

EXPOTECHNIK 

MAGAZINE

3



## ROOM FOR CHANGE

06 Proven direction with a clear vision

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40 YEARS

TOGETHER WE GROW  
IN THE RECESSION!

## Editorial

### Growth even during the recession

The present economic outlook is still unclear in spite of new daily analyses from economic institutes. Nobody can truly estimate the exact effects of the financial crisis. The media is not only fanning the flames of fear of consumers, but also of business executives. The time has come to change our way of thinking and confront the crisis with a positive attitude towards the future.

We are convinced that the time has come to restructure your global marketing budget, always asking, „Where are my growth markets and how can I participate in global growth?“ Worldwide in 2009, we are still expecting 2,2 % growth in emerging markets and potentially over 5 %.

One of our globally operating large customers experienced 40 % growth in China in 2008. Recently he said to me, „We will not cut our budgets, but instead will reassess and then redirect more resources where we are successful and where we will have to invest in future markets. In total, we will increase them to demonstrate our strength to the competition. If the OECD and IMF estimate modest growth in the fourth quarter of 2009, one cannot cancel all participation in trade shows in the first quarter.“

Good marketing strategists who have already experienced recessions and can think beyond quarterly reports will not do that either. They will vigorously retain their stands at the important trade shows, as they are difficult to gain again. They will position themselves in the markets with the best perspectives, and at the same time will retain some presence in the markets that are currently weaker.

Internationally, Expotechnik has already been strongly positioned for twenty years. We have fully operational units at all of our branches and are able to offer attractive market appearances locally at local costs in full Expotechnik quality. In markets where you are looking for savings, our design team can help find economical solutions. That is how you will be able to redirect resources to other markets where you will be more effective.

We are happy to advise you on how together in 2009 we will be able to develop a successful 3D marketing strategy. If we can partner effectively in taking on these tasks, we will both achieve the success we desire.

Use our abilities, let us inspire you – and together we will emerge from this crisis as winners.



Peter W. Soschinski  
Managing Partner



Alexander D. Soschinski  
Managing Partner



Patrick O. Soschinski  
Managing Partner



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## Proven direction with a clear vision

### The next generation takes over leadership



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Managing Partner



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Expotechnik remains a family business:  
With passion and lofty goals into the future.

**Expotechnik founder Heinz H. Soschinski retires after forty years of commitment to the company. He calmly looks to the future as the leadership of his company remains in the responsible hands of his family.**

In 1968 the idea was revolutionary: outstanding exhibition quality including apparatus – on a rental basis. Heinz H. Soschinski believed in his vision and in forty years he led Expotechnik with passion and dynamic, personal engagement to the international apex. Now, he has retired from the daily operations of the business and will continue to support the company leadership with his experience on the board.

Peter W. Soschinski, Managing Partner, Heinz H. Soschinski's brother, has been with Expotechnik for twenty years and planned and coordinated the international expansion. The new members of Expotechnik's leadership team,

Alexander D., Patrick O., and Philip A. Soschinski have been a successful and internationally active part of the company for many years.

Alexander D. Soschinski, Heinz H.'s son, is responsible for the Asia-Pacific region and, with his brother Patrick O., leads the business in Europe. Philip A. Soschinski, Peter W.'s son, leads the activities in the North and South American regions.

Along with the tasks of managing responsibilities regionally, the management team shares the global direction and development of the business group. Together, they are leading the global family business into the future.

In the spirit of the company's founder, they determinedly take on new tasks. They hold true to the founding principles and direction of the company: Expotechnik will offer customers excellent and extraordinary services worldwide at our branches through investments in new products and the expansion of international networks.

Alexander and Patrick agree: „Our father envisioned a unique company and worked hard to create it. We are proud of what we have achieved in the last forty years and we are well aware of the responsibilities awaiting us. We are ready to lead Expotechnik into the future with passion, dedication, and an eye for the important details.“





EXPOTECHNIK

13.500 square meter capacity.  
Room for ideas. For brands. For visions.

### **Outstanding new building Distribution Center Orlen**

The groundbreaking was in May 2007 and already by October 2007 the new distribution center in Taunusstein-Orlen was ready for occupants. The new building was officially dedicated in 2008. The Union of German Architects (BDA) of Hessen awarded the building „The Johann Wilhelm Lehr Badge 2008“ in recognition of the outstanding architecture. The new Expotechnik building, with a 13.500 square meter

capacity and over 650 shelves, offers adequate space and infrastructure for production, storage, and consignment. Thirty-two employees manage and direct aluminum-, wood-, graphic-, and customer materials.

## Trust and joy Expotechnik acquires many new projects



Experience what connects us.  
Expotechnik presents Deutsche Telekom

Deutsche Telekom will trust the services of Expotechnik at regional shows, events, and congresses in the future. The new collaboration will encompass the whole conception, design, and realisation of brand presentations.

More than 300 events are planned: the telecommunications company would like to present three distinct brand products, T-Home, T-Mobile, and T-Systems, under the new motto „Experience what connects us“. Expotechnik’s design concept will arrange an optimal connection between the brand architecture, the brands, communication, and the product presentation.

Furthermore, the collaboration will include the mobile trade show and congress business with temporary branches in small spaces, which have gained in significance in recent years.

Two iF product design awards in 2009 for Expotechnik

Krypton wall system and Gamma counter series win. Expotechnik’s creative team gets to celebrate twice at the same event. Both the Krypton modular display-wall system and the Gamma counter and presentation series were awarded the iF Excellence in Performance awards for product design.

While the Gamma impressed with amazing mutability, the Krypton impressed with near infinite design possibilities, especially in the facade. You can find out more about both of Expotechnik’s innovations on pages 64 and 65.

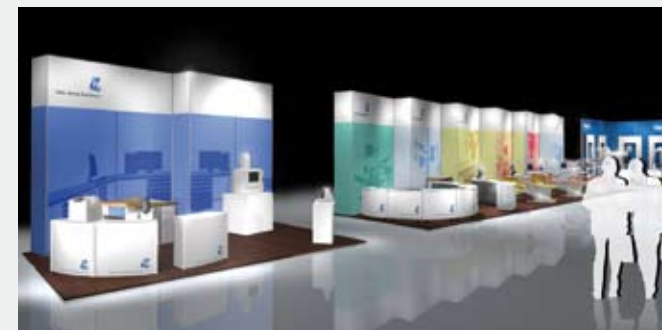


On promotion tour with 007

Aston Martin presents itself along with the Film Opening. The world’s best-known secret agent has been driving Aston Martins for years. At the recent premiere of the action film „Quantum of Solace“, Chinese movie-goers were able to experience the racy sports car live.

Expotechnik planned and coordinated the James Bond road show in three Chinese cities: Beijing, Guangzhou, and Changsha. There, the DBS, V8 Vantage, and DB9 were presented. Aston Martin is one of the main sponsors of the new James Bond film.

For a worldwide sparkling smile



KaVo will continue to work with Expotechnik. The dental equipment manufacturer holds on to the valued relationship with Expotechnik and will work together in the future with Expotechnik on appearances at national dental shows. In addition, further Europe-wide and international trade show concepts will be developed.

Expotechnik beat out three other competitors at a sales pitch. The presentation concept from drill to treatment time was convincing. From September to November, customers at a total of eight German trade shows were informed about the service quality of KaVo. Expotechnik’s ideas were so convincing that the new convention concept will also be used in foreign trade shows in Paris, Milan, and Stockholm.

The focus is on the products. Six-meter high columns serve to present the products and at the same time make a great impression from a distance. Specially designed 3D diagrams support communication and information. KaVo has presented itself worldwide with a uniform appearance with high recognition value.

To be continued ...

