



**Made
Unlimited**

camira
P R I N T



Changing the way you create and the way you think, **Camira Print is textile design Made Unlimited.**

Throw out the rule book, this technology is made to transform what is possible in transport interiors. With cutting edge capabilities, Camira Print creates fabrics made to amaze.

Combining two centuries of expertise with state-of-the-art technology, we have created a solution that delivers the ultimate in design and manufacturing freedom.

With each Camira Print creation applied to a lightweight wool moquette fabric, this sleek textile has been created exclusively for digital print to deliver super saturated colour, without ever compromising on safety and performance standards.

Made U

to give complete design freedom.
for the ultimate in creative expression.
for impact in pattern and scale.
for lower minimum order quantities.
for shorter leadtimes.
lighter in weight for lower carbon emissions.
for safety and performance.
for imagination run riot.

The image features a vibrant, multi-colored background resembling a rainbow or a spectrum of light. The colors transition from dark blue and purple at the top, through green and yellow, to bright orange and red at the bottom. The background has a slightly grainy, textured appearance with some small white specks. Overlaid on this background is the word "unlimited" in a large, bold, white, sans-serif font. The text is centered horizontally and occupies the middle portion of the image.

unlimited

Made for the big thinkers

After years of research and development into creating the optimal print capability, Camira Print is here to realise the untapped potential of transport textiles. Flexible, fast, and free from design restrictions, the benefits are tangible - and the possibilities limitless.

Operators

Enabling you to design fabrics which reflect the individuality of your brand and its vehicles, Camira Print redefines the meaning of custom creations. From different fabrics for every route to different prints for every seat, this new technology means that you can create an unforgettably unique upholstery solution.

Coach Builders

Providing maximum flexibility to create bespoke collections with the quickest of turnarounds, you can order what you need, when you need it, so your production line is never halted.

Restorers

For projects which require smaller amounts of fabric, the flexibility of Camira Print ensures that you can order exactly what you need to achieve the look you want. Ideal for refurbishments, or restoring heritage vehicles, the ability to receive the designs of yesteryear in low minimum order quantities transforms the rate - and cost - at which projects can be realised.

Advertisers

Turning bus seats into billboards, Camira Print creates a brand-new advertising platform – with a captive audience. Whether you're promoting discount fares or partnering with a commercial company, your seats can show what you want, for as long as you want.



The design options

For the maximalists, minimalists, and everyone in between, Camira Print has the answer. Whether it's for an immersive interior, branded vehicle, advertising campaign, or something entirely different, the right print is waiting for you.

The word "camira" in a lowercase, bold, sans-serif font, centered within a white circular outline.

camira

Camira Print collection

Sometimes readymade is the right option, and you might find exactly what you need in our contemporary Camira Print collection. In this case, all you need to do is look, choose, and order.



Custom design

The ultimate in bespoke, we will create a fabric for your exclusive use. Opulent florals or sleek geometrics, simple stripes or orbital swirls, no matter your style, we will develop something entirely yours – and entirely unique.



Custom colours

Right design? Wrong colour? Leave it with us. We can recreate it in the ideal shades for your scheme - from your corporate colours to your preferred Pantone or RAL codes, we can match it up so it's pixel perfect.



Photographic

Ideal for making an impact, Camira Print can transform a photograph into a fabric to remember. From big and bold to delicate and detailed, reproduced to scale or sized up or down, the options are endless. All we need is a high resolution 300 dpi image in TIF format, and we'll do the rest.



Typographic

For when your message needs to be crystal clear, spell it out with Camira Print. Ideal for use on priority seating, the ability to print typography in an easily readable and accessible format means that you can be assured that the words that matter most won't be missed.



The design process

With an in-house design team available to assist at every step of the way, we've made getting started with Camira Print as easy as possible. From creating a custom pattern to adjusting individual colours, we'll work alongside you to deliver a design that shines.





01



Design

It all starts with a great design.

