

AB2T Academy launches new animation campaign to celebrate opening and boost industry intake

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AB2T (part of the Quattro Group) has unveiled an exciting new 2D animation film, 'Able To Train' in celebration of the opening of the new training facility in Whitburn. The company hopes to bring new and motivated candidates to train in rail, road and construction.

The short film sees trainees enter the AB2T facility, undergo specialist skills training for CPCS and PTS, then exit the other side in full operation of a dozer, RRV and sweeper, symbolising the three potential careers on offer in construction, rail or road fleet.

Teasers have been running all week across AB2K Plant Hire socials in anticipation of the final reveal [which can be viewed here](#).

The strategy and storyboard were developed in collaboration with an advertising agency consultant with the goal to bring a newer, brighter and more refreshed direction to the day to day conventional construction imagery commonly used across the board. The 2D style, colour and branding will aim to

differentiate AB2T from any other Training Academy in the UK.

John Murphy, AB2T Managing Director, said: “AB2T is shaking things up – another photo of machines in muck is simply not enough – we want to motivate those who are considering a change or those who are starting anew to see training with us as a first choice, first class career, and not a fall back option. Opportunities are here, on a plate, waiting to happen.”

AB2T opened the academy in Whitburn last month as a feeding school for AB2K Plant Hire in Cambuslang. The companies will work together to elevate experience in plant and training to a premier level, with a further opportunity to work within the organisation or elsewhere. AB2K Plant Hire is one of the largest plant providers in Scotland with an extensive range of core plant, cranes, rail plant and road fleet; machines on which candidates can train at AB2T. Theory will be taught in classrooms at the facility.

The AB2T ‘Able To Train’ animation can be viewed across all AB2K Plant Hire social media channels or website, as well as the Quattro Group youtube and websites from Friday 17th March 2023.

Visit the AB2T website: www.ab2t.co.uk

For enquiries or course bookings: training@ab2t.co.uk

Photo and video credit: AB2T