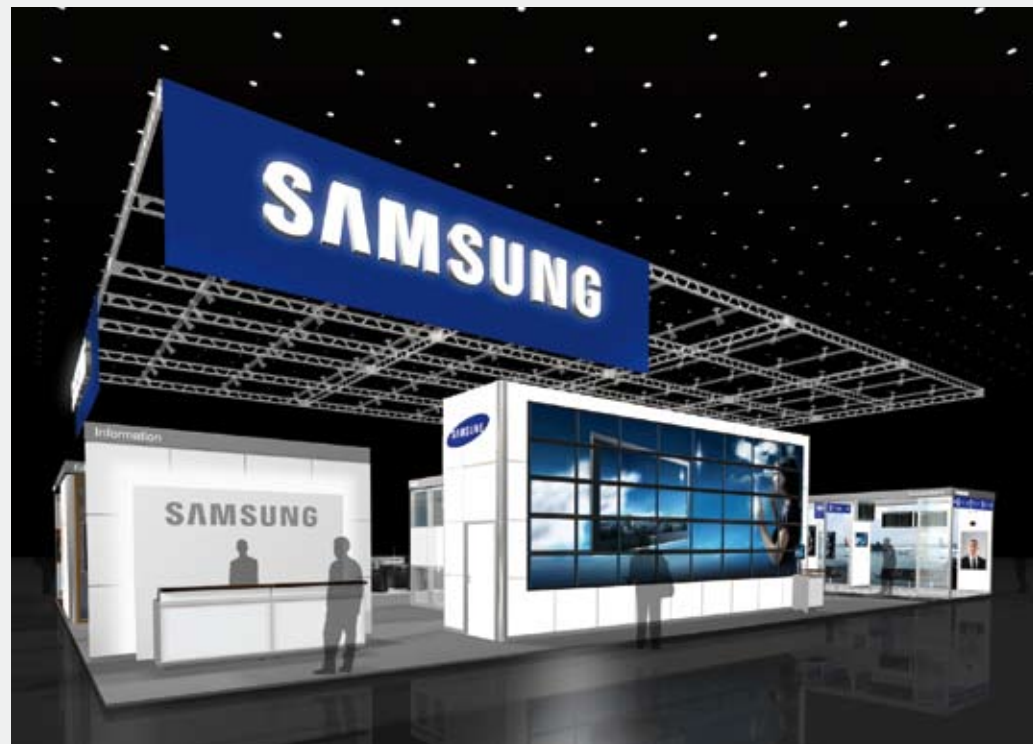
Abbot Diabetes Care and Expotechnik still a team

The successful and already long-term cooperation between Abbott Diabetes Care and Expotechnik continues. The innovative exhibition concept of the Taunusstein-based group convinced at a pitch.

Four Europe-wide trade shows as well as many smaller events and congresses will be realised based on the new concept. Already by May 2008 at the DDG Congress in Munich, the new style and color scheme were admired. Generally at this event everything revolves around the research, development, and production of pharmaceutical and medical products – specifically nutrients, devices, and diagnostics.







### Uniform brand appearance

**Three years, twelve conventions, two partners: SEW EURODRIVE and Expotechnik work together. Expotechnik beats the competition with a well-thought out concept at a pitch. The cooperation with SEW EURODRIVE is secure for the next three years. The largest appearance will be at the Hanover Convention 2009 with a stand larger than 1.100 square meters.**

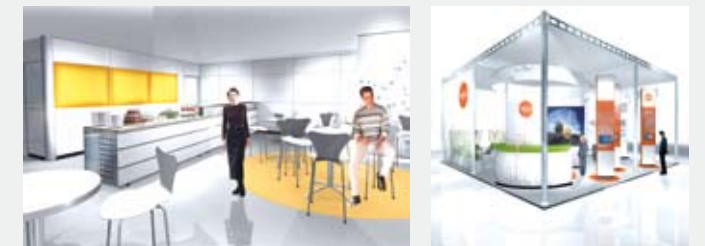
The task was to have twelve conventions a year with between 60 and 1.100 square meters for stands. Expotechnik won the contract with a concept that united SEW EURODRIVE's different branches under one umbrella brand. The main selling point was the guarantee to present a uniform brand appearance, no matter the size of the stand. SEW-EURODRIVE develops engine automation for, among others, bottling plants, stadium roofs, assembly lines, and escalators. With a turnover of approximately 1,8 billion Euros and more than 12.000 employees worldwide, SEW-EURODRIVE is the industry leader.

The Hanover Convention 2009 will take place from the 20th to the 24th of April.

### The first collaboration between Samsung and Expotechnik

**The Samsung brand contracts Expotechnik for the first time to present the company. The collaboration began at the Integrated Systems Europe in Amsterdam in 2009.**

From February 3rd to the 5th, Expotechnik displayed the entire spectrum of Samsung plasma screens in a 400 square meter space. A totally new congress concept was put into play.



### In Mexico with Boehringer Ingelheim

**Location advantage convinces. After a pitch, Expotechnik takes over for Boehringer Ingelheim in planning and implementation of the communication and presentation concepts for the IAC, the first AIDS conference in Mexico City.**

It is an open, friendly, and communicative trade show appearance that invites visitors to dialogue – a 100 square meter island with a 200 square meter Hospitality Suite. Expotechnik presents a positive and charismatic concept with a high standard of quality and professionalism. Finally, the location advantage due to Expotechnik's local branch in Mexico City is especially convincing. Boehringer Ingelheim's core business is the research, development, production, and distribution of pharmaceuticals.



# EXPOWORLD

## Setting trends

Expotechnik introduced itself as a trendsetter to an international audience at the EuroShop 2008 in Düsseldorf.

atlanta  
frankfurt  
melbourne  
mexico city  
shanghai  
singapore  
sydney  
tokyo



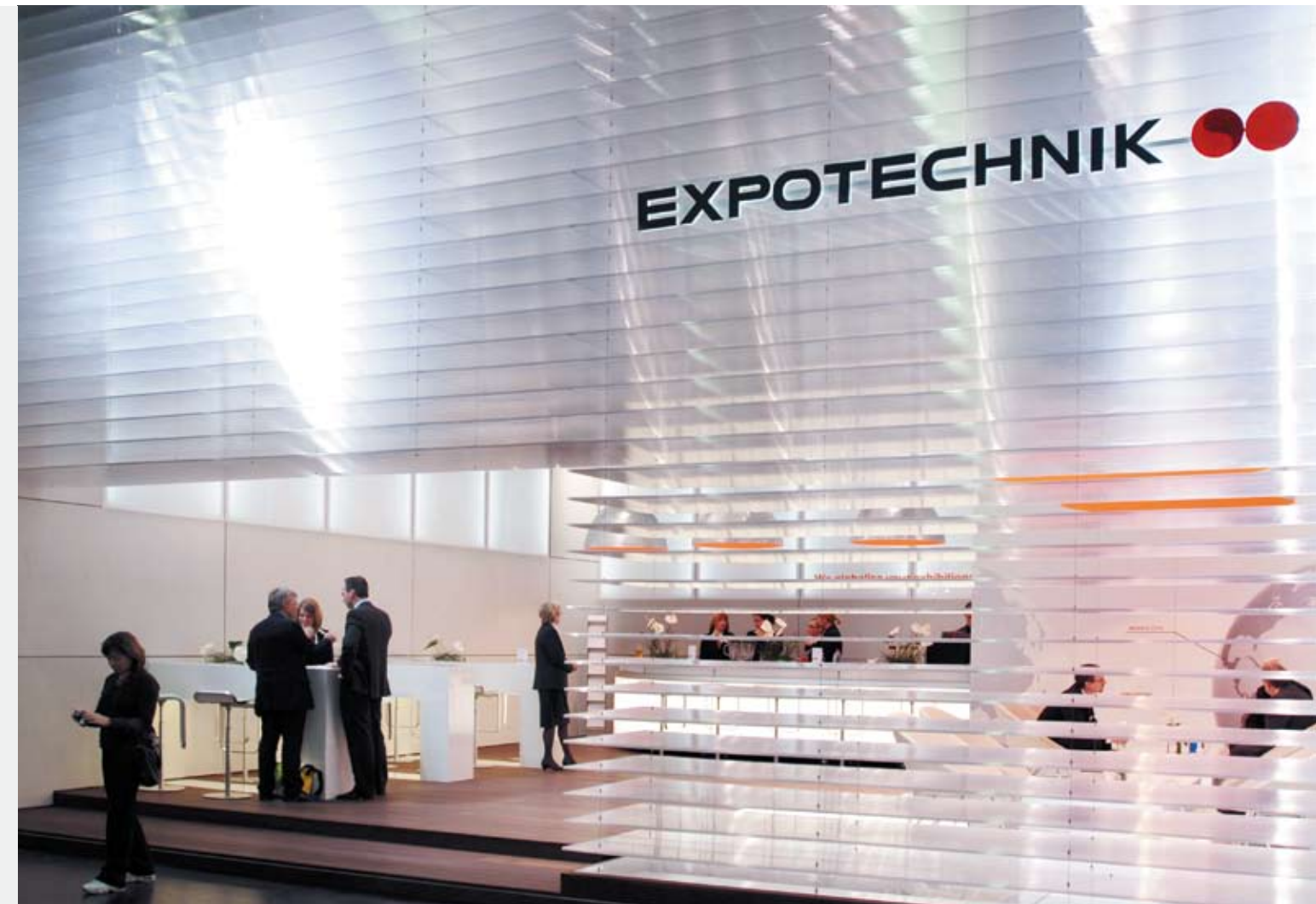


## EUROPE

Expotechnik introduced new approaches and possibilities to the conventional congress space to international clientele and visitors at the EuroShop.



