



Escalator Step Branding

● The global ● high impact ● moving media choice

The Power of Moving Media

CREATIVE ORIGINAL INNOVATIVE



Offering endless benefits to landlords and property owners

● Benefits to Landlords/Property Owners

ADDITIONAL and attractive **REVENUE** stream for
LANDLORDS and **CENTRE OWNERS**;

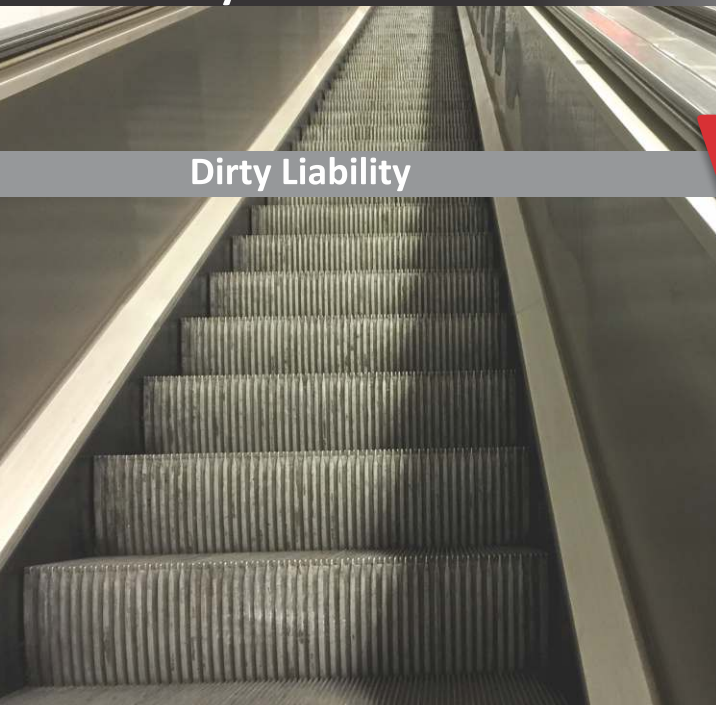
IMPROVES SAFETY and accountability via our **Qualifying Survey**;

REDUCES RISK to users;

IMPROVES the user **EXPERIENCE**;

Utilise your escalators for **INTERNAL MESSAGING**

● Easy decision



Dirty Liability

VS



Clean & Profitable Asset

COMMUNICATE:
UPCOMING SPECIALS SPECIAL OCCASIONS NEW STORES SAFETY

IMPROVE THE AESTHETICS OF YOUR VENUE

● Improve Safety and Accountability via our Qualifying Survey



Our qualifying survey is undertaken by a trained member of the Motion Icon team

This inspection ensures that the following elements are checked :

