



PARTNER INTRODUCTION · JUNE 2026

Retailing BritRail passes, on a modern platform.

An introduction to Atomised's BritRail fulfilment, API and white-label services, for organisations considering retailing BritRail passes.



A National Rail accredited retailer, owned by the people who build it.

Atomised is a workers' co-operative based in Scotland, founded in 2008 and building journey planning, fares and ticketing technology for the UK rail network since 2018. We operate **traintickets.com**, our own National Rail accredited retail site, and provide accredited APIs and white-label products to retail partners.

Because we're a co-operative, partners work directly with the people who design, build and run the platform — no account layers, no outsourced development, and decisions made quickly.

2008

FOUNDED

RSP

ACCREDITED ISSUING SYSTEM

100%

EMPLOYEE-OWNED

- **Retailer in our own right** — we sell BritRail passes every day on traintickets.com, so partner integrations run on proven, customer-facing technology.
- **Listed on britrail.com** as an approved BritRail retailer.
- **Full UK rail retailing** — point-to-point tickets, split ticketing and group travel alongside BritRail.



The full BritRail range, every flexibility, every class.

PASS	COVERAGE	FLEXIBILITY	CLASS
BritRail Pass	England, Scotland & Wales	Consecutive & Flexi	Standard & First
BritRail England Pass	All of England	Consecutive & Flexi	Standard & First
BritRail Spirit of Scotland	Scotland	Flexi	Standard
BritRail London Plus	London & the South East	Flexi	Standard & First
BritRail South West & South Wales	South West England & South Wales	Consecutive & Flexi	Standard & First

All age categories

Child (5–15), Youth (16–25), Adult and Senior (60+) – including one free child per adult or senior pass on qualifying products.

All discounts

Youth and senior discounts, group saver rates for parties of 3–9, and low season pricing where applicable.

Durations to suit

From short city-plus breaks to a full month of unlimited travel, in both consecutive-day and flexible formats.



Mobile-first fulfilment, built for today's traveller.

- **M-Pass mobile delivery** — passes are delivered electronically, with a scannable barcode ticket for each day of travel. No postage, no collection queues, no pre-trip admin.
- **PDF and Apple Wallet** — daily tickets are issued in both formats, ready at the barrier or for on-train inspection.
- **Self-serve Flexi activation** — Flexi pass customers choose their travel dates online, whenever they decide, within their pass validity. Tickets are issued instantly.
- **Full customer pass management** — customers view their pass, issued tickets and remaining travel days online, throughout the life of the pass.

WHY IT MATTERS

BritRail customers are international visitors planning a trip from abroad. Instant electronic delivery removes shipping deadlines and costs from the purchase, lets customers buy right up to departure, and gives your support team far fewer "where is my pass?" contacts.

0

POSTAGE & HANDLING

11 mo

VALIDITY FROM PURCHASE

24/7

INSTANT ISSUING

Seat reservations, ready for the new standard.

The Rail Delivery Group is introducing an updated BritRail seat reservation standard, with strict rules on who may issue reservations and how. Our reservation system meets every requirement of the updated standard — in production, today.

One requirement matters especially when choosing a platform: under the updated standard, **reservations may only be issued by the retailer that sold the pass**. Your fulfilment platform is therefore also your reservation capability.

Real e-tickets

Every reservation is fulfilled as a scannable reservation e-ticket, in PDF and Apple Wallet, in the customer's hand alongside their pass.

You set the price

You decide what your customers pay for reservations. Our per-reservation charge to you is small, leaving your margin — and your proposition — in your control.

THE UPDATED STANDARD — MET IN FULL

- ✓ **Issuing retailer only** — reservations issued solely against passes we (or our partners) have sold.
- ✓ **Genuine reservable seats** — issued against available reservable seating on reservable services, never counted places.
- ✓ **Validity enforced** — pass and e-ticket checked for journey date, operator and status; cancelled, refunded or fraud-listed passes are blocked.
- ✓ **Class rules respected** — First Class reservations only where the pass permits First Class travel.
- ✓ **Fully traceable** — every reservation carries the associated BritRail pass order reference.
- ✓ **Sensible limits, automatically** — duplicates for the same journey and day are cancelled before reissue; one reservation per origin–destination per day, and at most five reserved journeys per day, per pass.