Expotechnik  
EuroShop, Düsseldorf,  
100 square meter



**For the sixth time in a row, Expotechnik surprised the crowd with an exclusive congress stand. The always innovative and bold brand architects showed unusual visuals. Yet, they remained constant and true to the brand with their choice of color and layout.**

The stand concept impressed with a closed room design, only open on one side. Dramatically employed, horizontal fins in the front of the stand isolated the room but also offered external transparency from within. Inside, the Expotechnik global market value was displayed with globes. The incisive visual thrust itself to the fore through marketing measures and therefore had high recognition value. Oversized, ostentatious hanging lamps served as the colorful eye catcher and the overall white appearance of the 100 square meter stand underscored the high quality

of Expotechnik's design. The use of exposed concrete, an unusual material for trade show stands, was sight-worthy, as well as the striking contrast of its integration with glass, wood, and plexiglass. The marked similarity of grid joints of the Expotechnik walls gave way almost fluidly to the grid, surfaces, and material appearances. Customers and visitors were again impressed by the creativity, design standards, and innovative power.



## Exhibitor record

More than 4.300 exhibitors present themselves at MEDICA in Düsseldorf

„MEDICA, uninjured by the global financial crisis, has emphatically shown its leading position as the worldwide medical forum. The strongest event year in the history of the Düsseldorf Convention Center has found a perfect ending.“

summed up Wilhelm Niedergöcker, MEDICA managing director



Deutsche Telekom  
MEDICA, Düsseldorf,  
195 square meter

# EUROPE



In November 2008 in Düsseldorf, around 137.000 specialist visitors informed themselves for the 40th time about products, services, and methods for medical offices and clinics. Around 40 percent of all visitors came from abroad. Along with the usual high interest for medical engineering and electro medicine, there was great interest in physical therapy methods and medical IT.

MEDICA has confirmed its reputation as the industry event for decision makers. The exhibitors praised the mostly investment-friendly audience in spite of the financial crisis. Even Deutsche Telekom had a large presence at MEDICA with a 195 square meter appearance. It was the debut of Expotechnik's new convention concept. The new collabo-

ration encompasses the whole conception, design, and realization of brand presentations. The telecommunications company would like to present three distinct brand products, T-Home, T-Mobile, and T-Systems, under the new motto „Experience what connects us“. Expotechnik's design concept arranges an optimal connection between the brand architecture, the brands, communication, and the product presentation.



## Crystal clear success Schott at glasstec in Düsseldorf



Schott  
glasstec, Düsseldorf,  
100 square meter

Düsseldorf again provided the location in Fall 2008 for the leading worldwide trade show for the glass industry. On more than 73.000 square meters specialist visitors learned about the newest developments in the glass industry, from glass machines and plant construction to glass artistry.

As the leading trade show, glasstec provided new impulses for architecture and offered discussion forums on trends like solar and photovoltaics; 2008 was already the 20th anniversary. Also, the famous company Schott was present with an impressive trade show appearance. Expotechnik realised a totally new trade show concept on 100 square meters with a new image. Stronger than ever, the Schott brand stood at the center of attention

and was better and easier to experience for customers and visitors. Furthermore, the products were displayed in a more attractive and ostentatious manner. The success of the trade show participation affirms the decision and the new concept.



## Premiere at Invest First trade show appearance for ING-DiBa



ING-DiBa  
Invest, Stuttgart,  
180 square meter

„Many thanks for the super stand conception and the excellent organisation of our stand at Invest. All of our colleagues were impressed. It was an absolutely complete and appropriate concept that met all expectations and criteria. Our customers also felt completely comfortable at the beautiful stand. Thank you very much again and special thanks to the assembly team who also did an A-1 job.“

Gérard Bodenseh, Advertising, Communication ING-DiBa AG

Nothing could have signaled a better beginning than enthusiastic new clients. On the occasion of Invest from the 11th to the 13th of April 2008 in Stuttgart, ING-DiBa presented itself for the first time at a trade show with a 180 square meter stand. Our clients were not alone in their satisfaction with the trade show appearance, but also many visitors to the

stand showed great enthusiasm for Europe's largest direct bank. ING-DiBa claims simplicity and clarity in all areas and concentrates its efforts on offering transparent products and economical logistics; this commitment was clearly underlined by the trade show beginner's appearance.

# EUROPE



Welcome

manroland



**„one world – one drupa“**

Every four years the print industry looks to Düsseldorf. There the best of the best met again in 2008.



## EUROPE

In focus:  
production efficiency and product value.



manroland  
drupa 2008, Düsseldorf,  
6.000 square meter



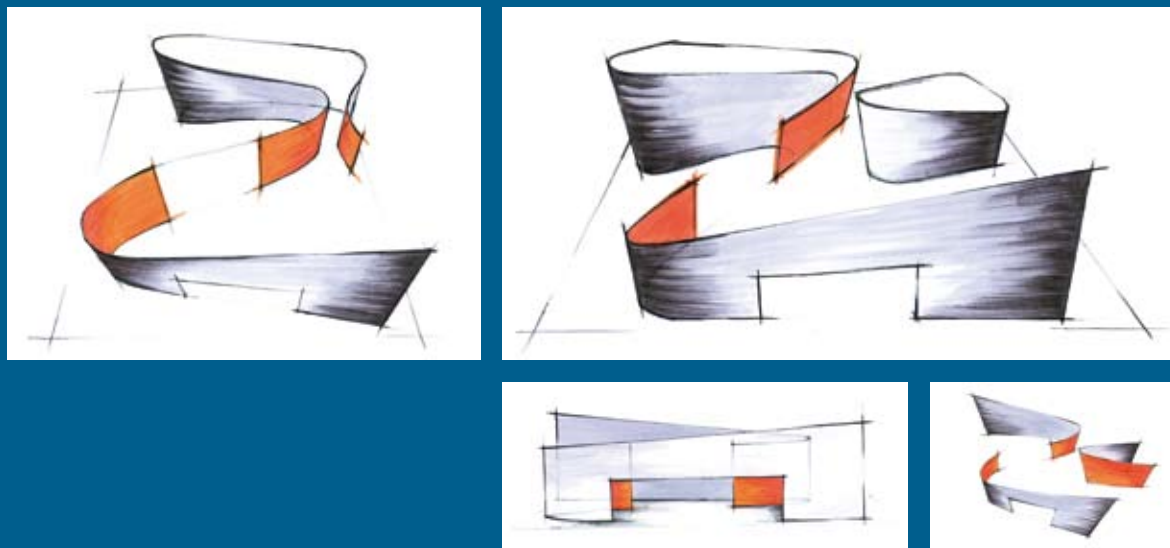
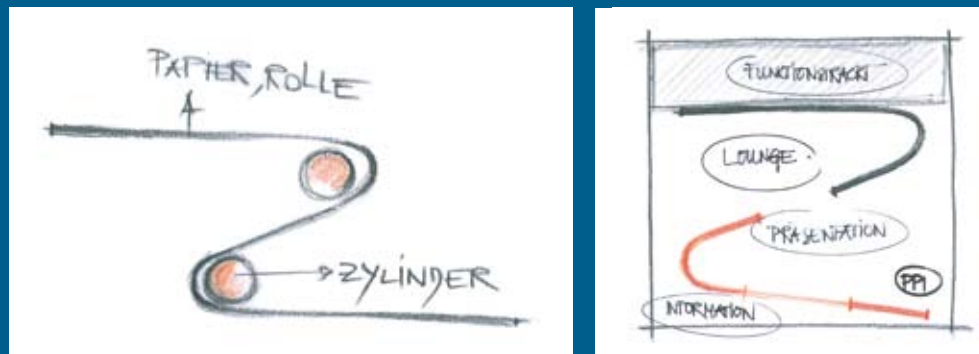
**WE ARE PRINT.®** – manroland presented itself with great self-confidence as a service-oriented partner in the graphics industry that operates reliably, determinedly, and with a focus on the future. The drupa appearance was the latest step in a long-term partnership. After eleven years together, Expotechnik managed the appearance of manroland in the new Look & Feel – in a 6.000 square meter space.