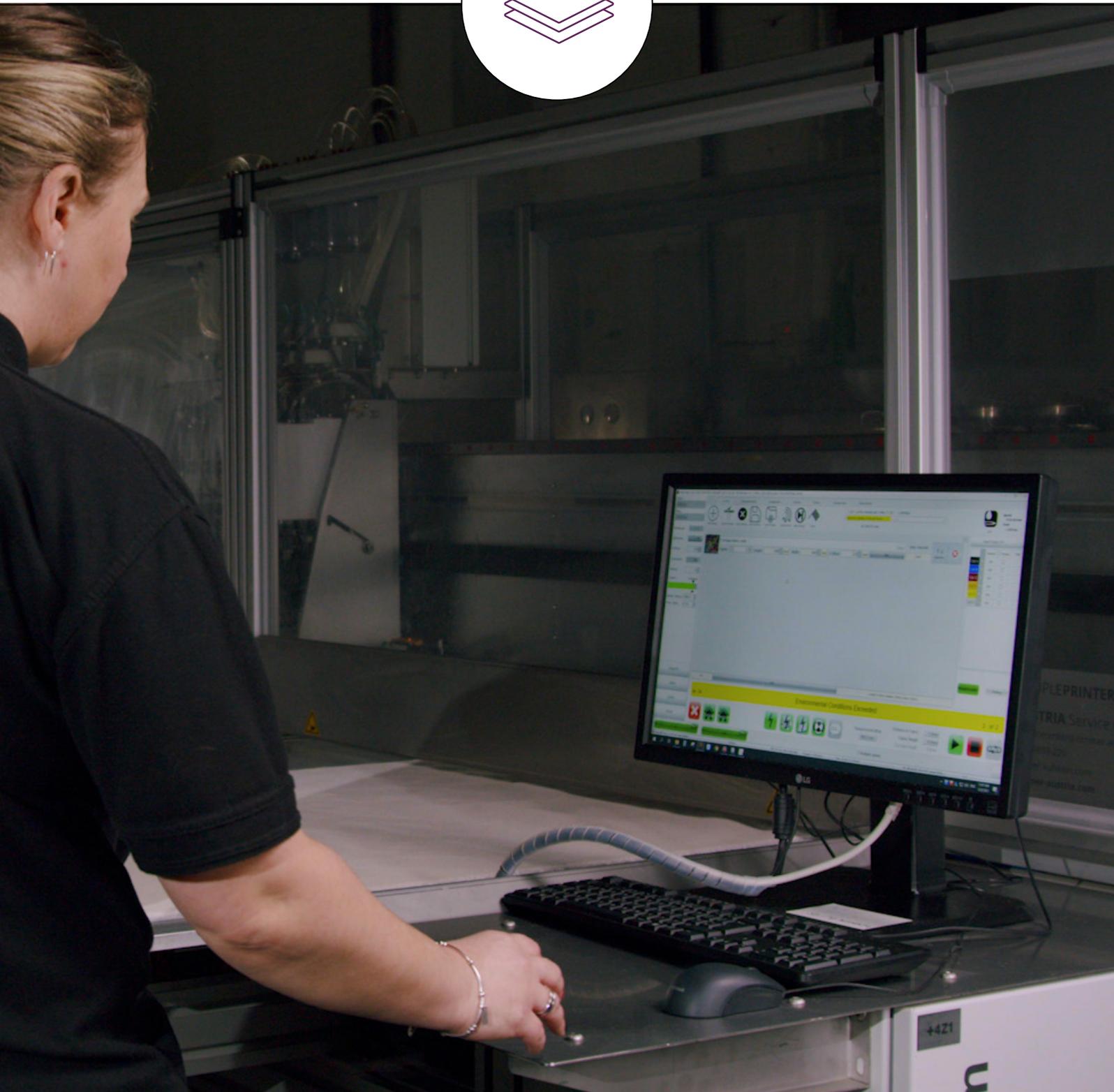
Found a photograph you love? Send it over. Right design, wrong colour? Leave it with us. Or maybe you want something entirely new, and entirely you? Let's collaborate. Whatever path you take, Camira Print makes it as simple as it can be to take your design from concept to completion.

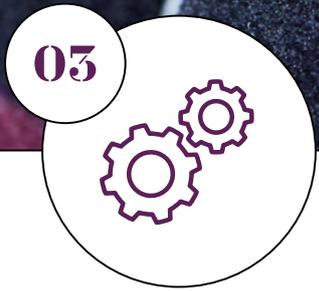
Sampling

Once the design is decided, we'll make it a textile reality.

With a dedicated in-house sampling machine, a 1 metre length sample fabric can be produced in minutes. Expediting the development process, colours can be tweaked, and designs deliberated, with a physical sample provided at every step of the way – so you can make sure your Camira Print creation is exactly what you imagined (or even better).

02





Production

Once the sample has been approved, your Camira Print fabric will be created. Truly realising the power of digital, this technology produces printed fabric at a rapid rate, so you can have your dream textile creation quicker than ever before.



Made for every tint, tone and hue under the rainbow.

With a spectrum of shades to choose from, Camira Print brings technicolour to fabric creation.

Using carefully selected dyes for optimal compatibility with the wool rich base, and reaching the full depth of its irresistibly tactile pile, saturation is guaranteed and high lightfastness certified, so you know your printed pattern will be beautifully bold – both now, and for years to come.

Mixing and matching for that perfect palette.

Laying at the heart of every Camira Print creation, colour is paramount. With a selection of on-trend readymade palettes to choose from, you can pick and mix these complementary hues to enhance your design, or, if you have a specific Pantone or RAL in mind, we can formulate the ink to make concept reality.







