

EHC GLOBAL

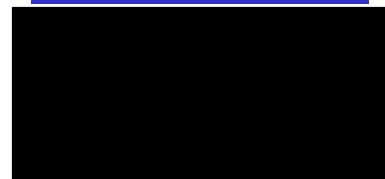
ADRail™





- Founded in 1977, EHC is the world's largest escalator handrail manufacturer & the world's largest escalator handrail advertising manufacturer.
- EHC invented the world's first antimicrobial escalator handrail that can be *Recycled*.
- We have invested heavily in:
 - ✓ Research & Development
 - ✓ Product Testing
 - ✓ OEM Approvals

[Film EHC Global](#)





- What is ADRail?
- What does ADRail?
- Transit & Airport Installations
- Consistency of ADRail Application
- Not Threat of Entrapment
- Risk Assessment
- Hazards Analysis



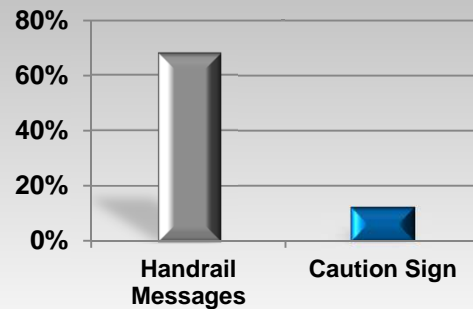
- ADRail is a thin polyurethane film, which is applied to the surface of handrails.
- ADRail can be applied to **Tufflex** (rubber) handrails (Campaign duration appr. 4 weeks) and **NT handrails** (polyurethane) (Campaign duration 8 weeks)
- ADRail can be removed easily without remain
- ADRail holds TÜV certification
- ADRail also meets and surpasses flammability tests.

Specification	Metric	Imperial	Tolerance (+/-)	ASTM
Gauge	0.2 mm	0.008"	10%	D 3652
Peel Strength	1.0 (kg/25mm)	2.2 (lbs/in)	10%	D 3330
Tensile Strength	17 (kg/25mm)	38 (lbs/in)	10%	D 412
Average Elongation (machine direction)	1320%		10%	D 412
Tear Strength	0.5 (kg/25mm)	1.1 (lbs/in)	10%	D 1938
Minimum Application Temperature	10°C	50°F	minimum	- -
Service Temperature Range	5° to 35°C	40° to 95°F	- -	- -
Applied Stretch	8%		2%	- -
Film Wrap	7mm to each lip		2mm	

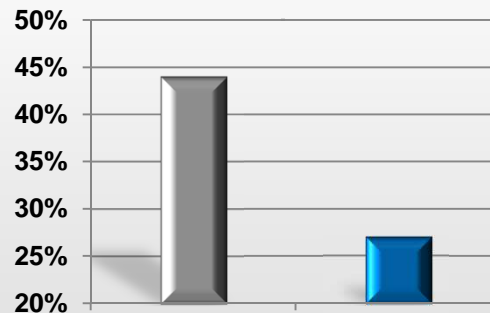


- Dimensions: 152mm x Up To 2000mm
- File Formats: .eps, .ai, .pdf, .tif
- Fonts: Embed & convert all fonts to outlines or curves.
- Images: Embed all images & convert to CMYK (300dpi)

What Messages Were Noticed?



% Of Passengers 30+ Who Looked Down When Exiting



- Independent safety studies prove that handrail signage is noticed more frequently than Caution Signs.
- Synovate studied and reported advertising recall rates;
 - ✓ 57% noticed the handrail advertising
 - ✓ 28% recalled the specific advertising
 - ✓ 47% agreed the ad increased purchasing interest



► [Click here for ADRail Film](#)



