

WORKING WITH STAGECOACH

Bus graphics are right at the heart of what we do and we are very fortunate to work with several of the biggest and best known operators across the UK.

When Stagecoach South decided to celebrate the Queen's platinum jubilee with two themed buses, Smart Graphics were the natural choice to manufacture, supply and fit the graphics.



"We have a long standing business relationship with Smart Graphics, over 20 years of collaborative project work. With their unrivalled knowledge and expertise, we were delighted to select them as the preferred supplier to deliver this great project". Strong praise indeed from Steve Thorpe who is Marketing Manager for Stagecoach South.

The buses were officially launched in the week of the 70th anniversary of the Queen's accession to the throne, which took place on 6th February 1952. The two buses feature the official Platinum Jubilee emblem, and have been finished in a white, platinum and purple adaption of the Stagecoach livery scheme. The platinum colour represents Her Majesty's 70 years on the throne, whilst the purple colour is synonymous with royalty. Both platinum jubilee buses will be seen across the year, on services throughout Hampshire, Surrey and West Sussex. As experts in bus graphics, we are proud to have played our part in creating such striking vehicles. Strong technical knowledge is critical to our success. Paul Bellard, General Manager at Smart Graphics explains a little more, "technical knowledge is key to our success. Over the past 30 plus years, we have amassed a wealth of knowledge of all types of buses and are fortunate to have worked with some of the biggest bus fleets across the country".

"The project was managed from start to finish by our in-house team. All graphics were manufactured on site in the Smart Graphics production facility in Glasgow. The purple element of the graphics on each bus required a colour match to ensure that colours were exactly as the client had specified. Our experience print team are experts in producing large format graphics for buses.

After print, all graphics go through a stringent quality control process to check that they are ready for installation and work in combination. With fitting teams based across the UK, we made arrangements with Stagecoach South to install the graphics. At Smart Graphics, we understand the implications of "down time" (where vehicles are off the road) so we pride ourselves on delivering an efficient service geared towards minimising operational disruption. The jubilee themed buses will initially enter service at Andover depot in Hampshire and Worthing depot in West Sussex, before commencing a tour of the other 6 depots throughout the South region during 2022.

