

**EHC GLOBAL**

# **ADRail™: Hands On Advertising**

**Escalator handrail  
advertising is  
an exciting and  
innovative way to put  
your message in the  
hands of millions**

**[www.ehc-global.com](http://www.ehc-global.com)**

**INSTRUMENTARIUM**

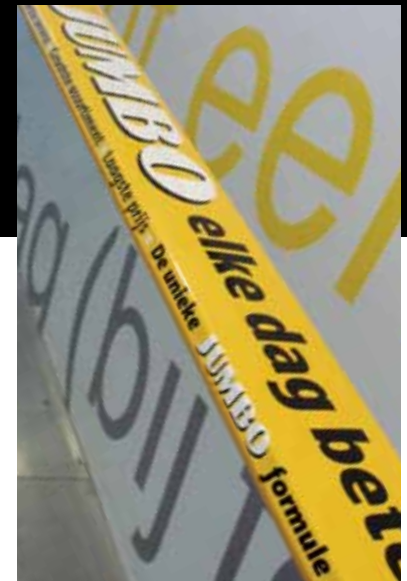


Beautiful.  
Memorable.

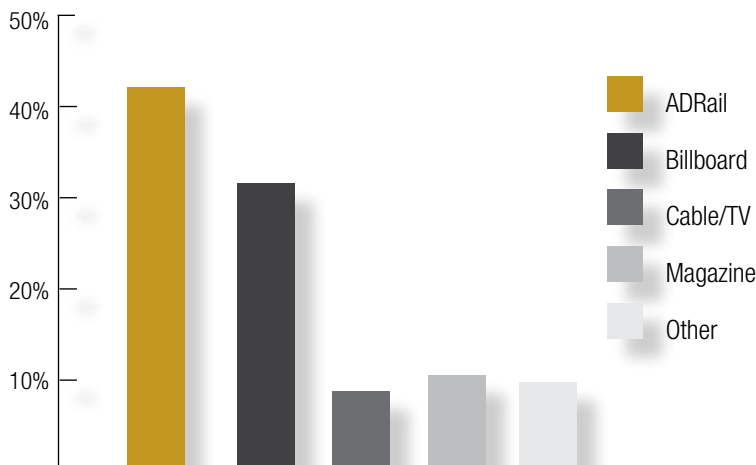


42.6% of escalator passengers recalled the brand name advertised on ADRail while only 32% remembered what they had seen on billboards.

- 245 million people ride escalators in North America every day; 500 million in Europe; 700 million in Asia.
- The average ADRail exposure is 30 seconds – that makes a significant impact!
- Strategically placed in close proximity to the point-of-purchase, stimulating sales for advertised brands.



### Brand Recall





We never met a handrail  
we didn't like



EHC Global is not a media company. We make handrails. Over 142 types of handrails for every kind of escalator on the planet.

An escalator is a powerful and complex piece of machinery that transports thousands of people, every day. With our unmatched engineering knowledge, we understand handrails because EHC handrails are supplied to every major escalator manufacturer and service company around the world.



There are two types of handrails in the world; SBR (Rubber) and NT (Thermoplastic). ADRail can be installed on NT and SBR.

EHC Global holds worldwide patents on escalator handrails, and escalator handrail advertising.

ADRail can be applied to any existing escalator handrail that is in good operating condition.

# We go further

ADRail wraps around the sides of the escalator handrail.

This has 2 key advantages:

- It hinders vandalism
- It provides more space to share your message



Contact Us Today  
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[www.ehc-global.com](http://www.ehc-global.com)