Transit

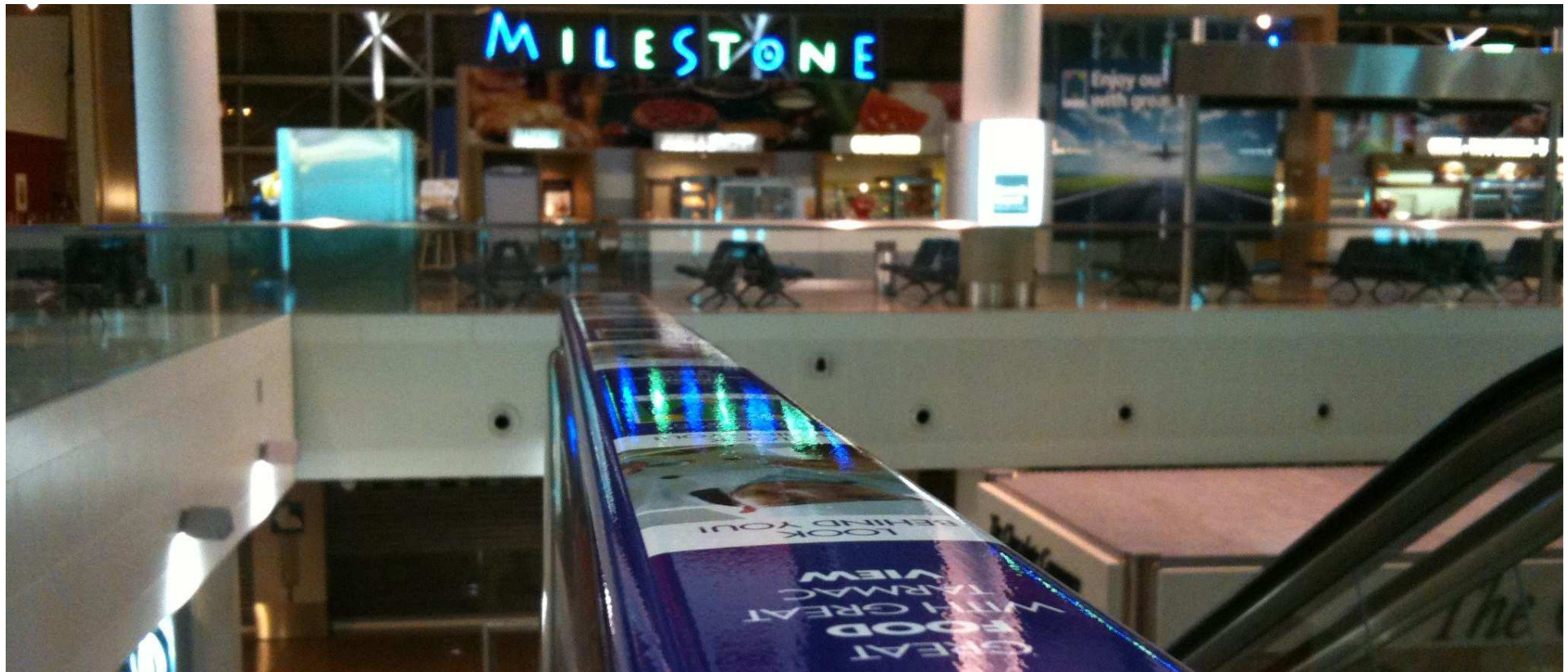
- ✓ New York City
- ✓ Chicago
- ✓ SEPTA (Philadelphia)
- ✓ Pittsburg
- ✓ GO Transit (Toronto)
- ✓ Rotterdam
- ✓ Hong Kong
- ✓ Seoul
- ✓ JR West
- ✓ STM (Montreal)

Airport

- ✓ Frankfurt
- ✓ London (Heathrow)
- ✓ Tel Aviv
- ✓ Kansai
- ✓ Baltimore
- ✓ Chicago (O'Hare)
- ✓ Brussels



