

PRESS RELEASE

8,000 Square Meters of Brand Experience

The Expotechnik Group realizes a special major project for the Krones AG at the drinktec 2009

Taunusstein/Frankfurt on the Main, September 8, 2009. An entire exhibition hall under the banner of the Krones AG: This outstanding and extensive project at the drinktec 2009 trade fair is designed and realized by the Expotechnik Group, a leading service company for brand architectures. The international trade fair for beverage and liquid food technology takes place in Munich from September 14 to 19, 2009, and attracts about 1,800 exhibitors from Africa, Asia, the USA and Europe. The Krones AG, most important manufacturer and service provider in the branch of process, filling and packaging technology presents its company in hall B6 covering an overall exhibition area of more than 8,000 square meters. The exhibition concept designed by Expotechnik is intended to position the Krones AG as technological leader and leading company of the beverage industry. Technical details and background information are presented in a vivid and friendly atmosphere to emotionalize the brand.

This major project poses particular challenges to the Expotechnik Group: The trade show presentation integrates a variety of partners of the Krones AG into the overall concept, whereas the actual corporate identity of the company is preserved. Therefore, an enormous exhibition stand size is required to structure the individual presentations in a both meaningful and brand-compliant way. Concerning the contents, the presentation is to reflect the development of the Krones AG from a company exclusively specialized in mechanical engineering to a service-oriented system provider. In addition to extensive machine lines and complex production lines, it is especially the great variety of specific services from the first design to the turnkey realization of the machines which is illustrated and explained.

The impressive and convincing exhibition landscape is a result of the individual concept development. Flexible wall systems spread over an area of more than 8,000 square meters and shape elliptical rooms. These rooms provide enough space to arrange clearly organized subject-specific information points. Beyond that, they integrate the technical exhibits into a gentle and soft overall picture and create surprising viewing perspectives onto the individual areas. Subject-specific information points line the room like pearls on a string. They connect the individual areas and co-exhibitors, structure the vast exhibition hall and add a certain dynamic and liveliness to the presentation. Soft elements in the communication areas such as huge header photographs, printed banners and lounge furniture support the approach of highlighting the rather clinical- and cold-appearing technology in an emotional way. With this concept, the partners of the Krones AG are presented as co-exhibitors in the context of a general design that points out their special status, but still leaves room for the individual appearance of each company. Expanded voluminous textile structures arranged above the individual presentation areas unite the overall exhibition area under the banner of the Krones AG brand.

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When it comes to trade show presentations, the Krones AG has trusted the Expotechnik Group for many years now. "We appreciate the professionalism and flexibility of the Expotechnik Group. Unexpected challenges are faced in a both creative and efficient way. Our individual interests and wishes are always considered the main focus in the process", confirms Hermann Graf zu Castell-Rüdenhausen, Head of Corporate Communications of the Krones AG. More than forty years of experience, numerous locations throughout the globe and the company's complete service offer provide the Expotechnik Group with the expertise required to face complex tasks and demanding clients.

"This is an impressive major project for Expotechnik Group with which we very successfully managed to position Krones in an ideal way, both from an architectural and a brand-strategic point of view. The challenge was to stage the industry and technology leader Krones AG in an entire exhibition hall and, considering the complex product and service depth of the company, to present it in such a way to enable trade visitors to perceive and experience Krones AG's strong presence in terms of quality and innovation", summarizes Alexander D. Soschinski, Managing Partner of Expotechnik Group.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

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