



FullWrap

of an SBB Cargo freight locomotive



FullWrap

Scope of services



Territory

SBB Cargo freight locomotives operate in national long-distance traffic (90%). The remaining 10% operate in neighbouring countries, including Germany, Italy, etc.

Duration

Minimum booking time is 1 year (365 days that the locomotive is actually in operation).

Technical data

Length: 18.5 m

Height: 4.3 m

Vehicle surface area: 2 × 80 m², advertising area = vehicle surfaces minus window surfaces and surfaces for legally required notices

Advertising panel costs

CHF 120,000 per year

Booking over multiple years:

2 years: 10% repeat discount

3 years: 20% repeat discount

Additional services

Explore further ways to communicate your message on advertising locomotives and appeal to your target audience. You will find a few ideas on the following pages. We are happy to advise you and recommend suitable measures.

Production costs

CHF 30,000 (guide price; varies depending on specific execution)

Production

Production for the locomotive takes around four months from planning to rollout.

Certification of the advertising technician

Labelling can only be affixed to SBB Cargo locomotives and carriages by certified advertising technicians. In all other circumstances, third parties are prohibited from affixing advertising material to SBB Cargo property.

Certified advertising technicians in Switzerland:

- Christinger AG
Wildschachenstrasse 30, 5200 Brugg, T +41 44 738 10 20
office@christinger.ch, www.christinger.ch
- Remund Werbetechnik AG
Hauptstrasse 57, 3215 Büchslen, T +41 31 754 54 54
info@remundag.ch, www.remundag.ch
- Richnerstutz AG
Durisolstrasse 1, 5612 Villmergen, T +41 56 616 67 67
info@richnerstutz.ch, www.richnerstutz.ch

Contract

You will receive a contract for each advertising locomotive.

Price in CHF, gross, excl. VAT, information supplied without warranty. Right to amend quotes and pricing reserved.

Additional services

Making of Filming and photos

You can document the preparation of your advertising locomotive and use the film and photos later on. For this option, please get in touch at the latest three weeks before production. We will be happy to obtain the necessary permits for you. We do not charge for filming and photos. As the contractor, you are responsible for clearing personal rights and any costs incurred by the film and photo team.



Launch ceremony

Organise a launch ceremony to present your advertising locomotive to partners, employees and customers for the first time. Here you have a range of options. For example, you can stage a low-key launch of the advertising locomotive yourself on a station platform. This could involve your CEO riding into the station in the cab and then launching the advertising locomotive with a cocktail reception, for instance. You could also host a large-scale launch of your advertising locomotive in an industrial works or another location with rail access. You could enhance your setting with a light show, smoke effects and music.

We would be happy to help you find a suitable launch location and clear the implementation with all internal contacts. Also included in the launch event are the provision and return of the advertising locomotive, and where technically feasible a platform announcement and use of the screen display on the platform. Not included in the launch event are catering, special effects, such as music, smoke, light, or giveaways, etc. Important: the launch event must coincide with the rollout date.



Rollout and in motion

Filming and photos

Filming and photos during the rollout, in and around the industrial works takes around half a day. The costs, not including film and photo production, are approx. CHF 3,500 for locomotive hire, train driver, locomotive cleaning, SBB representative, planning and obtaining of permits. The rollout date is fixed and cannot be chosen at will.

There is also the option of filming and photos during the year. You are free to choose the date and region. The costs for this are approx. CHF 15,000, depending on time and effort, not including film and photo production.

We will be happy to advise you and recommend a selection of stops during the journey and at railway stations. Before the shoot, we will clean your advertising locomotive; during the shoot we will provide a representative and if you prefer, we will be happy to recommend an experienced photographer, who will cost between CHF 1,000 and CHF 1,400 depending on time and effort. A maximum of two people can ride in the driver's cab; for example the photographer and an assistant.

Note:

The possibility of outages and disruptions mean it is always possible that the schedule for the advertising locomotive cannot be kept, and that consequently the filming or photography cannot be carried out as planned.



Other possibilities

Combine your messages on the advertising locomotive with RailPosters in the train, or have mini advertising trains in H0 scale (1:87) produced to sell to ensure your message stays in people's memories. We are happy to recommend some suitable measures.



Model locomotive H0 scale (1:87)