



altro

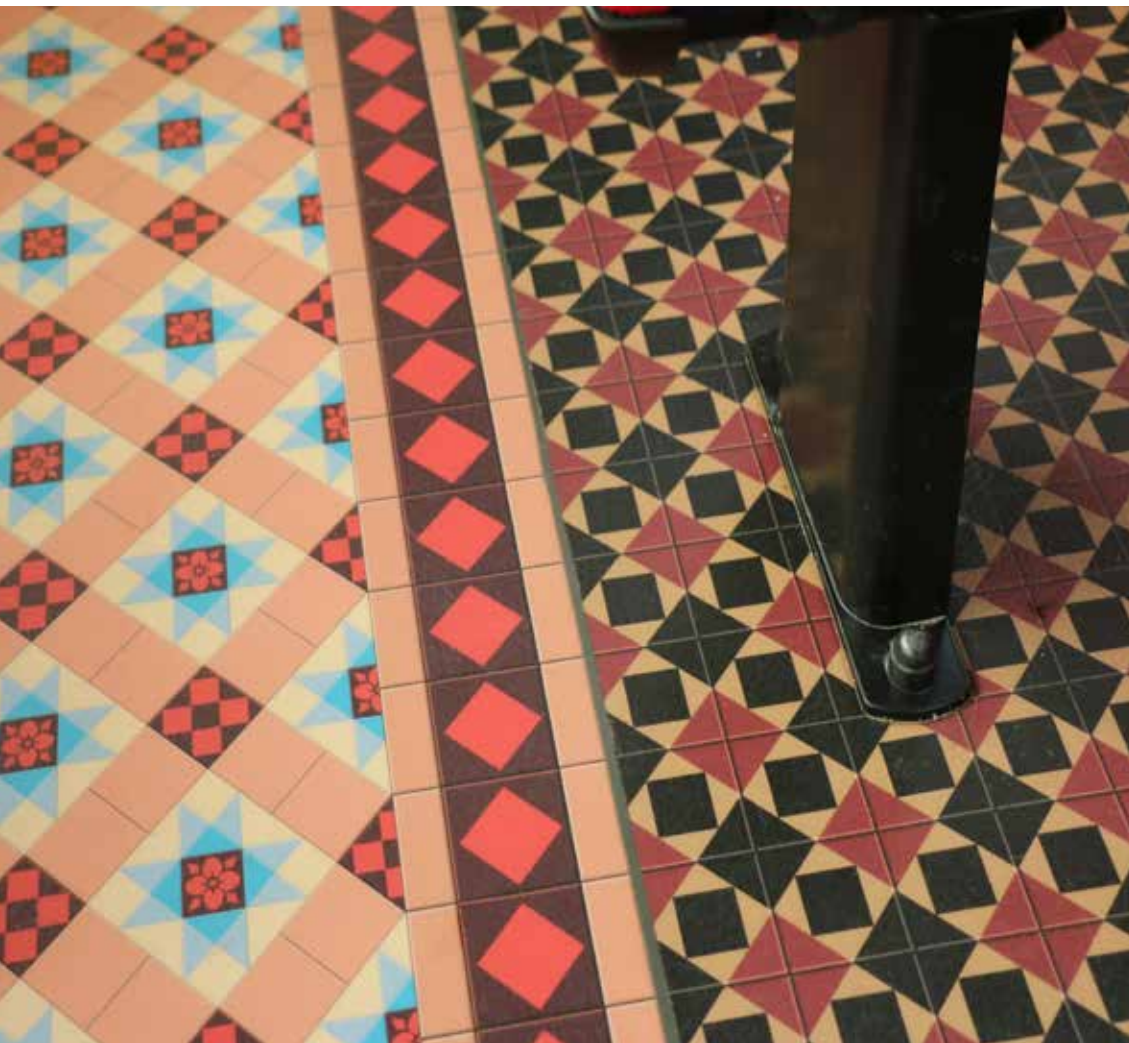
First Potteries, Stoke-on-Trent, UK

Working with top designers to
reflect regional heritage



“This project is a great example of how when you pull on the experience, ideas and industry knowledge to produce something a little bit different, you can achieve great things.”

Nigel Eggleton,
Managing Director, First Potteries



1. Altro Transflor Metris™ Custom





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Challenge

Stoke-on-Trent, as the world capital of ceramics, has a rich and entrepreneurial history centred around the making and selling of pottery. First Potteries, the longest established bus operator in the area, wanted to reference this globally renowned heritage in the design of their bus fleet, and turned to Ray Stenning of Best Impressions to make their idea a reality.

Approach

For a service city renowned for pottery, only a bus floor inspired by ceramic tiles would do. Best Impressions knew that to achieve their design, they needed a floor with high-fidelity custom design options, and Altro were only too happy to help.

Solution

Best Impressions chose Altro Transflor Metris Custom in a unique custom design inspired by colourful ceramic tiles to create a striking and memorable interior bus design. Offering a completely bespoke digitally printed design, Altro Transflor Metris Custom comprises a lightweight construction to support greater fuel efficiency for First Potteries in service.



“

Working with the expert team at Altro, who were keen to make sure our designs not only looked ace but were totally practical, this uncannily realistic floor makes a bold statement of local pride by First Potteries.”

Ray Stenning,
Best Impressions



For the first time in our transport portfolio, Altro now offers digitally printed floors for bus and coach. 2.85mm Altro Transflor Metris Custom gives you the widest choice of standard designs available in the transport market or the option to create your own custom design for your vehicle, all printed using our in-house state of the art digital printing technology. Altro Transflor Metris Custom also offers 15dB acoustic performance, excellent durability and a lightweight construction.

The 19 standard designs are just a starting point: if you'd like to create your own standard design, talk to us!