at the time of print and is subject to change without prior notice. Visit us at [www.altro.co.uk](http://www.altro.co.uk) for more information and updates.

For further information on Altro’s vast product range of integrated flooring and wall cladding systems:

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