Choose your depth of integration.

API

Full API integration

Search, price, book and manage BritRail passes from your own website, apps or API via **atomcore** — our RSP-accredited retailing API. Aftersales, including refunds, handled through the same interface.

WHITE-LABEL

Full white-label store

Built on **atomui** — a complete, branded BritRail retail solution: search, booking, payment, aftersales and refunds, ticket issuing and full customer pass management — live under your brand with minimal technical investment.

PORTAL

Agent portal

Manage bookings through **atomagent**: view orders, resend confirmations, produce receipts and process refunds — ideal for travel agents and support teams, no development required.

Options combine freely: many partners start with the portal or a white-label flow and deepen the integration as volume grows. Payment can be taken by us (card, Apple Pay, Google Pay) or handed over to your own payment flow.

Already powering international BritRail retail.

Our BritRail services are live today — both on our own retail site, **traintickets.com**, and through partner integrations serving customers worldwide.

Rail Europe, one of the world's largest international rail retailers, has run its entire UK rail offer on our platform for eight years — every National Rail product they sell is journey planned, priced, booked, fulfilled and refunded through our systems. Their BritRail retailing runs through the same full API integration — across raileurope.com, their mobile apps, their B2B booking platform for travel agents, OTAs and TMCs, and their distribution API — including their own Flexi ticket-issuing experience, built entirely on our API.

- **End-to-end via API** — search, booking, ticket issuing and refunds running through a single partner integration.
- **Multi-channel** — one integration serving consumer web and apps, a B2B agent platform, and the partner's own downstream API customers.
- **Flexible by design** — the API is complete enough that partners can build their own customer experiences on it, down to self-serve Flexi ticket issuing.
- **Settled monthly** — automated, itemised settlement reporting, including the monthly report required by RDG, produced for each retail partner.



The unglamorous parts, done properly.

Refunds & aftersales

Refund processing in full compliance with the National Conditions of Travel, available via API or the agent portal — so your customer service team can resolve issues directly.

Settlement & reporting

We produce the monthly settlement report required by RDG for each retailer on your behalf — itemised by pass, class, duration, passenger type and sales region, in a clean spreadsheet format — so your reporting obligation is met from day one.

Multi-currency retail

Retail in your customers' currencies with settlement in GBP — including correct handling of the practical details, from exchange presentation to zero-decimal currencies.

Support comes from the same small team that builds the platform. Questions reach an engineer, not a queue — and fixes ship in days, not quarters.

A platform that's actively built, not maintained.

Our BritRail retailing launched in 2026 on the same modern platform that powers our UK rail retailing: cloud-native infrastructure, continuous deployment, and an API designed for today's integration patterns rather than adapted from legacy systems.

We work closely with the Rail Delivery Group and are actively engaged in the ongoing modernisation of the BritRail product — so partners integrating with us are aligned with where the product is going, not where it has been.

- **Modern API design** — clean JSON interfaces for search, booking and aftersales.
- **Cloud-native & resilient** — containerised infrastructure with continuous, zero-downtime deployment.
- **Rapid product cycles** — new BritRail capabilities ship regularly; partner requests influence the roadmap directly.
- **Beyond BritRail** — the same integration opens the door to full UK rail retailing, including split ticketing, if you want it.



From first conversation to first sale.

STEP 1

Talk to us

A short call to understand your customers, channels and volumes, and to recommend the right integration depth.

STEP 2

Integrate & test

Sandbox access, documentation and direct engineer-to-engineer support throughout your build — or near-zero setup if you start with the portal or white-label.

STEP 3

Go live

Launch with monitoring and support from the team that built the platform, and itemised monthly settlement from your first sale.

Start the conversation

We'd be glad to talk through your plans — no commitment, no sales funnel, just the people who build it.

atomised

ATOMISED.COOP

morgan@atomised.coop

MORGAN FAICHNEY · CO-DIRECTOR