

Adverstep

Turning the ordinary into the extraordinary

**Turns any stairway into a
fast change-out billboard
whilst retaining all the
safety features of an
anti-slip stair nosing**

**WORLD FIRST PERMANENT
BILLBOARD FOR STAIRS**

- FAST IMAGE CHANGE OVER
- INDOOR & OUTDOOR
- LOW COST PRINT FORMAT
- PERMANENT SAFETY FIXTURE
- GLOW IN THE DARK GUIDANCE
- FITS MOST EXISTING STAIRS



High safety. High impact. High income.

Adverstep is a first in the world innovative and patented stair design, that allows stairways to be used as a permanent, change-out advertising billboard, while still retaining all the safety features of an anti-slip stair nosing. It is easy to install and fits directly onto most existing stairs.

BUILT TO LAST

Adverstep is made from the highest architectural grade aluminium alloy (6060 temper T5) and protected from marking and scratching with a 15 micron anodised finish.

FANTASTIC R.O.I.

Achieve extraordinary return on investment! Once installed, by leasing out advertising space on your Adversteps, they can become an amazing source of revenue. The NBA/NHL achieved a first year return on investment of 254%.

*Source NBA/NHL Advertising Revenue Report, Peel & Stick Step Advertising, 2008

EXCEEDS SAFETY STANDARDS

Custom manufactured PVC anti-slip inserts placed into the top surface of Adverstep create a durable, highly effective safety surface, preventing slips and clearly defining each step.

EMERGENCY GUIDANCE

Super bright, self charging, glow-in-the-dark strips may be added to Adverstep to comply with code requirements for lights out emergency way guidance within buildings.

EASY TO INSTALL

Adverstep is quickly and simply installed directly over existing steps with no structural modification required. Supplied cut to length for client or contractor installation, simply ask your Adverstep Agent for assistance with graphics and installation.



International Standards
Slip Resistance compliant to:

ASTM F1677	DIN 51130
ASTM F1679	AS/NZS 4586
NFPA 1901	

Luminance measured in mcd/m²

Product	Initial	After 5mins	After 10mins	After 30mins	After 60mins	After 120mins	Time to 0,3 Mcd/m ²
Strontium Aluminium	2,980	550	292	87	40	18	5,170

For further information, sales enquiries and samples contact:

For more information or an extensive
Adverstep product demonstration visit:
safetystep.com

 **Adverstep**