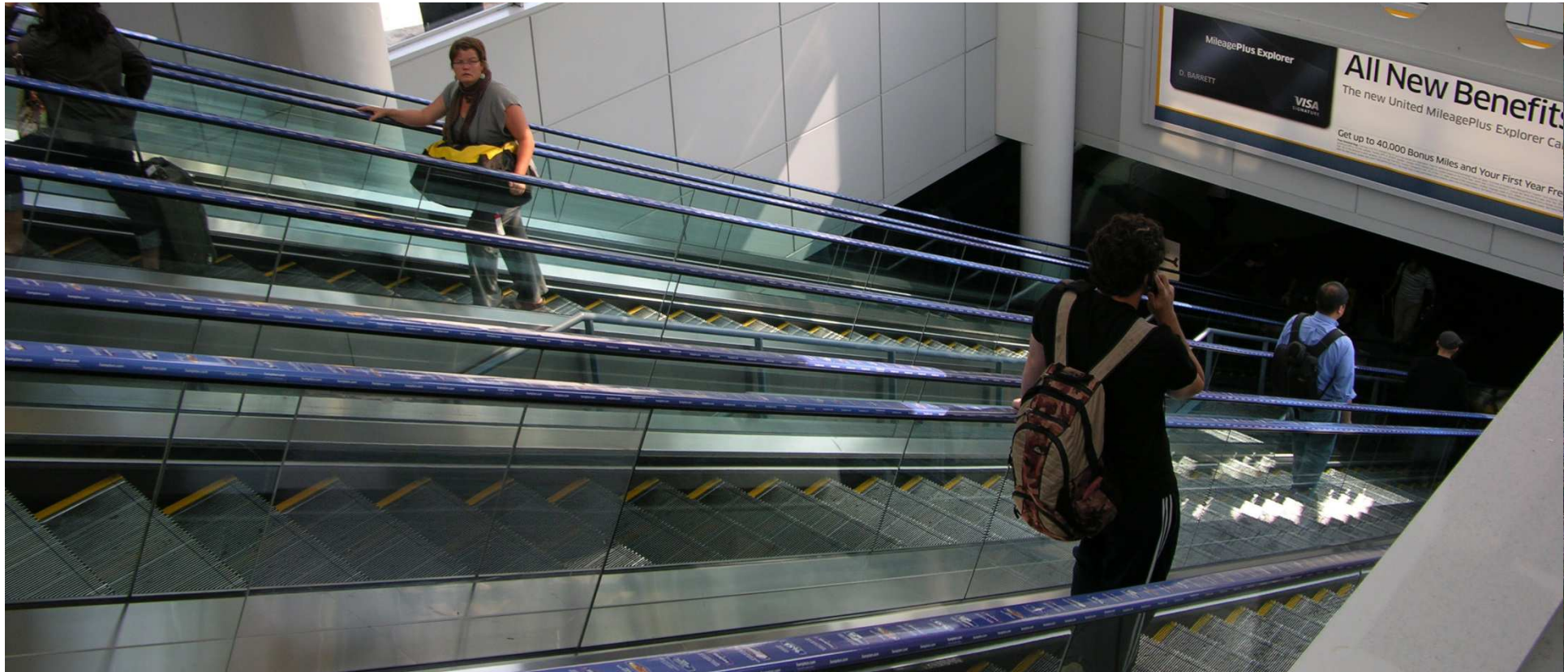
Guest Invest – UK Heathrow Airport



Milestone – Brussels Airport



MasterCard – Brussels Airport



Hilton Hampton – Chicago O'Hare Airport