Along with international specialists, a veritable who's who of the print industry met at drupa. The goals were indeed lofty. manroland offered customers an additional value to printers with the Value Added Printing in sheet and the Applied Innovations in spool. Five theme parks consistently demonstrated the increase in production efficiency and product value: Sheetfed Park, Webfed park, PRINTVALUE Park, Innovation Park, and the Energy & Environmental Center. „We have shown ourselves to be a strong service provider with distinct technical and service competencies that exemplify our attention to the customer and our positive energy“, CEO Gerd

Finkbeiner summed up the success on the last day of the drupa convention. „Our drupa stand with the complete new brand presentation was a center of groundbreaking printing technology and an attractive branch communication hub. In the new manroland world, we greeted the print community, clients, and partners of the print industry under the motto WE ARE PRINT.® I would like to especially thank my whole team today, here on site and at the home office and out in the world, for their tremendous effort, their energy, and their enthusiasm for performance excellence. It is proven true again: drupa is magic.“ There is nothing more to say after that. But what is the concept, what ideas are behind the drupa appearance? How can one realise the pledge WE ARE PRINT.® as a trade show stand to experience? On the next page you will find an interesting insight into Expotechnik's concept for manroland.

## EUROPE

## WE ARE PRINT.®



New perspectives for the production.  
The trade show stand as a communicative  
brand experience



drupa 2008  
 General view, rendering

**The task given to Expotechnik was clear: the new manroland trade show appearance should send a strong signal, symbolise a new beginning. Furthermore, the unique selling points should be enhanced, the strengths spatially experience-able, and the philosophy of partnership believably realised. It should be a premium communication platform.**

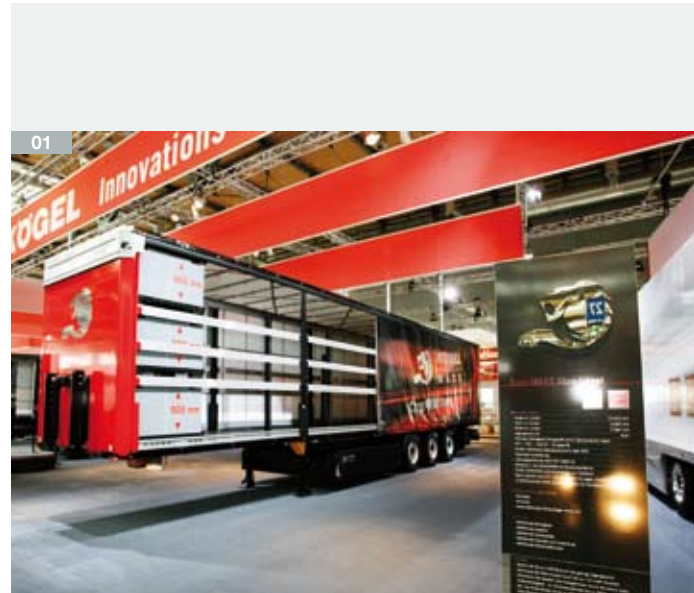
The conceptually challenging and likewise simple approach of Expotechnik inspired the manroland decision makers. A unique architecture concept visualised the movement of paper through a printer. The walls should cross the stand like a paper web. Pivotal communications points serve symbolically as printer spools. A strong network arises through these connections. The concept creates room for intensive dialogue between manroland and its clients, at the same time allowing the partnership approach to be clearly felt.

For manroland, the stand emitted a trustworthy and easily recognizable communicative message. Along with the depth of content and the convincing effects at drupa 2008, the Expotechnik concept also impressed with its flexible adaptability. The stand can be put together in different countries and in different sizes, with and without the machine exhibits. That is how manroland has uniformly presented its brand worldwide.



## Multiple presence

Expotechnik clients at the IAA Commercial Vehicle Show in Hanover.



**The number of exhibitors grew by a third in comparison to the last IAA Commercial Vehicle Show two years ago to 2.066. This time companies from 48 countries showed their developments on wheels. Several exhibitors chose Expotechnik as their partner for their trade show appearance productions.**

„The IAA Commercial Vehicle Show is increasing its leading position as the world's most important mobility show“, stated Matthias Wissmann, president of the German Association of the Automotive Industry (VDA), about the trade show in Hanover. With almost 300.000 visitors from 110 countries, this trade show has broken all records to date. Expotechnik too found many opportunities to prove itself as the master of brand architecture. For example, Kögel presented itself in a 2.135 square meter space as the leading manufacturer of commercial vehicles in the European market. The development, production, and distribution of semi-trailers for general transportation of goods as well as trucks for container

transport were at the center of the trade show.

UTA Leasing welcomed clients and specialists in their 184 square meter outdoor pavilion. As the leading provider in Germany that predominantly specialises in leasing and financing for commercial vehicles, their presentation focused mostly on one thing: mobility. More than 2.500 people visited the UTA Leasing site and showed interest. The 600 square meter outdoor tent from MAN Nutzfahrzeuge stretched over two levels. Here too the visitor interest was great. Equally successful were the brand introductions by Georg Fischer with a 206 square meter stand and the presence of T-Mobile with 54 square meters.

- 01 Kögel  
2.135 square meter
- 02 UTA Leasing  
184 square meter
- 03 MAN Nutzfahrzeuge  
600 square meter
- 04, 05 Georg Fischer  
206 square meter

# EUROPE



## Success smells like tire rubber

### International ADAC Truck-Grand-Prix



The 192.000 guests who came to the Nürburgring in July 2008 experienced a successful and modern event concept. The fans in the stands cheered the exciting position battles, euphorically inhaled the smell of worn tire rubber, and celebrated the sight of sparks shooting from disc brakes. 1.000 horsepower trucks raced at speeds up to 160 kmph (100 mph) on the Grand Prix track in the Eifel Region of western Germany.

The unstoppable success of the 23rd International ADAC Truck Grand Prix was also felt in the MAN tent: over 10.000 visitors personally experienced the global MAN brand. Expotechnik realised the event appearance in only four days with an interior transport volume of eight 14 meter lines. The tent alone had a 1.750 square meter surface, 525 square meters of which were a double storey, and a 30 square meter balcony and terrace facing the racetrack. The entire exhibition space comprised 2.200 square meters. Furthermore, there were show trucks attracting visitors on the right and left of the footpath to the Müllenbach Loop.

## Successfully started

### Expotechnik accompanies SMA Solar Technology AG at its entry to the stock market

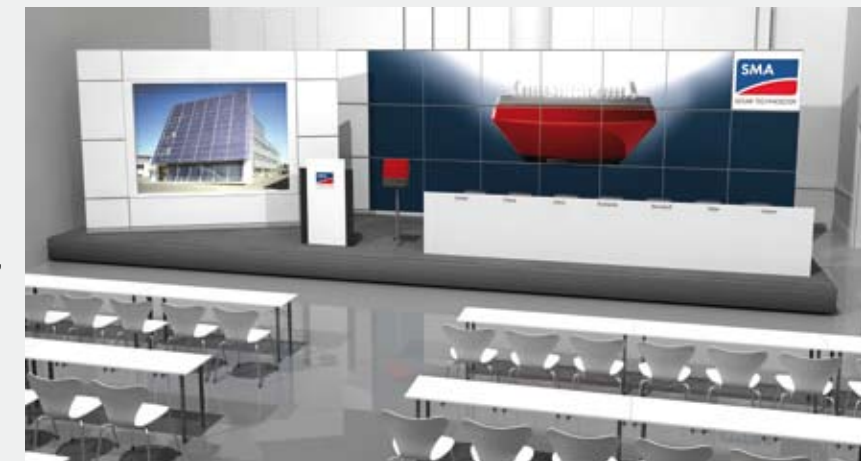
# EUROPE



Börse Frankfurt  
SMA stock market entrance  
July 28th 2008

It was one of the largest stock market entrances of the year: the shares of the solar technology manufacturer SMA began with a price appreciation. Expotechnik accompanied „The Future of Solar Technology“ the last few yards to the goal.

