



Release date: August 2024

## **Aura Brand Solutions Celebrates Manchester Pride with Sustainable Tram and Bus Wraps for Transport for Greater Manchester**

Aura Brand Solutions is proud to announce the completion of our latest project in partnership with Transport for Greater Manchester (TfGM). This year, we installed matching custom designs on a tram and new Bee Network bus ahead of the Manchester Pride celebrations.

Continuing our longstanding collaboration with TfGM, Aura Brand Solutions delivered high-impact visual branding for one of the city's most anticipated events. The newly wrapped tram and bus are now circulating across Manchester sharing the message 'Love Connects Everyone' with their unique rainbow design. We are particularly excited to showcase our use of Biofilm – a sustainable material derived from bio-based sources which is also recyclable. This innovation reduces the environmental footprint of our wraps and aligns with our ethos of driving positive change through responsible branding.

This project marks another milestone in our ongoing partnership with TfGM, regularly providing exceptional wraps and branding solutions for their transport network. Our collaborative efforts have enabled us to transform public transport vehicles into moving canvases that share their message with thousands of people each day.

**John Bekalo, Head of Sales for Rail at Aura says:** "We are delighted to support Manchester Pride and to contribute to the incredible atmosphere of the city during this celebration. Our use of sustainable biofilm in these wraps reflects our commitment to innovation and sustainability and ensures that we are contributing positively to the community. We look forward to continuing our partnership with TfGM and supporting Manchester's diverse and dynamic community."

The wrapped tram and bus were in service throughout the Manchester Pride celebrations over the weekend, serving as symbols of inclusion, diversity, and unity. Aura Brand Solutions is honoured to play a role in this iconic event and remains dedicated to supporting initiatives that reflect shared values.

– Ends –

## Notes to Editors

### Media Enquiries

Lewis Ludden, Head of Marketing

[lludden@aurabrands.com](mailto:lludden@aurabrands.com) or 07884 563257

### About Aura Brand Solutions

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

- Livery solutions for commercial and public service fleets.
- Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
- Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

### About National Express

National Express is a premier transportation provider in the UK, offering reliable and efficient coach services across the country. With a commitment to safety, comfort, and customer satisfaction, National Express is dedicated to providing top-tier travel experiences.

###