**Made for plush wool
moquette - for technical
performance without
compromise.**



In an appealing blend of tradition and innovation, each Camira Print creation is applied to a lightweight wool moquette fabric. With a velour finish, the textile has been created exclusively for digital print and is woven from naturally sustainable British wool to deliver super saturated colour and comfort. Providing the ultimate in durability, and meeting the highest of performance standards, there's a reason why wool moquette is part of our past, present, and future.



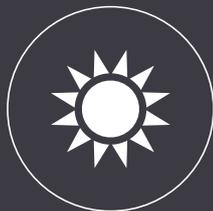
Flammability

Engineered to meet the highest European flammability regulation, ECE Reg 118.03, Camira Print creations are suitable for inclusion on both horizontal and vertical surfaces within a bus or coach.



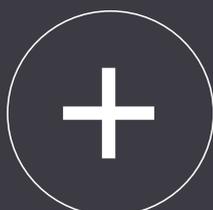
Abrasion

Light in weight, durable in performance, each Camira Print fabric achieves a minimum of 100,000 Martindale cycles – ensuring lower carbon emissions, without compromising on wearability.



Lightfastness

For colour that wows, each Camira Print fabric is certified to Grade 6 lightfastness, so you can guarantee that your seats will stay bold and bright for years to come.



Additional treatments

Compatible with Camira Defender - a treatment which provides superior protection against bacteria, fungi, and water and oil-based stains - this invisible shield can help your Camira Print fabric look as good as possible, for as long as possible.

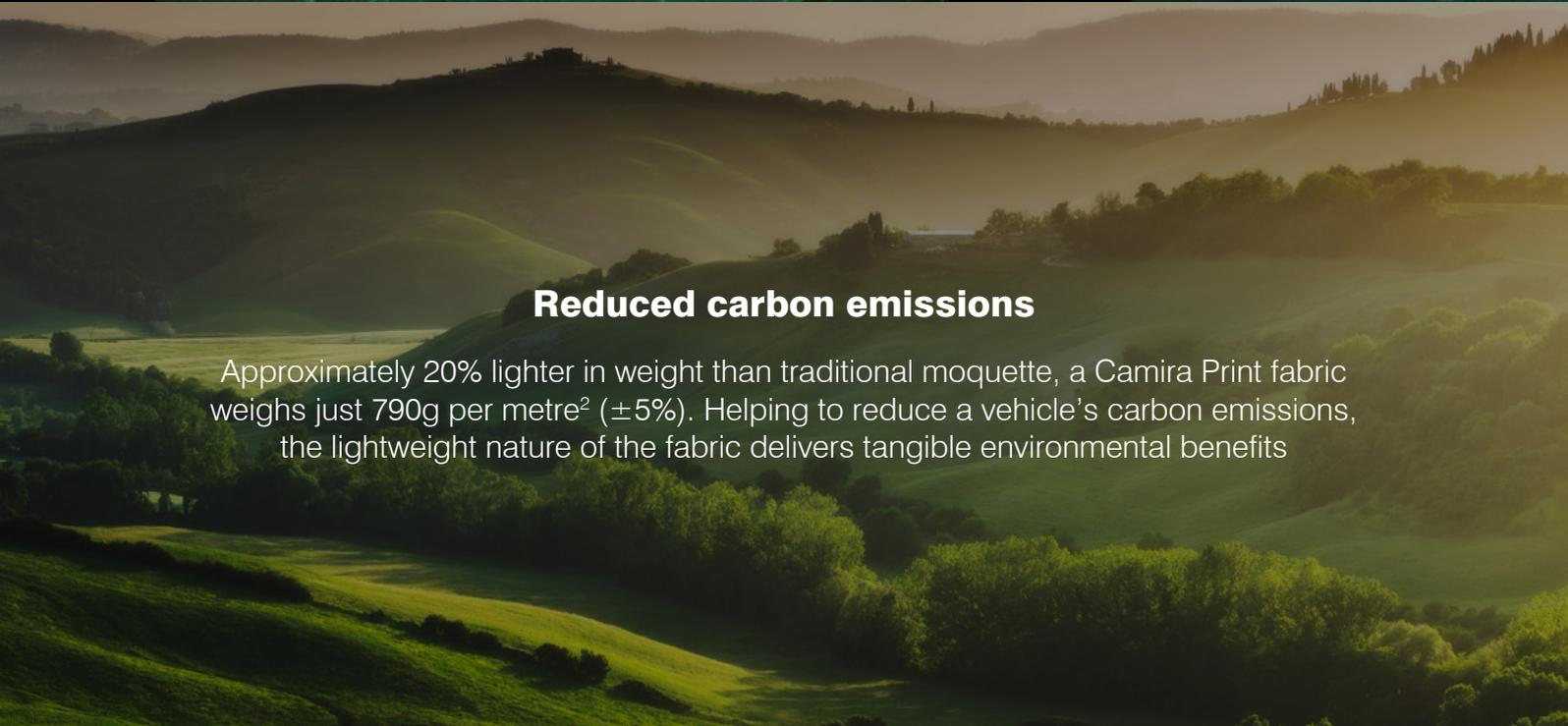
Limited waste. Unlimited ideas.