Alternating-current converters, SMA's product, are a key element for every solar energy generator. They convert power from solar or wind into grid-useable electricity. With proceeds from the stock market entry, SMA Solar Technology AG will advance its internationalisation, among other activities. In the future, the brand will be presented at international trade shows and conventions. To this end, Expotechnik developed a global design concept.





*Can you HEAR the WORLD?*

# AMERICA



**Can you hear the world?**  
Expotechnik shows extent and capacity in the American market.



## Three power brands – one powerful company

### Trio of partners displays leadership success at IMTS

FANUC's yellow was impossible to ignore at the International Manufacturing Technology Show and signaled its prominent leading position in machine technology. Expotechnik America promoted the different FANUC brands as one service-oriented company in an almost 1.500 square meter space.



FANUC  
IMTS, Chicago,  
1.500 square meter



**FANUC Ltd., GE-Fanuc, and FANUC Robotics were displayed under one roof. The trade show design presented a serious challenge. The centralised brand architecture was presented by a ship in motion and united the three brands as one without diminishing each brand's unique character.**

The product display and its accompanying graphics underscored FANUC's significance in machine manufacturing. Even exhibitors from other stands were continually impressed and frequently visited the yellow stand. Clear design lines led visitors through the stand and showed off machine applications to servomotors to laser technologies and mini-robots. The high point was the introduction

of the „Japanese Dragon, the world's largest robot, which effectively reinforced FANUC's outstanding leading market position. This excellent trade show appearance was made possible by Expotechnik's international congress coordination, by the economical budget concept of the rental stands, and the optimisation of logistical costs.

Andy Denny, president of FANUC Robotics was enthusiastic, „FANUC's convention design was the most inviting of all at the entire trade show.“ The IMTS appearance was a total success, both for FANUC and for Expotechnik.

# AMERICA



## Experience: character and attractiveness

Barco, Hertz, Phonak, and Oerlikon show America what a brand is



01, 02 Barco  
NAB Show, Las Vegas,  
186 square meter

03, 04 Hertz  
NBTA, San Diego,  
93 square meter

**Expotechnik's American branch energetically presented numerous famous companies in 2008. The challenge was to present the market values as experience-oriented. Globally active companies like Barco, Hertz, Phonak, or Oerlikon Fairfield Drive Systems were able to score points with their US clients because of these appearances.**

Barco, the world leader in monitors and visualisation solutions, has been an Expotechnik America customer for many years. At the NAB Show, Expotechnik realised a 186 square meter stand that presented the displays in a visually stimulating way through its architectural solution. Hertz, also a long-term client of Expotechnik America, relied entirely on the brand's well-known color scheme at the NBTA in San Diego. The stand stood out in the surroundings as a brand lighthouse shining black and yellow. Everything followed this concept, from the show graphics to the model car.

# AMERICA



Hertz is the world's largest rental car company with 7.900 offices and belongs to Interbrand's ranking as one of the top 100 brands in the world.

Can you hear the world? Swiss company Phonak posed this question at Audiology Now in Charlotte. High-profile testimonials provided a clear answer in a 585 square meter space. The appearance at the American convention is part of an international campaign for which Expotechnik has over and over again realised stands with consistent brand looks and quality.

Oerlikon Fairfield traveled from Switzerland too and presented itself at the ConExpo in Las Vegas. The leading company in engine and gearbox systems greeted its American and international customers in their impressive two-level stand. ConExpo had more than 144.000 visitors from more than 130 countries.

01 Phonak  
Audiology Now, Charlotte,  
585 square meter

02, 03 Oerlikon Fairfield  
ConExpo, Las Vegas,  
260 square meter



## More than 50 trade show appearances

Closer collaboration between McKesson and Expotechnik



**McKesson**  
HIMSS, New Orleans,  
1.100 square meter

McKesson Provider Technologies delivers complete solutions for more than 50 % of all health facilities and supplies 77 % of all health facilities with more than 200 beds. Furthermore, 20 % of all doctor's practices and 25 % of all care facilities are McKesson customers. McKesson's goal is to arrange safer, more efficient, and better-connected health and care services. In the last four years, the relationship between McKesson and Expotechnik has become closer.

# AMERICA

Impressive: Fortune Magazine ranks McKesson at number 18 in the top 500 companies. Now the leading provider of medical IT software and consulting services is facing a new challenge; they want to present a totally identical brand appearance at more than 50 trade shows. Expotechnik America was contracted to develop a strategy.



Now there are more than 50 trade show appearances to plan, coordinate, and realise. The primary goal is to make McKesson the center of attention at each trade show. It's vital to have seamless scheduling, especially with events close together, as well as optimisation of budgets and the insurance of quality through innovative solutions and choices.

The collaboration was defined through three distinct phases: the strategic design process, strategic finance planning and a standardisation and simplification of the internal and external workflows. Expotechnik's solution made the implementation of client-specific standards possible for brand

architecture, lighting, communication, and multi-media modules, while considering the respective size of the shows and budgets. This concept can function efficiently and flexibly even with an overlapping trade show schedule. The basis for this difficult task is the close collaboration between McKesson and Expotechnik, allowing the tailor-made and client-specific expectations for specific architecture and design solutions to be met.



## Cool and intelligent

Johnson Controls impresses the East Coast,  
Akamai surprises the West



01, 02 Johnson Controls  
AHR, New York,  
182 square meter

03 Akamai  
GDC, San Francisco,  
56 square meter



**In New York and San Francisco, Expotechnik presented two renowned brands: Johnson Controls and Akamai. Both unite their respective branch leadership capacity and their focus in clearly defined brands. Expotechnik succeeded impressively in presenting both of them.**

Johnson Controls Building Efficiency, a long-term Expotechnik client, plays a worldwide leading role in the equipment of automobiles, in building efficiency, and in energy solutions. In New York at AHR, the largest and most important trade show for the cooling, ventilation, and climate control industries, Johnson Controls clearly showed its clients what to expect with the company motto „Creating a more comfortable, safe, and sustainable world.“ The trade show appearance

followed the development of a uniform global trade show brand concept.

Akamai means intelligent or refined in Hawaiian, and that's how Akamai Technologies presented itself at the Game Developer Conference in San Francisco. The Cambridge company is one of the world's largest providers of online content delivery and speed-up. At the stand, visitors found not only information and communication opportunities, but also in the interactive area interested clients could also appreciate the service power live.

## Four for Mexico

FANUC Robotics, Ford, Legris, and Telmex  
conquer Latin America



01 Ford  
Ford Focus Lounge,  
Ford Headquarters, Mexico  
City, 40 square meter

02 Telmex  
Expo Management,  
Mexico City, 121 square meter

03 FANUC Robotics  
Expo Pack, Mexico City,  
81 square meter

04 Legris  
ISA Expo Control, Mexico City,  
18 square meter

**Expotechnik Mexico lifted four clients above the rest through consistent brand presentation. FANUC Robotics, Ford, Legris, and Telmex enjoyed successful trade show appearances in 2008 at which customers could experience and feel the brand live.**

While FANUC Robotics' company yellow brought everyone under its spell at Expopack in Mexico City, Ford bet everything on the attractiveness of its vehicle when introducing the Ford Focus. The automobile manufacturer placed a great deal of trust in Expotechnik's expertise. Legris' service spectrum is multifaceted, and Legris used this aspect to approach many different industry sectors.

The presentation of the various products had to be accordingly well arranged. Clear displays pushed the solutions into the specialist visitors' field of vision.

Although Telmex is a Mexican telecommunications company, it is also active in all of Central America and in parts of South America, especially Argentina, Brazil, Chile, Colombia, Peru, and Uruguay. Telmex belongs to the group of companies Grupo Carso owned by the Mexican entrepreneur Carlos Slim Helú. Expotechnik conceptualised and realised the trade show appearance at the Expo Management in Mexico City.