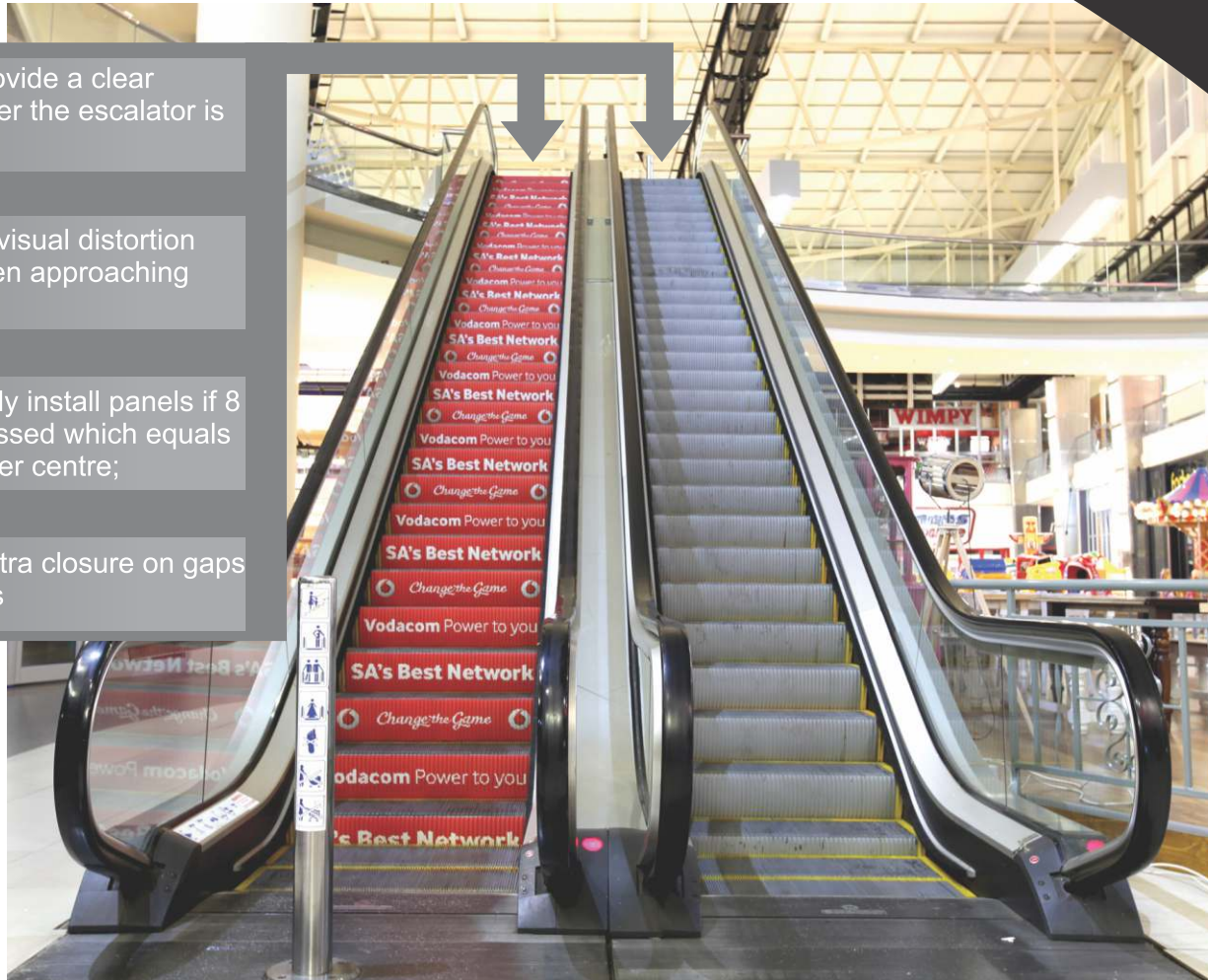
- Is the escalator running;
- Is the lubricating system functioning correctly;
- Is the clearance between each step compliant;
- Is the clearance between each step and the side skirt panels compliant;
- Are the steps guiding properly into the top and bottom landings;
- Is the clearance between the steps and the comb plates correct;
- Are there any broken comb plates on the top or bottom landings;
- Are the step rollers in good condition;
- Does the emergency stop button and key function correctly;
- Is there a technical support number visible.

The above survey ensures that the escalators are operating smoothly with **minimal lateral movement**, that there is **no oil residue** on the steps and that there are **no dangerous gaps, broken teeth or dented risers**.

*Survey issued to landlord as added value service but does not replace the contractors agreement with landlord