With flexibility at its core, Camira Print only creates what is needed – no more, no less. Reducing the amount of waste material produced, this is an environmentally benevolent method of manufacturing for the eco-conscious world we live in.



Eco-friendly dyes

Developed with both environmental and passenger wellbeing in mind, the dyes used in Camira Print are certified in accordance with REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals - a European Union regulation which addresses the production and use of chemical substances, and their potential impacts on both human health and the environment). All Camira Print dyes are also Azo-free, ensuring they do not contain toxic, nitrogen-based compounds.



Reduced carbon emissions

Approximately 20% lighter in weight than traditional moquette, a Camira Print fabric weighs just 790g per metre² ($\pm 5\%$). Helping to reduce a vehicle's carbon emissions, the lightweight nature of the fabric delivers tangible environmental benefits



Natural fibres

Woven using British wool, one of our greatest natural resources, this rapidly renewable fibre is highly durable and supremely technical. Delivering amazing performance benefits, including flame retardancy and air purification, it is a textile material which is both environmentally sustainable and ultra intelligent.



Made to



inspire

Made to match your limitless imagination.

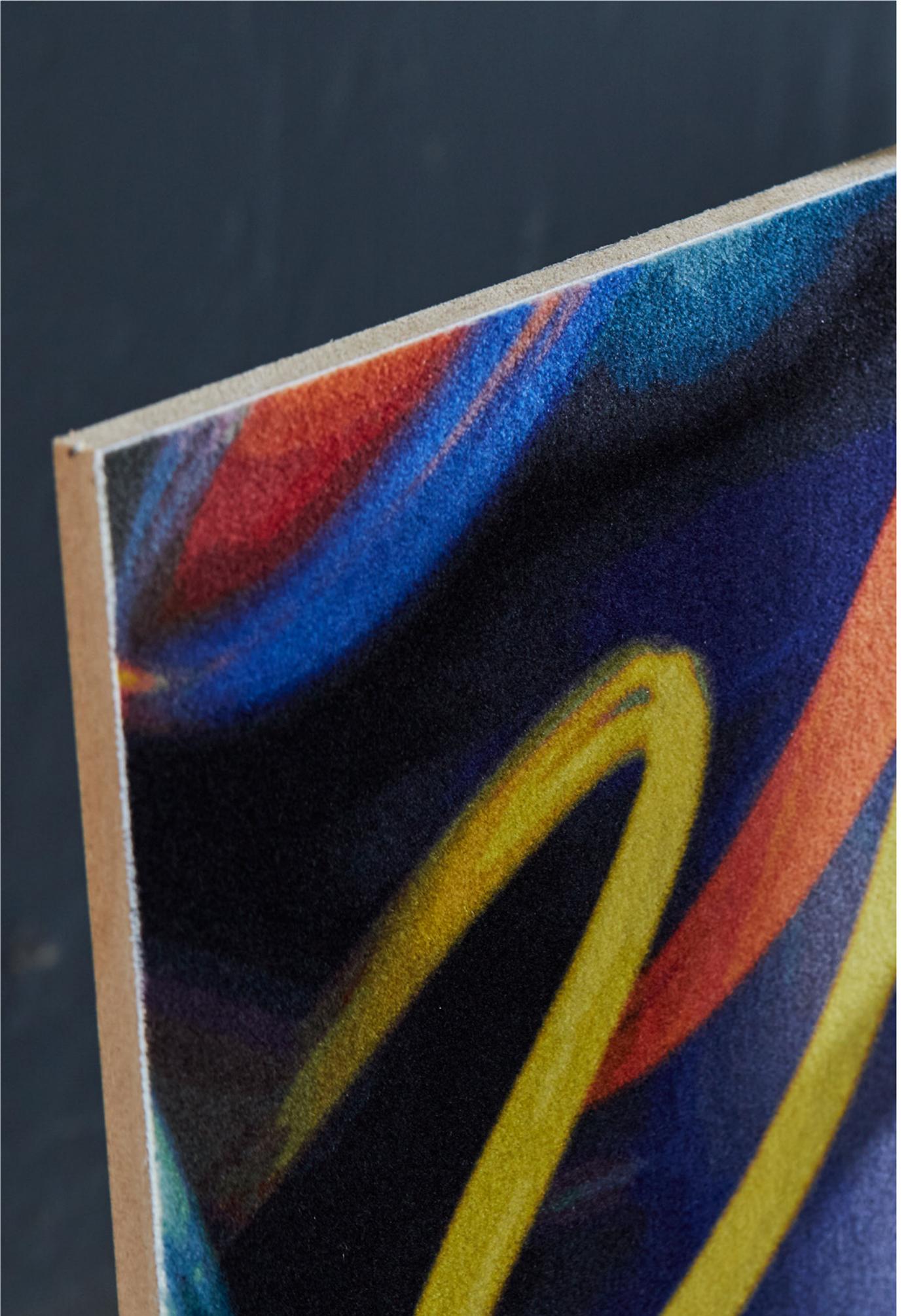
With a world of design potential opening,
now is the time to ask what if?