## Made in China

Expotechnik China conceptualises for international brand power

# CHINA



01 Oerlikon Esec  
Semicon, Shanghai,  
81 square meter

02 Arri  
BRITV, Beijing,  
90 square meter

03, 04 Chint  
European PV, Valencia,  
48 square meter

05 DSM  
China Composite Expo,  
Shanghai, 126 square meter

**The Middle Kingdom is as promising of a market as it is contested for international brands. That makes the positioning even more important. That is why many renowned companies trust Expotechnik's global know-how. The 2008 concepts evidence flexibility, instinct, and professionalism.**

For the first time, Expotechnik realised a production at the China Composite Expo in Shanghai for the Dutch chemical corporation DSM. The premier took place in a 126 square meter space.

Oerlikon Esec's presentation of its worldwide uniform brand introduction took place at the Semicon China in Shanghai. Reflective acrylic panels were lit in the red of the brand, while the symmetrical architecture of the stand separated the communications and presentation areas.

Arri, also an Expotechnik global client, presented itself to clients at the BIRTV 2008 in Beijing in a 90 square meter space.

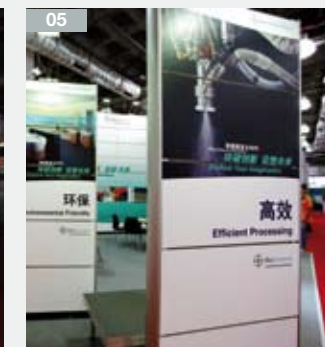
Suntech used the 10th China Solar Photovoltaic Conference & Exhibition in Changzhou to present its solar panels. The trade show



production was one station for twelve global brand appearances for which Expotechnik, among others, developed special product display units.

Lufthansa Cargo landed safely at the Transport & Logistic 2008 in Shanghai. The long-term Expotechnik client relied on a uniform, global trade show concept.

One highlight was the Canning Stock Rout Project, which Expotechnik realised for the Australian mining company BHP Billiton. At the Olympic Expo Beijing 2008 paintings by Australian Aborigines were on display that



showed their life, culture, and history. BHP sponsored this important project that will begin a tour of Australia in 2010. While international brand power are getting settled in China, Chinese companies are also conquering the global market and rely on their experience and professionalism. And so Expotechnik China developed a trade show stand for Chint Solar at the European PV in Valencia. The products were less important in comparison with communication with customers. The architecture was therefore accordingly welcoming.

01 BHP  
Olympic Expo Beijing, Beijing,  
102 square meter

02 Suntech  
China Solar PV, Guangzhou,  
108 square meter

03 Lufthansa Cargo  
transport logistic China,  
Shanghai, 72 square meter

04, 05 Bayer  
Composite Fair, Shanghai,  
49 square meter



## bauma China

Volvo, Ammann and Zoomlion – Expotechnik represented with three brand customers

# CHINA



01 Volvo CE  
1.320 square meter

02 Ammann  
468 square meter

03 Zoomlion  
2.944 square meter

**The Chinese government has completed its 2009 infrastructure investments. Benefiting from this are the construction and construction material machine branches as well as the construction vehicle and construction equipment sectors. The interest of visitors at the bauma in Shanghai was accordingly high. Expotechnik realised productions with three large exhibitors in Volvo CE, Ammann, and Zoomlion at this important trade show.**

In November the bauma grew 20 % to 188.000 square meters of exhibition space. Of that space, 1.320 square meters belonged to Volvo CE for its imposing oval glass-steel facade construction with a semi-transparent membrane roof.



Expotechnik realised this impressive stand with a two-level design. The glass facade offered guests a 360° view of the machine exhibit in the outer area. VIPs met to discuss in the relaxed, fully air conditioned lounge on the second floor. Especially at night, the Volvo stand was truly impressive because of the illumination that could easily be seen from a great distance.

Ammann presented itself as the leading construction supplier for machines, systems, and services for global road construction. It was the first time that Expotechnik conceptualised and realised a trade show appearance for the company. A 486 square meter space offered customers a one and a half storey discussion and catering area with a



welcoming roof garden atmosphere. bauma takes a key role in the APAC region for road construction and will replace Intermat in the global three-year convention cycle. Zoomlion worked with Expotechnik for the second time at bauma. China's leading construction machine manufacturer underlined its position in an almost 3.000 square meter space. Key accounts and interested parties were advised in a two-storey outdoor pavilion and plied with various delicacies.



## Konnichiwa

Sony, Siemens, and KaVo present core brand values

# JAPAN



01 Sony  
JIMTOF, Tokyo,  
150 square meter

02 Siemens  
Protec, Tokyo

03 KaVo  
Japan Dental Show, Tokyo,  
400 square meter



**Independent brand acceptance: Expotechnik Japan relies on at the presentation of brands by Sony, Siemens, and KaVo. And that's how these companies were able to pull away from the field and position themselves clearly in the lead.**

Expotechnik represented two renowned brands at Protec 2008. Both Siemens and Sony used the trade show in Tokyo as a platform for introducing their newest developments and relied on the attractiveness of their brand recognition. Expotechnik Japan realised

KaVo's appearance both at the Kinki Dental Show in Osaka and the Japan Dental Show in Tokyo. The 400 square meter stand was realised according to the global master plan. Expotechnik developed a specially marked logo tower with integrated display cases for KaVo.

Appearance with style  
BMW relies on exclusivity in Melbourne

# AUSTRALIA



01 – 04 BMW  
Melbourne Motor Show,  
Melbourne, 1.500 square meter

**BMW has entrusted Expotechnik with the introduction of its vehicles for many years in Australia through its local branch. And the expectation was the same in finding the appropriate surroundings to introduce the 1 series Coupés and the distinctive X6. The result was better than expected and brought the brand value of the company to the experience-rich world of trade shows.**

The premiere at the Melbourne Motor Show 2008 was elegant, exactly as it should be for the top-class BMW vehicles. Expotechnik not only introduced the BMW 1 Series Coupés and the new BMW X6, but also stylishly

displayed the entire brand on the 1.500 square meter space.

Hanging, translucent blue textiles separated the presentation area from the hospitality area. The product highlights were presented under large, taut cloth cones. A light, white parquet floor was used for the presentation platform for the BMW brand. The visitors could relax and enjoy the ambiance in cream-colored lounge furniture.



## What we live for Global interest in fitness

When it has to do with the body, modern people make no compromises. The entire fitness branch showed off its attractiveness at the largest FIBO ever in Essen.



01 – 04 FIBO  
Essen, 645 square meter

05 IHSA  
San Diego, 880 square meter

# GLOBAL



With 1.700 employees at 12 branches and production facilities all over the world, Life Fitness showed off its best form there too. The company develops, manufactures, and distributes the most modern and custom-tailored training machines for fitness centers and end users. That's how Life Fitness helps athletes, coaches, and sport enthusiasts have healthier lives. Since its invention in 1968, the Lifecycle Ergometer has been added to more than 300 cardio and strength training machines. After successful trade show projects with Expotechnik in the USA, in October 2007 came the first European appearance at the Fitnessvakdagen in Utrecht. The collaboration continued to improve and so, by the end of 2007 a uniform, global trade show concept was developed on the basis of the new branding campaign. An open stand concept with round elements in which the

machines stood exclusively in the foreground, accented with live demonstrations and graphics, for people of all ages. „Hammer Strength“ was presented in a slightly darker area of the stand: here tough guys and heavy weights played a big role.

In 2008 stands were organised in Europe totaling 2.180 square meters and in the USA totaling 1.338 square meters. Trailblazing innovations and pioneering performances demanded a totally unique setting with high recognition value!

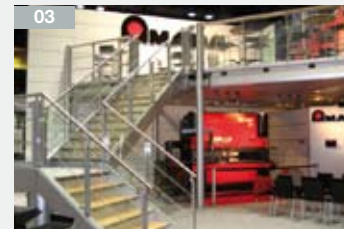




**Expressive and confident**  
**Design concept for Amada Global Concept**  
**includes exhibitions, events, and environments.**

01

01, 04 Blechexpo  
 Stuttgart, 600 square meter  
 02, 03 Fabtech  
 Chicago, 929 square meter



**Expotechnik's brand presentation includes the entire spectrum of leading trade shows like Blechexpo in Stuttgart, EuroBLECH in Hanover, and Fabtech in Chicago from the showroom arrangement in the corporate headquarters in Kanagawa in Japan to the worldwide Wasino-Kick-Off-Event.**

Whoever wants to lead internationally has to be recognisable internationally. As one of the world's largest metal sheeting machine and tool manufacturers, the Amada Co. Ltd. is going forcefully in new directions. The catalyst for the global concept and project expansion in the USA and Japan was the trade show appearance at EuroBLECH 2006.

