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Nottingham City Buses

Design and safety solutions from Altro

Altro Transflor Chroma™

When Nottingham City Transport (NCT) re-branded their key commuter routes around the city with the 'Go2' identity, they supported the project with 10 additional Optare OmniDekka buses.

To complete the company's striking new livery, NCT's Engineering Director Barry Baxter worked closely with their marketing team to source a new safety floor that was both fully compliant legally, but in keeping with the new branding.

NCT approached Transflor, Altro's transport division, to develop a custom colorway for their fleet. Working in partnership with the NCT team, Altro responded to the challenge with a new color design called Windmill, an extension of the company's Chroma range.

The new crescent design features outstanding soil-hiding properties and incorporates Altro's Easyclean Technology. Altro Chroma in a Windmill design is a highly-durable PVC floor covering that features a high-quality wear layer and is inset with silicon carbide and aluminium trioxide grains to provide exceptional slip resistance, ensuring that customers are kept comfortable and safe.

Nicola Tidy, Marketing Director, said: "Nottingham City Transport were looking for a quality, stylish low maintenance floor to complement our key commuter routes featuring our Go2 branding. We believe that the Altro Windmill range in the NCT colorway fulfils all these aspirations and will ensure our passengers are delighted with the internal appearance of these new buses.

We look forward to rolling out this flooring across our entire fleet over time"

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