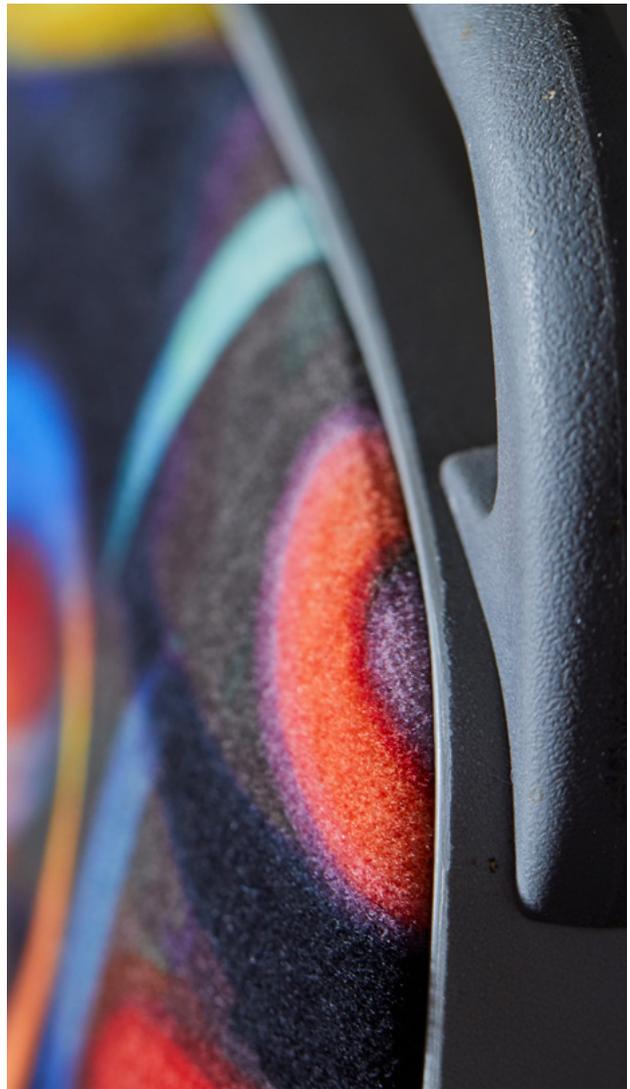
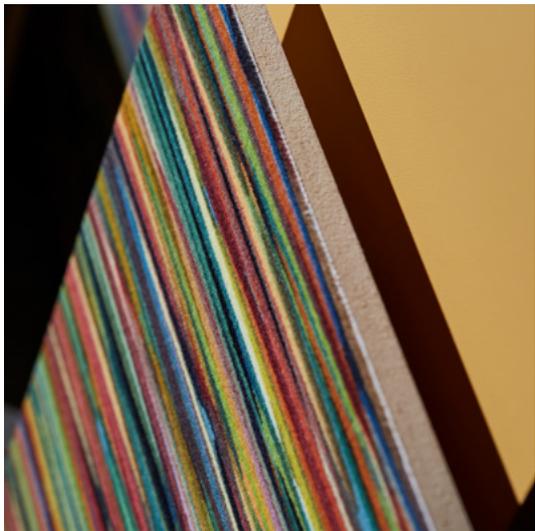
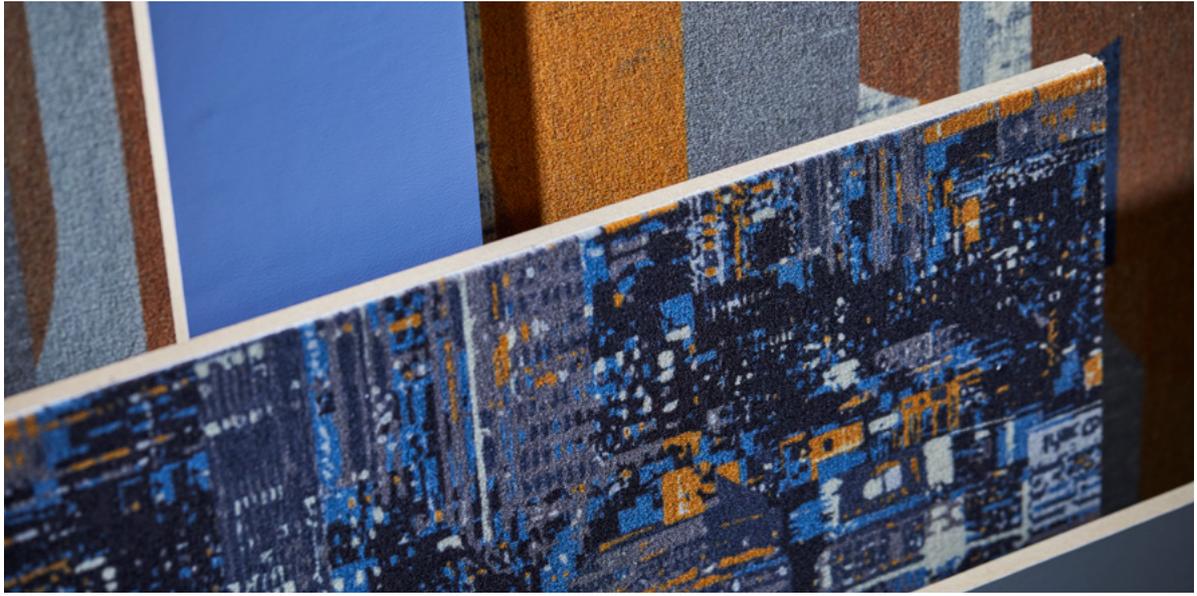