The new concept was based on a massive, convex back wall that provided an impressive background for the machine presentation. The structures with Amada logos on every side looked monumental and confident. A red-inlayed floor structured the entire stand from the aisle to the hospitality area. The red stripes defined all of the communications zones, for example, the information booth as the first contact point, standing tables in the quiet area, and also the bar and lounge area. The slightly elevated lounge in the back area offered an unobstructed view of the machines through a glass barrier.

# GLOBAL



Showroom  
 Amada Headquarters,  
 Kanagawa



The Amada Co. Ltd. is one of the world's largest metal sheeting and tool manufacturers.

Wasino-kick-off-event  
 Gießen





# PANORAMA



100 Jahre Ausstellung  
der Münchner Akademie der  
Schönen Künste  
Pinakothek der Moderne,  
München, 2005

**The 200th anniversary of the Munich Academy of Fine Arts was fittingly celebrated. To start the year the Architecture Museum of the Munich Technical University showed architecture and interior design works from students and professors.**

The „Third Room“ was a conceptual experiment. To demonstrate the transdisciplinary measure of 1 to 1 of the course of study, a room installation was created in the Modern Pinakothek. The community work of the professorships in interior design, product design, and composition in open space grasped relevant terms such as self-expression,

## The third room

**A 1.292.300 cable clip installation caused a sensation in the Modern Pinakothek.**

community, and leisure room and translated them into concrete spatial situations that visitors could experience directly. Is there an interior design with no form, no style, and irrelevant to the zeitgeist? What are the true qualities of good design? How does an interior behave as a free space? The installation was not made specifically for specialists but also made fun of composition and design in the broadest sense.

Visitors were submerged into an abstract-concrete light landscape and were allowed to enter alone or in pairs and sit in the cocoon-like birds nests hanging from the ceiling,

stand under a light shower, or enter in a tent made of a spider-web like net playing off the archaic base type of hut and hearth. The base material for the installation was simple cable clips. Teams researched meshing, patterns, and ties and then developed the concept. It was amazing the sensual qualities, the performance potential, and the flexibility this simple construction material possesses. The 52 students in this course not only created this accessible, 200 square meter installation but also by themselves clasped, braided, and clamped 1.292.300 recyclable cable clips in around 16.870 hours.



## TALK

## Internal reactions and client feedback set the standards

### Talking with Michael Stahl, Hexion

> A global trade show concept meant one uniform brand communication. What are the challenges and what influence do local and cultural differences play in your opinion in Asia and Europe?

> The trade show markets in Europe and Asia are as different as day and night. There are many cultural aspects to consider. However, recently it has been more frequently reported that the trade show appearances and company presentations in Asia are looking more European, the number of exhibitors is growing, and the focus has shifted towards high recognition values.

> Hexion's stands recognition value is likewise very high. Did you have a specific vision after the Expo-technik briefing or was there a little leeway left?

> The first vision was already prepared. We wanted a light, open, and welcoming stand design. The main focus of the concept was presented with graphics, lights, and colors. And because it was precisely the correct strategy, the colleagues and management gave a very positive response. They identify with each temporary location and are convinced by the friendliness and clear image of our global trade show concept.

> Was it decisive for Hexion as an international company to find a trade show partner that also works internationally?

> It was a basic prerequisite to have a partner that not only works internationally but also has its own branches

worldwide. Simply because we have a lot of foreign trade show business. Our most important leading trade shows are momentarily the Jec in Paris, Ligna in Hanover, ECS in Nuremberg, and CHINACOAT in Guangzhou. Expotechnik convinced us with its professional, global performance.

> What has changed the most for exhibitors in recent years?

> Clearly, the planning times have gotten shorter, even from one specific trade show to the next. There is hardly any time to try out new developments and technologies. The excess of product variety has increased and the time frames have narrowed. Trade shows have adjusted their cycles accordingly. Some trade shows used to happen every two, three, or four years. Now the cycle is often yearly.

> How do trade shows rank for you in your marketing mix? Do you view trade shows as door openers for markets?

> Exactly. Personally, I see trade shows as supremely important and indispensable marketing tools. That is why proper preparation and follow-up are necessary, as well as having a good trade show concept. Trade show participation is a comparatively costly marketing instrument and the return on investment is difficult to measure. We measure our cost-benefit analysis, our return on resources used based on clients and internal feedback. Good advance planning is indispensable as well as following the intensive progression of contacts and potential through distribution.



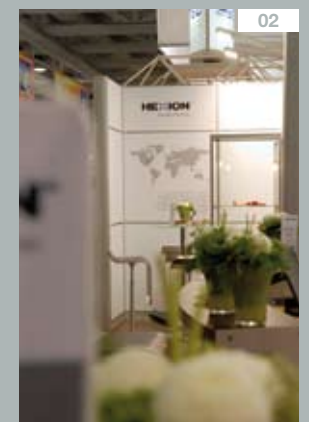
The Hexion Specialty Chemicals is one of the world's leading brand in the thermoset plastic resin industry.

Hexion Specialty Chemicals with headquarters in Columbus, Ohio (USA), is the world's leading brand in the thermoset plastic resin industry. Hexion's widely diversified resin products for bonding, adhesion, and coating, glues, and special products are used worldwide in a variety of different industries and for different uses. Hexion's 2007 turnover was 5,8 billion dollars and it employed more than 7.000 workers.

> How and in what direction will Hexion's style be developed?

> We find ourselves in a steady process of improvement and, with each trade show, we will continue developing to optimally present our product variety and the company worldwide. And we are relying on Expotechnik for continued good, creative, and global collaboration.

> Mr. Stahl, thank you very much for the interview.



01 Ligna  
Hanover, 140 square meter

02 CWIEME  
Berlin, 38 square meter





# MANHATTAN ON THE MOSKVA

The highest attractiveness in spite of the global crisis: Moscow remains one of the Metropolises in which the highest level of work and lifestyle are still possible.



International business and trade show location.  
Capital of culture. Center of pleasure. It's no  
wonder that Moscow is one of the most coveted  
cities for companies.



**01 St. Basil's Cathedral**  
 The multi-tented church on the Red Square in Moscow that also features distinctive onion domes.

**02 Metro Moscow**  
 Opened in 1935, it is well known for the ornate design of many of its stations, which contain outstanding examples of socialist realist art. The Moscow Metro which spans almost the entire Russian capital, is the world's second most heavily used rapid-transit system.



**In the first half of the 19th century, the poet Michal Lermontov described the city of contrasts as „strong, blazing, and tender.“ Since the beginning of the 1990s, the former capital of the Worker's Union and Farmers' State has become one of the most expensive cities in the world. It has also become a dynamic business metropolis attracting many internationally active companies.**



It might seem like a strange gesture during such hard times, but that's Moscow. Even in the snowy Moscow winter, the mayor Juri Luschkov shows that the Russian capital, even without criminality, is a real hot spot. Under the sidewalk of the City Hall, he had heating installed so that even in the icy cold, the snow would be melted. The 860 year-old Metropolis can thank its natural gas and oil resources for such prestige gestures. And the city, with an estimated 13 million inhabitants and commuters, continues to grow every day.

Moscow, with more than 400.000 companies, is a business metropolis with four distinct and significant event venues. Every year, around 180 trade shows and exhibitions are held in

more than 310.000 square meters of covered space.

The most important trade show site is Krasnaja Presnja with its seven pavilions comprising 70.000 square meters of hall space and an open-air area of 35.000 square meters. Other large and important trade show sites are the Sokolniki Culture & Exhibition Center and the All-Russia Exhibition Center.

The Crocus Expo, Russia's most modern trade show site, was opened at the end of 2003. There are more than 44.000 square meters of available space in four halls. Next to the Crocus City site is an entire complex with a mall, hotels, and amusement parks.