Euro Hypo – Frankfurt Airport



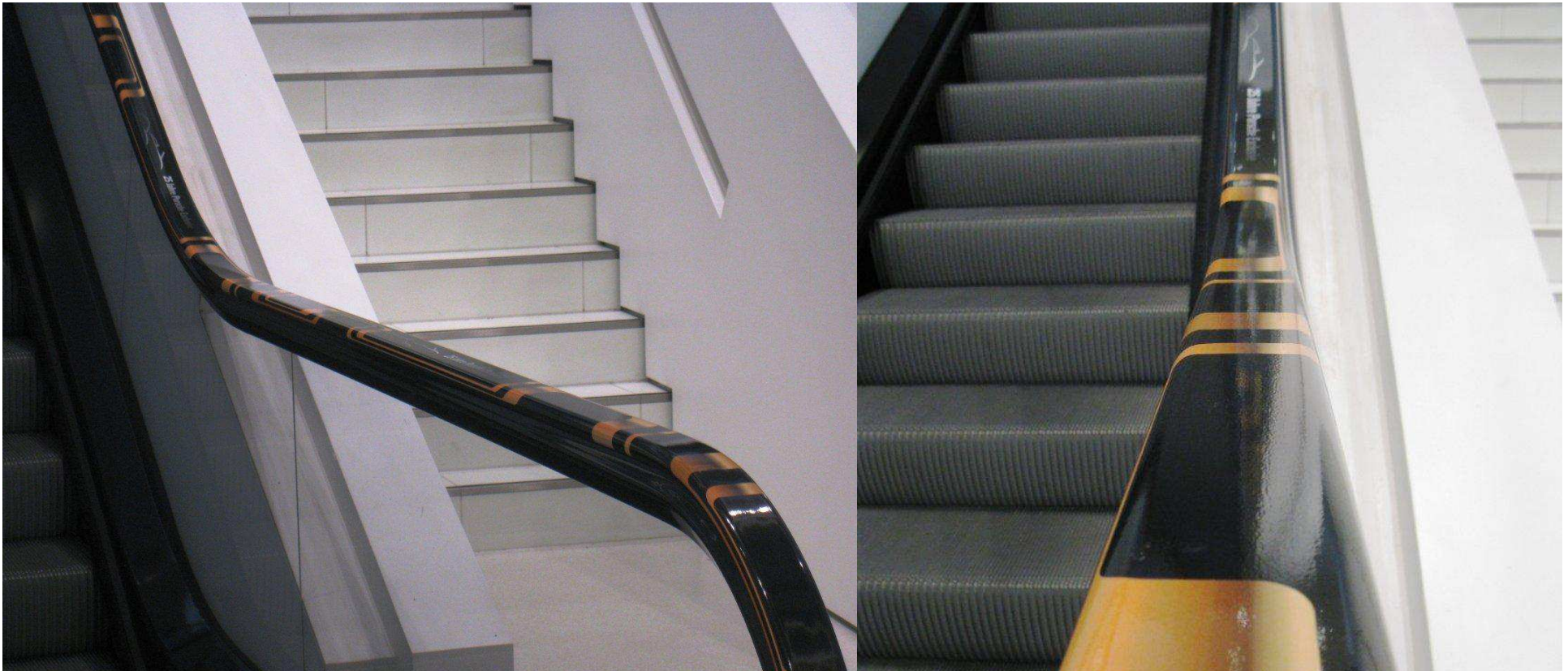
Samsung – Tel Aviv Airport



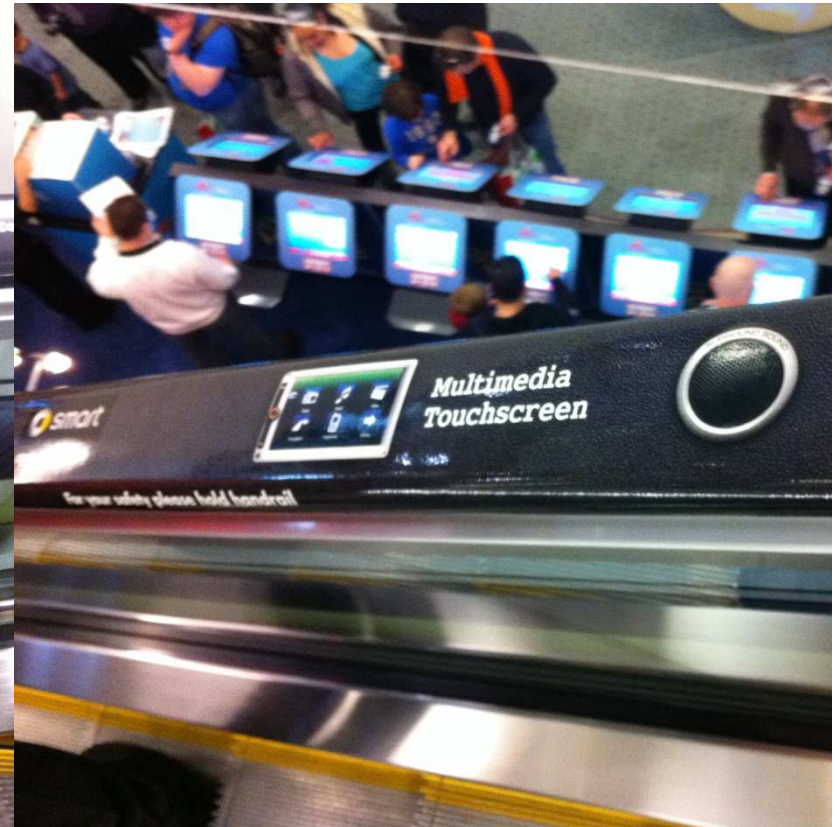
Mercedes Benz – Switzerland Shopping Centre