What if?

seats could be works of art?
products could be sold?
stories could be told?
past fabrics could be brought to life?

**With Camira Print, the
answers are yours to find.**





Textile works of art, readymade.

A contemporary design collection, the Camira Print range has been created to bring style and impact to bus & coach interiors. Illustrating just what is possible when design is unrestricted and colour unlimited, this selection of patterns encompasses everything from elegant geometrics to orbital swirls to ensure there is a colour and style for every vehicle.

Unleash your imagination, unlimit your business.

Running a promotion?

Shout about it.

On a tourist route?

Show the sights, inside and out.

The answer to questions you didn't even know you had; Camira Print reveals an array of advertising opportunities. With a guaranteed audience and dozens of ad spaces in one place, the exposure is tangible, the experience immersive, and the results innumerable.





CITY TOURS



**BE A
STAND UP
PERSON
GIVE UP THIS S**

And it's not just about the ads.

Highlighting priority seating?

Make it clear.

Working with a charity?

Show your support.

Sometimes words are needed. With Camira Print, you can let your message be seen by those who need it most - in a place that can't be missed.

Pay homage to heritage.

An industry rich in heritage and iconic in its textiles, the fabrics of bygone transport eras can be brought to life with the technology of today. Camira Print makes recreating existing designs simpler than ever before – whether you have a sample of the fabric, a design file, or just an image, we can faithfully recreate it to be enjoyed by passengers all over again.





Photographic prints,



made to **WOW.**

With the ability to capture depth and detail like never before, Camira Print replicates the vividness of photographs in fabric form. The ideal way to personalise your seats, you can create an upholstery solution which transforms your bus or coach into something truly unforgettable.

FAQs



Design

- Q** Do you have a Design Team who could create a custom Camira Print design on our behalf?
- A** Yes. Specialists in digital print, colour, and design, with a dedicated in-house Design Studio, we can assist as much or as little as you need. Working in the same way as the development of our woven fabrics, we can create a design from scratch, tweak your concept, or exactly replicate your own design – the choice is yours.
- Q** I have an image I'd like to use in a Camira Print fabric; what type of format do you require this in?
- A** A TIF file is the ideal image format for use within a Camira Print design however, in certain cases, a JPEG may be supplied for conversion to TIF.
- Q** Are there any design restrictions with Camira Print?
- A** Working with Camira Print will unveil a world of design possibilities, and a Technical Print Developer will assist in transforming your idea into a reality, whilst working within the technical parameters of digital printing technology.
- Q** Is it possible to see a CGI image of my Camira Print fabric on a seat?
- A** Yes. To provide you with a realistic visual of how your Camira Print design will look once upholstered, we are able to create a digital render of the fabric applied to a double bus or coach seat, as well as within a full bus or coach interior so that you are able to appreciate how they could look in situ.



Colour

- Q** Is there a risk the Camira Print design will wear off? Is the ink only applied to the surface of the fabric?
- A** No. Each Camira Print design is printed using the optimal level of ink to ensure that it penetrates the full depth of the pile. This means that, over time and usage, the colour of the fabric will wear in a similar way to our yarn-dyed products, and its longevity will not be adversely impacted in any way.
- Q** What is the lightfastness of a Camira Print design?
- A** All Camira Print fabrics achieve a Grade 6 lightfastness (this is the same as our existing woven and nonwoven products).
- Q** What colours can be printed with Camira Print? Can you match to Pantone or RAL?
- A** With the ability to print over 90,000 colours, Camira Print provides a spectrum of choice. And, if you've already found the perfect shade, we can match to Pantone and RAL references, as well as physical fabric samples.
- Q** Will the colour saturation level be the same on fabric as it is on a paper version of a design?
- A** No. Due to the differences in surface texture, the optical appearance of the design will vary slightly when viewed on flat paper vs textured fabric. Specially formulated inks are also used for each type of printing, which means that a commercially acceptable colour difference will be visible when comparing printed paper with printed fabric.