**Crocus Expo**  
 More than 44.000 square meter of available space in four halls.



## Speed and spirit: the life in Moscow is pulsating



„Here, you can eat like a god in France, shop like you're in the best London shops, and dance the night away like you're in New York's hottest clubs“, outlined a veteran tourist the Moscow scene. Gourmets especially love the Metropolis in the East. Asian restaurants are the trend now as well as the unexpected top quality seafood. Formerly, in the post-communist Russia, the best you could find were the famous Russian mayonnaise salad, borscht, and caviar. If you go there now you will find Moscow to be a culinary capital that is got nothing to be ashamed of in comparison to its western counterparts.

### Addresses:

#### Cafe Pushkin

Tverskoy Bulvar 26  
Phone: +7.095.2295590

#### Seiji

Komsomolskiy prospekt 5/2  
Phone: +7.095.2467624

#### Vogue Café

Uliza Kusnezkiy Most 7/9  
Phone: +7.095.9231701

#### Genatsvale

Uliza Ostozhenka 12/1  
Phone: +7.095.2020445

#### Godunow

Theatralnaja ploschad 5  
Phone: +7.095.2985609

#### Tsarskaya Okhota

Royal Hunting  
Phone: +7.095.2735813

#### Mario's

Uliza Klimashkina 17  
Phone: +7.095.2536398

Even now when the number of millionaires in Russia is shrinking on account of the international financial crisis, the Russian upper crust is still out there enjoying life passionately. Whether Russian cooks, or Italian, or French, or Asian, the best cooks in the world are being „bought“. It's paying off for everyone involved. The star cooks get star salaries, the gourmets get sensational cuisine, and the restaurateurs are getting tidy sums. Be prepared for high western prices though, as it is hard to find food and wine for less than 80 Euros.

If you want to enjoy the traditional red beet borscht, Pelmeni (Russian ravioli filled with fish, meat, or mushrooms), and the best beef Stroganoff in the city, go to Cafe Pushkin. It is no normal coffeehouse, but a food palace with three floors fit for Czars. There is a bistro on the ground floor, open 24 hours, and a restaurant on the second and third floors.



From the wrought-iron elevator to the old Russian lamps to the uniforms of the wait staff, everything belongs to days long gone, but is all just superficial beauty. Nothing is original in Cafe Pushkin, only designed in old styles, but it creates a good effect anyway. At least the cuisine is authentic.

A bit more rustic is the Godunov at the Theater Plaza. In an arcaded cellar Russian delicacies, including caviar, are served and by request a group of costumed Cossacks will play music. If you really want something original, however, you have to go nine kilometers outside of Moscow to a converted summerhouse. In „Tsarskaya Okhota“ (which means Czar Hunt, more or less) they mainly serve game, and all among the furs of bears and wolves: bear steaks, wild duck, stags, and does. It comes across a bit hokey and needs some getting used to at first, but if you really want to celebrate like a Russian, there no better place in Moscow.



And to stay with original: the best Georgian tavern is the „Genatsvale“ where dumplings, chicken in walnut sauce, and a Georgian beef stew are served. The „Uzbekistan“ provides the guest with a near East atmosphere. You can enjoy pilaf and lamb curry while relaxing on massive divans and beautiful carpets and marvel at the belly dancers.

The number one for the gourmets is the Vogue Cafe. Here you can meet the most beautiful people in Moscow. Models and those who want to be, members of the media and captains of industry sip champagne in the front, a coffeehouse-style area, and allow themselves to be spoiled in the stylish restaurant with tuna salad, salmon medallions with teriyaki sauce, baby lamb pieces in rosemary, and passion fruit crème brulee. You can find similar quality in „Carré Blanc“, which makes a show of lobster ravioli, scallops on foie gras, and duck in orange sauce. The summer terrace in the garden is a dream.

If you cannot resist Italian while in Moscow, you can go to Putin's favorite spot, „Mario's“, and even speak German with the owner. He lived in Stuttgart for many years and serves Italian cuisine like Mama's. Above all, Mario shows his abilities with the risotto and the fish. Moscow may have been asleep for decades, but now the international city on the Moskva has awoken. And we can hope that none of that lively spark gets lost in the present crisis.



01–03, 06, 07  
**Moscow Gastronomy**  
Gourmets love the Metropolis in the East.

04, 05 **GUM Moscow**  
From socialist market economy showcases to a shopping temple for capitalist luxury brands. The GUM in Moscow has gained cult status.



## The smallest temporary branch Expotechnik's Ultra Small Concept

**Counter:**  
B 1.400 x H 1.100 x D 680 mm

**Textile wall including lighting:**  
B 2.500 x H 2.300 x D 590 mm,  
extendable to H 2.800 mm

**Brochure holder:**  
B 450 x H 1.260 x D 330 mm,  
extendable with flagstaff to  
H 3.650 mm

**LCD-Display:**  
B 920 x H 1.760 x D 420 mm  
incl. screen



iF product design award  
Award of outstanding  
Design, 2008



red dot design award  
Award of high design quality,  
2008



Nomation  
Design award of Germany,  
2009

**Two of the most important prizes and a further honor for the „Smallest Temporary Branch“: iF, red dot, and the nomination for the Federal Republic of Germany design prize confirm Expotechnik's creative capacity.**

A counter with integrated DVD players, a textile back wall including lighting fixtures, a plasma pillar with a 37-inch plasma display, and a brochure stand: the Ultra Small Concept offers high flexibility and a construction time of 30 minutes. All of the components snap together and can be comfortably stored in the body of the counter.

The counter and back wall can be easily and quickly tailored to CI standards for individual clients. The Ultra Small Concept is a small, functional, flexible, and innovative concept for rent. It's a high-value premium product that can be used anywhere in Germany within 48 hours. Low full and empty packaging costs underscore the economical aspect.

## Design wins Expotechnik's Piazza Stele



red dot design award  
Award of high design quality,  
2008



Nomation  
Design award of Germany,  
2009

**It won the iF product design award 2008 and was nominated for the Federal Republic of Germany Design Prize: the Piazza Stele is another good example for Expotechnik design excellence.**

The Stele was conceived for use at trade shows, presentation, foyers, entrance halls, showrooms, and road shows. The idea is based on an intelligent hydraulic extruder profile and can be tailored individually in material and function.

With a height of 2,42 meters, it's multifunctionally expandable and offers the possibility of

taking on various presentation elements. They can integrate glass cabinets and product displays to help in recognition from afar, or workstations, or even up to a 42-inch monitor, or brochure holders, and can have an integrated LED lighting on one side. The elements can be graphically easily and quickly tailored to individual preferences. Clients appreciate the high mutability and long product life, helping achieve both economic and ecological goals.



## First impression: First class

### The Gamma Counter- and Presentation Series



iF product design award  
Award of outstanding  
Design, 2009

Again and again, Expotechnik questions the possibilities of brand and product presentation and always comes up with surprising and innovative answers. The most recent stroke of genius by the Taunusstein group is the Gamma Counter- and Presentation Series, the iF product design award winner 2009.

To create a new and challenging brand communication for trade shows and exhibitions was the task – a solution that with impressive mutability and a long product life could easily fulfill both economic and ecological

specifications. With these specifications, the creative Expotechnik designers developed the Gamma Series, which was based on two identically sized overlapping body elements that could be pushed together. The surfaces are interchangeable and therefore easy to tailor to the needs of the customer.

The Gamma is made up of the Info- and Product Presentation Counter, the Bar Counter, the Workstation, and Showcase modules.

## Almost seamless

### The Krypton modular wall display



Expotechnik's Krypton wall system fulfills every possible brand directors wish regarding presentation possibilities, design, and media technology. The amazing amount of flexibility won over the jury of the iF product design award 2009.

Krypton offers almost seamless design possibilities regarding the facade – from the textile membrane to the 50 millimeter-strong panels of glass, aluminum, acrylic, stone, or wood. The fixtures comprise sliding doors, an integrated cabling system, showcases, and multimedia equipment. The modules have a

very high bend and slope stiffness, and can be built up to 14 meters.

Krypton is made of extruding aluminum continuous casting and is conceived especially for the use at trade shows, events, and for permanent installations.



iF product design award  
Award of outstanding  
Design, 2009

PRODUCTS



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