

COMPANY OVERVIEW

ADESCA
GREENBOX

mi
motion
Escalator Step Branding





European EXPOSURE



Adesca Greenbox

Consumer coverage
reach from 200k per
week to 60mil per
week nationally

Installation and de-
installation over night

10 – 14 days lead times

Opportunities and sectors for escalator step branding:

Shopping & Retail
Environments

Transport Hubs,
Stations & Airports

Sport Stadiums, Arenas
& Convention Centres,
Hospitals, Banks,
Casinos

600+ options
nationally

Consumer Stats and Escalator Information UK and Europe:

60 -90 sec dwell time

30m floor to ceiling
coverage

Constant moving
media, 24/7, directly in
front of consumer

Customized Graphics

All brands of escalators
fitted



NATIONAL REACH

Adesca Greenbox offer high traffic footfall areas offering Shopping Centre views exceeding 25 million per month, transport hubs exceeding 40 million per month, and many other sites which offer a direct spend mindset to a consumer, right in front of them, for prolonged time periods, 24/7.

ONGOING PROMOTION

The format is already being presented and displayed to clients throughout the UK and Europe. In some environments for as long as two years. **Adesca Greenbox**

Guarantee our Globally Patented product for up to six months from date of installation.

Graphics can be easily added to or changed in stages to suit long term campaigns.

ESCALATING BRAND AWARENESS, SAFETY AND IMPACT

A network of classic-build, dynamic print opportunities that deliver creative and impactful solutions to an audience on the move, whether for branding or advertising, or directional flow and safety.

Reverse print technology offers durability and longevity to any long-term campaigns, and our six-month guarantee backs this up.

PRODUCT VERSATILITY

Adesca Greenbox is also being included in campaign proposals such as safety briefs, instore promotions, directional flow messaging, and advertising campaigns across the UK and Europe.

Large clients like National Rail companies use our product for safety signage, while Global Brands use our product to display their campaigns directly in front of consumers in store





IMAGERY

A mix of images and printed messages create the perfect balance of message to a consumer, whether for advertising or safety.

LOCATIONS

Please contact us directly for your updated asset list in your chosen environment across any sector.



CASE STUDIES / PR

Adesca Greenbox have a range of case studies available on our website from various sectors, including **Estee Lauder, Converse Shoes, John Lewis, Marvel...** please view more on our website.

PACKAGES

Adesca Greenbox will tailor your packages: Panoramic – large scale impact / visibility. Safety or Branding Signage. Short-term to long-term campaigns. Bespoke artwork designed to suit your requirements

POSTITIONING

The **Adesca Greenbox** escalator branding format is designed to serve multiple purposes.

We work on briefs that focus on both brand-building, high impact solutions as well as more bespoke, creative ideas. We ensure that the format has access to medium and higher-end sites not limiting creative ideas.

We will work with you to assess your perfect location and position for your campaign.

COSTS FOR ACTIVITY

Costs vary per campaign and can start from as little £2,000 on a full brand. We will work with you to find the optimum solution for your brand.

We also offer part branding solutions on certain steps, as well as full branding options.

From as little as £90, a client can opt for riser graphics and foot demarcations on the steps.

NATIONAL REACH

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Adesca Greenbox operate their licenses and patents in 37 countries across Europe, and offer License opportunities in each territory.



Adesca Greenbox

offer full safety concepts and services, from escalator cleaning, maintenance, and safety signage and graphics on steps, sides and floor entry points, along with our Media Handrail Sterilising Units.



Adesca Greenbox

Offer bespoke and specific safety concepts and services, for escalators and lifts, as in COVID -19 social distancing messages to passengers in office blocks, and various buildings.



MEDIA HANDRIAL STERILISERS

Killing 99,9% of
bacteria, 24/7, with full
remote monitoring



PURPOSE

Our Weclean escalator handrail cleaning system helps to maintain consistent hygiene on escalator and traveller handrails, and visual cleanliness so that users can voluntarily use them.

This prevents accidents by encouraging the holding of the handrail and decreasing the spread of contact viruses and disease all at the same time, it was necessary to develop products that achieve the following performance:

- ① Eliminate 99.9% of germs that can be transmitted through escalator handrail (e.g. coli, swine flu, pneumoniae, norovirus)
- ② Remove dirt, dust, oil, etc. from the handrail surface.
- ③ Escalator anti-rotation alerts for additional stability.
- ④ Introduce effective building and hygiene management through application of IoT and state-based monitoring.
- ⑤ Visual sterilization cleanliness through 7-inch monitor is expressed by video and voice.
- ⑥ Measurement of Indoor air pollution, humidity and temperature with our sensors.
- ⑦ Human traffic counter will contribute to gathering of big data for future use.



CONTACT US

sales@adescagreenbox.com

+65 67344062

www.motionicon.co.uk

www.adescagreenbox.com