Reducing risk to customers

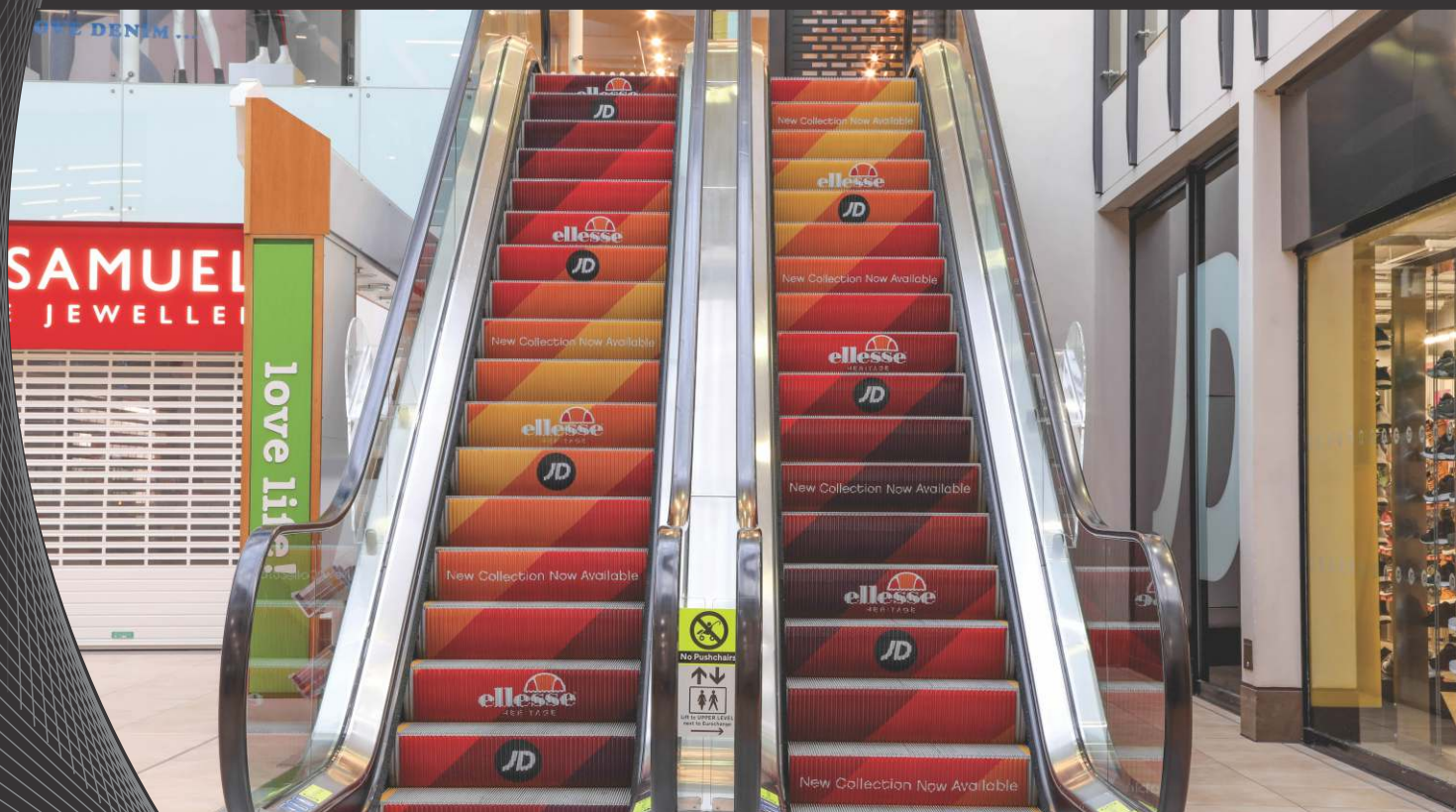
- Branded steps provide a clear indicator of whether the escalator is moving or still;
- Eliminates risk of visual distortion and dizziness when approaching escalator;
- Motionicon will only install panels if 8 point survey is passed which equals less incidence/safer centre;
- Panels provide extra closure on gaps between the steps



Taking brands to the Next Level

● Proof of Product

- A “test of time” durability test has run in the UK for 24 months (reference letter available)
- Launched in the most litigious environments globally i.e. USA, Australia and the United Kingdom;
- We have installed on the most recognised escalator brands i.e. Schindler, Kone, Otis and Thyssen including Thyssen Krupp;
- We have attained product acceptance and sign-off in recognised venues such as Westfields UK, Caesars Entertainment Centre - Las Vegas, Dubai Airport, ANZ Stadium Sydney, Sydney Opera House
- Our product does not have any affect on the warranty of the escalator (reference letter available)
- Public indemnity is carried by all Licensees
- Product Insurance is carried by all Licensees



● Product VERSATILITY



- ☑ MOVING MEDIA
- ☑ CREATIVE OPTIONS
- ☑ VERSATILE USE OF BRANDS
- ☑ COST EFFECTIVE
- ☑ QUICKLY APPLIED
- ☑ DURABLE
- ☑ COMPLIANT
- ☑ IMPACT RESISTANT
- ☑ ANTI-SCUFF
- ☑ LIGHTWEIGHT
- ☑ SAFE
- ☑ BENEFIT TO MAINTENANCE
- ☑ ECO-FRIENDLY MATERIALS
- ☑ NO MESS
- ☑ CSI CONTRIBUTION

Taking brands to the Next Level

Additional information

The motionicon production facility is based in Cape Town, South Africa within easy reach of Cape Town International Airport

- Panels are manufactured from the highest quality materials;
- Stringent quality control from beginning to end;
- Motionicon hold templates for virtually all escalator brands
- Contributes to the creation of **EMPLOYMENT**;
- **LEGAL** method of branding;
- Endorsed by recognised escalator manufacturers.



Motionicon dispatch panel consignments both nationally and globally using recognised, reliable and fast courier services.



For more information visit our website: www.motion.co.uk
or send a mail to: chris.h@motionicon.co.uk

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