BMW – UK



Porsche – Köln, Germany



Smart – Metro Toronto Convention Centre



Starbucks – New York, USA



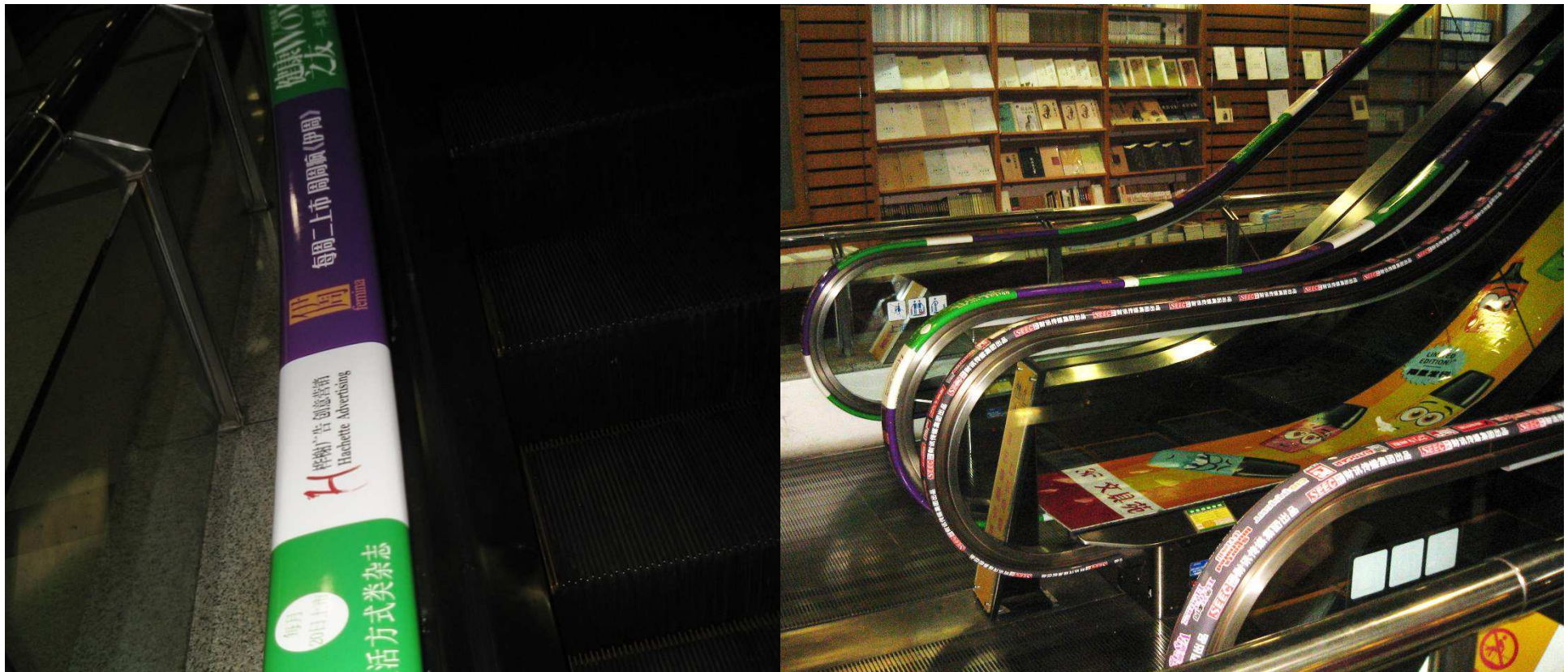
ING – Amsterdam



DHL – Hong Kong Metro

EHC GLOBAL

Prestigious Campaigns



Shanghai Book Store – Hachette Group



City of Chicago
Richard M. Daley, Mayor

Chicago Department of Aviation
Rosenario S. Andujar
Commissioner

Chicago O'Hare International Airport
P.O. Box 66142
Chicago, Illinois 60666
(773) 686-2200
(773) 686-8333 (TTY)

