

PRESS RELEASE

Multivac Brand Values Perfectly Packaged

Taunusstein/Frankfurt on the Main, April 27, 2010. Functional quality will be the basis of the exhibition booth with a size of 1,000 square meters in Frankfurt. Moreover, the Multivac brand values of safety, efficiency, hygiene and sustainability will be communicated through design vocabulary and materiality. Also important is the integration of the exhibits and a generously designed lounge and customer area into the booth concept to enable the booth visitors to actively experience the brand values of Multivac. The focus of the Expotechnik concept is on the visual communication of theme worlds, such as thermoform packaging, tray packaging, hygiene and sustainability. Through flexible and perfectly coordinated design elements on the floor, at the ceiling and in the form of communicative elements, Multivac's corporate identity will become a three-dimensional experience.

Multivac is a leading provider of packaging solutions: global market leader in thermoform packaging machinery and manufacturer of a comprehensive product portfolio of tray sealers, vacuum chamber machines, belted chamber machines, labelers, quality control systems and automation solutions up to and including turnkey production lines. The Multivac group employs more than 3,000 people around the world. With more than 60 subsidiaries, the company is represented on all major continents.

"The new Multivac booth concept reflects high design and workmanship quality which represents Multivac company appropriately. Furthermore, the concept communicates clarity and expressive power with regard to professionally dealing with the own brand strategy", says 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, Kronos and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

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