Technical

Q How is Camira Print different to other types of printing?

A From screen and sublimation to rotary and pigmentation printing, there are lots of different ways in which fabric can be printed on. Each of these methods has a distinct limitation, requiring many customer compromises – ranging from design detail and durability to commercially unviable MOQs and the substrate on which the design is printed.

Camira Print has been developed to remove these limitations; utilising state-of-the-art digital print technology, we have created a capability that enables customers to receive the highest quality designs, with realistic MOQs, on a wool rich fabric which delivers the highest levels of performance.

Q As the fabric used in Camira Print is lighter in weight than other products, is it inferior in abrasion performance?

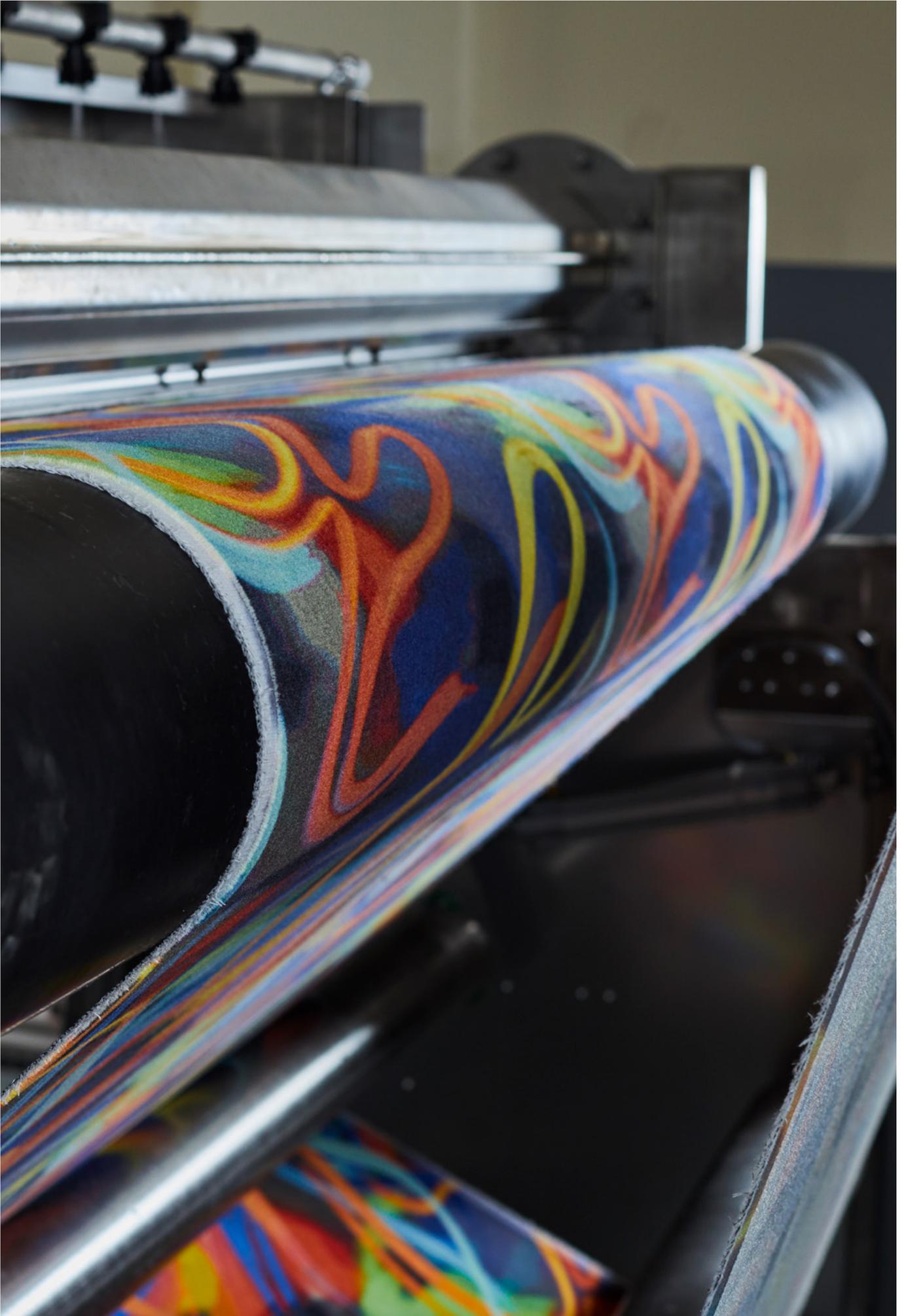
A No. We have developed a fabric that provides the eco-efficiencies of a lightweight textile, without compromising on abrasion performance. Achieving >100,000 rubs, the certification is in line with all other existing products in the Camira portfolio.