O'Hare Modernization Program
P.O. Box 66142
18510 W. Zankle Road
Chicago, IL 60666
(773) 462-7100
(773) 462-8552 (Fax)

Chicago Midway International Airport
5700 South Cicero Avenue
Chicago, Illinois 60638
(773) 838-0800
(773) 838-0793 (TTY)

www.flychicago.com
www.OHareModernization.org

February 22, 2011

Gianni Cotteta
President
ADRailUSA
New York, NY

Dear Gianni:

Thanks to you and to Clear Channel Airports for a safe and positive experience with ADRail at Chicago O'Hare International Airport.

The Hilton Hampton Inn escalator handrail campaign, which ran on 16 escalators located throughout the terminals from November 17, 2010 through January 17, 2011, was seamless and turnkey for the airport.

We received only enthusiastic comments about the Hilton campaign. In addition, the Clear Channel Airports and ADRailUSA program provides O'Hare with an innovative, new opportunity to generate significant additional revenue for Chicago.

I am happy to support future Clear Channel Airports and ADRailUSA campaigns at O'Hare, and would recommend an ADRail escalator handrail advertising program to any municipality, airport, or escalator owner.

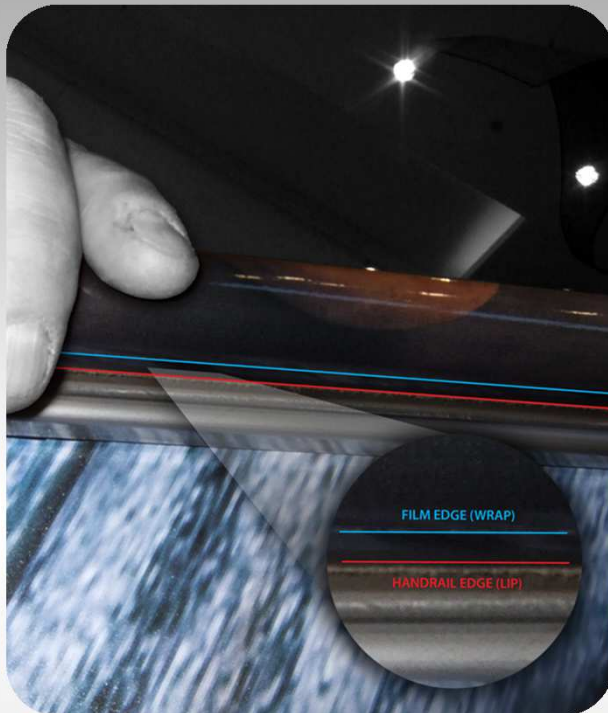
Sincerely,

Glen Ryniewski
Chicago Department of Aviation Concessions

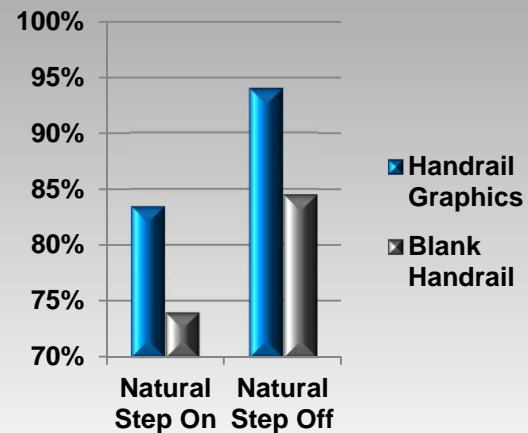




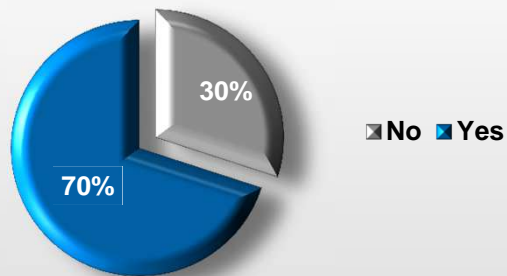
- Handrails are thoroughly inspected before application for problems and contact points
- Handrail standards and driving components are at a much higher level of quality and safety than normally specified (No cracks in handrails, driving components must be straight and free of any excessive friction)
- Pinch points must be replaced before handrail signage can be applied
- Specially designed applicator ensures film is centered and applies a constant level of stretch
- Film Removal removes built-up debris from the handrail surface



- Custom widths for each handrail style provide maximum wrap
- Film and adhesive engineered so that it cannot be removed while the escalator is moving
- Joints overlapped by minimum 500mm and trailing edge is heat-sealed
- With 2000+ worldwide applications, we have never had a unit shut-down or passenger injured



Increased Desire To Hold The Handrail?



