

Site Selection Guide

Protect the interests of your clients and the integrity of their campaigns through Site Selection.

ADRail has been designed to be resistant to misuse and vandalism. Despite our best efforts, there have been occurrences of ADRail film being damaged and even removed in some locations.

Our experience has been that sites with infrequent or no monitoring are more likely to become damaged during a campaign. While sites in prestigious malls and international airports have had no occurrences, cultural and economic influences in some areas seem to be factors in damage being deliberately caused by passengers riding the escalators.

To reduce the risk of expensive damage, EHC Global suggests that where possible, these factors be weighed carefully for each location before a site is chosen for an ADRail installation.