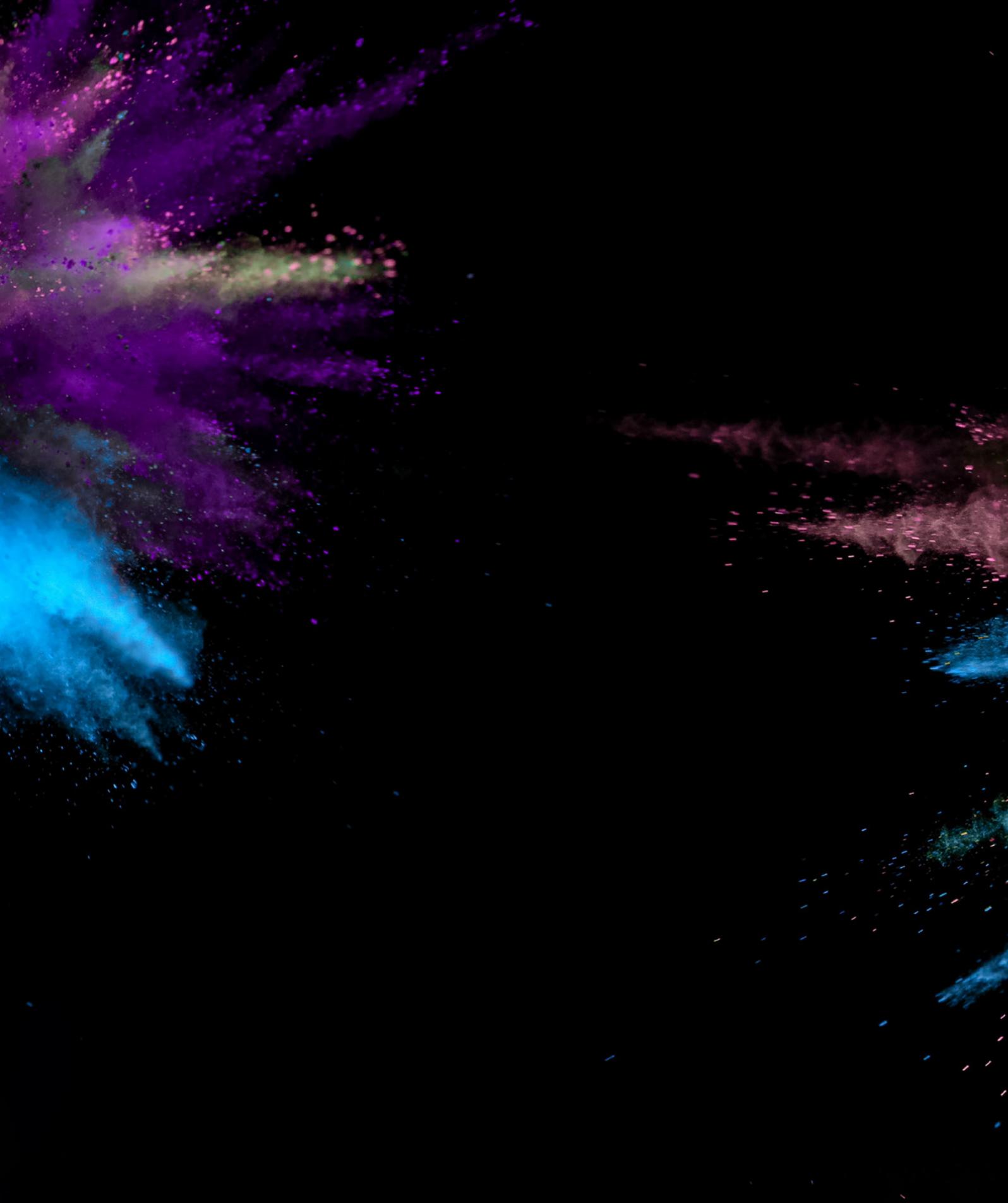
Q How much does a Camira Print fabric cost?

A Camira Print fabrics are provided at two distinct price points:

- Camira Print Collection: The readymade designs included within the collection are marginally higher in cost than a standard plush fabric.
- Custom creations: For custom made designs and bespoke colouration, the cost is determined on a per project basis according to the complexity of design, work required, and quantities needed.

For more details, or to receive a quote for your project, please contact our Sales Team at transportsales@camirafabrics.com.





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