



PTA ECAT Electric Bus

PTA ECAT Electric Bus Is On The Prowl

Who Let the CAT Out of the Bag?

There's no secret that the whole world is seeking ways towards a more sustainable future. And there's no hiding that our current generation of 'Z's' are demanding a major wakeup call on green energy. That's why the recent announcement by Perth's Public Transport Authority (PTA) regarding its electric e-CAT buses are incredibly exciting. Like the cat that got the cream even?!

e-CAT News

In July 2020 a major announcement confirmed that Perth would be the first destination for Volvo electric buses.

Four Volvo electric buses will be delivered to the PTA of Western Australia in 2022. This is part of an existing 900 supply agreement between Volvo and Transperth which was signed in March 2019. The agreement includes provisions for the introduction of alternative powered vehicles into the public transport bus network when the technology became available in Volvo's Australian supply line.

According to Western Australian Transport Minister Rita Saffioti. "This is the first time we have trialled electric buses on a CAT route and I'm excited to see what commuters think about this new technology," she said.

This Case Study peeks into the progress of these e-buses and the part that Signs & Lines has to play with the new e-CAT in town.

Scope of Works

Working with PTA our design team have been prototyping a 'new look' for the four new e-CAT buses. The Perth Central Area Transit (Perth CAT) system currently comprises four bus routes in the centre of Perth, one bus route in Fremantle, and

three bus routes in Joondalup. Each route has its own distinct livery – red, green, blue, purple etc, so naturally the e-CAT needed its own special look. The first 2 e-CAT buses are destined for the Joondalup line.

Over several months during 2021 the PTA and Signs & Lines designers trialled prototype looks using a striking red theme. This included extensive design revisions, print testing and production of multiple samples. Samples were initially added to the bus and then once the final artwork was agreed the big wrap commenced. In early 2022 the first buses arrived at the factory ready for a metamorphosis!

Over 3 days the buses transformed from drab to fab. Turning a typical silver-look bus into a striking red livery bus wrap involved almost 100 square metres of digital print prepared at our factory using our high-speed digital printers.



Good Design – The Devil is in the Detail

From an outline concept provided by PTA our design team developed meticulous shop drawings for review and approval. From these shop drawings our graphics department printed the digital and cast white vinyl substrates in logical pieces for ease of install. Not to be underestimated, the complexity and precision of our shop drawings is impressive. After all, if the design is not correct, the bus wrap never will be!

On this project the shop drawings showed pertinent information such as: -

- elevations – front, rear, drivers' side and kerb side;
- wrap details – with precise angles and millimetre
- precision;
- graphics and text layouts;
- different finishes for window treatments and outline 'glow';
- installation guide to achieve optimum timing.

Project Summary

Project: e-CAT Bus Wraps
Location: @ Signs & Lines factory
Environment: External
Client: PTA
Date: June 2021 – February 2022

The Signs & Lines team have created many vehicle wraps for our clients. Refer to our other projects <https://signsandlines.com/products/vehicle-signage/> for more information.

The Case for Vehicle Signage

Turn your vehicle or bus into a moving billboard.

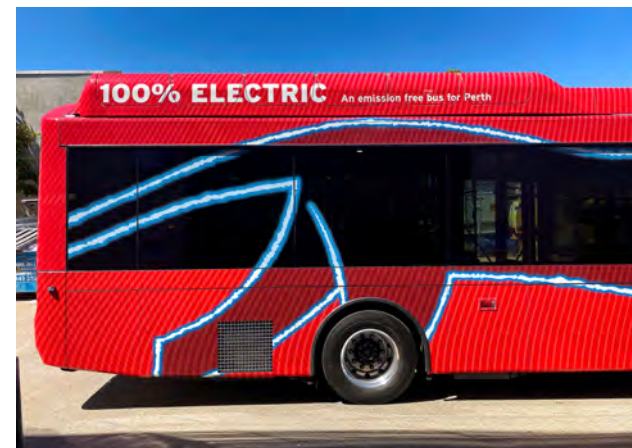
Our design team can turn the entire surface area of your vehicle, truck, lorry or bus into customised vehicle signage. Whether it's a single bus or a corporate fleet, an eye-catching design will enhance your brand and promote your business. As a moving billboard, bus wrap signage is seen by thousands whether parked up or driving around. As a promotional tool it is a perfect way to capture the imagination. Bus wraps can be partial or full, depending on designs or budget. Either way, they are hard to miss!

Marketing 101 – Vehicle Signage Offers Bang for your Buck

Mobile advertising works 24/7 at a fraction of the cost of major marketing campaigns. A vehicle fleet converts into mobile billboards selling your company's products and services. Vinyl wraps are much more cost effective than a billboard or television advertisement – arguably with just as many viewers.

With simple text or a digital image with vibrant colours your vehicle can really stand out and get your message across.

Vinyl car and bus wraps can be customised to suit your business budget and your range of fleet vehicles. If you only want to wrap certain parts of your fleet vehicle, such as your bonnet or rear, we can assist.





Wrap to Protect your Vehicle Assets

Have you thought about how to protect your vehicles? It costs less to wrap your vehicle in premium grade vinyl than it does to repaint your vehicle. The vinyl naturally repels dirt and dust, keeping your vehicles looking great for longer. Consider a vinyl wrap for advertising and protection against weathering and scratches. A double advantage! If you need to change the wrap or sell the vehicle, once the vinyl is removed the paint underneath is as good as new which increases the resell value of your fleet vehicles.

This is where vehicle signage performed by Perth's best wrappers can deliver incredible value. We're a one-stop shop for fleet vehicle signage and vinyl wraps. Our knowledge in design, materials, production, print management, signage installation and signage removal plus our reputation for exceptional customer service makes us the best in the market.

Great Signage Is Transformative

Whether you need inspiration, design assistance or help managing a new signage project, the team at Signs & Lines can take your signage from drab to fab! Our service includes creating a strategy and integrated plan that will boost brand awareness and enhance your professional image.

Make the most of your vehicle signage opportunities and use signs to positively engage with users and generate a great customer experience.

Talk to the team at Signs & Lines today.



To discuss your own signage strategy please don't
hesitate to get in touch.

 **SIGNS&LINES**
CASE STUDY

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