- Provide a motion indicator effect; increase in natural step on and off the escalator.
- Designs can include safety messages.
- Encourages passengers to hold handrails when clean.



Case No.	Hazard (hazardous situation)	Harmful event (cause)	Incident (effect)	Assessment actual		Corrective action (risk Reduction measure)	Assessment tentative		Residual risk
				S	F		S	F	
	Hazard characteristics:								
1	film graphic/ artwork moving at same speed as steps	visual distraction, rider not paying full attention to entry/ exit (also acts as a motion indicator)	rider may stumble/ trip/ fall	III	C	artwork to follow national advertising guidelines for acceptable content	III	C	no change
2	film separation from handrail, possibly a result of vandalism picking of edge or splice	2a) trigger safety switch, stop escalator	riders may stumble/ trip/ fall	II	C	2.1) application of wide film to lip region minimizes edge access	III	D	reduces risk of occurrence
		2b) jam drive rollers, stall handrail	riders may stumble/ trip/ fall	II	C	2.2) heat seal cap over splice minimizes edge access	III	D	reduces risk of occurrence
		2c) rider entrapped (ie-intentional wrap film around body limb)	potential personal injury to entrapped person, trip safety switch (see "2a")	II	C				
3	flammability	same properties as handrail, does not support combustion	toxic gas generation is no greater than handrail and is within acceptable parameters	IV	D	none required	IV	D	no change
S is the severity; hazard effect category: I - catastrophic II - critical III - marginal IV - negligible			F is the frequency; hazard cause level (actual, tentative) A - frequent B - probable C - occasional D - remote E - improbably F - impossible						

Item	Hazards (EN115 Table C1)	EN115	Solution
1.1	Crushing Hazard	7.3.1/7.5	No alteration to handrail geometry
1.5	Drawing-in or trapping hazard	7.5	No alteration to handrail geometry
1.6	Impact Hazard	7.3.1	No alteration to handrail geometry
1.11	Loss of Stability	7.8	Not applicable since the breaking strength of the handrail is not affected.
1.12	Slip, trip and fall hazards	7.1/7.2/7.4/7.6 /7.7	Hazards and separations of coating are unlikely to occur provided the handrail coating is used as described in this expert opinion.
8.1	Hazards generated by neglecting ergonomic principles	7.3.2/7.3.3/7.4	No alteration to handrail geometry
10.5	Overturn, unexpected loss of stability	7.8	Not applicable since the breaking strength of the handrail is not affected.
11.1	Hazards caused by failure of guards	7.5	No hazard, a separation of the film activates the handrail control and causes the escalator to stop.
11.6	Energy supply disconnecting devices	7.8	Not applicable
11.7	Emergency devices	7.8	Not applicable



- **Removable Film for up to 90 days:**
 - ✓ Changing messages at regular intervals keeps handrails clean and protected
 - ✓ Film is antimicrobial
 - ✓ New imagery continues to keep riders focused and engaged
 - ✓ Peels cleanly returning the handrail to its original state

- **Permanent Signage:**
 - ✓ Next to ADRail EHC offers also Handrails with permanent Signage so called BRANDRail
 - ✓ Ideal for safety messages and directional information
 - ✓ Custom designed motion indicators for transit applications



New possibilities for the escalator owner: The costs can be changed into profit

Costs:

- ✓ Escalator itself
- ✓ Power
- ✓ Maintenance

Profit:

- ✓ „Rental receipts“ via advertising company
- ✓ Clean appearance of the escalator
- ✓ Higher sells through advertising that works



+ Many More...

Want to know more?

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OR

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Email: adrail@ehc-global.com

Web: www.ehc-global.com

Thank you for your attendance!!!