



Newsletter No. 4 – April 2010

It's April and so the fair time starts. In many European metropolises as well as in the US the first fairs have taken place. We couldn't admire really new machines or new mediums. It's not possible to invent the wheel new, but we can see amelioration and enhancement in the technical part.

With the media it's not urgently the same. Many companies invent "me too" - products and announce them on the market as an innovation which isn't completely wrong. In the floor sector you can hear about new products from different foil producers. But finally it's only another sandwich solution like it has been available for years. Even though it wasn't this solution that establish the floor foil, but it was the invention of Asphalt Art when the floor foil became an "out-of-home" media. It's the success of Asphalt Art causing imitators, but they only copy the old technology. The technology from Asphalt Art with its directly printable surface and the aluminum layer is still unique and one of a kind. Please convince yourself!

Today you will read about interesting campaigns in Poland and the Netherlands, an example of traffic signage as well as a perspective of the Asphalt Art Arena at the FESPA. We wish you an enjoyable time while reading our newsletter!

Asphalt Art at the film festival in Krakau

Krakau is one of Europe's culture capitals par excellence. Not only Krakau has wonderful buildings, a unique city centre and a rich history but also Krakau is the centre of many national and international art actions. The "Camera Plus Off Festival" took place recently.

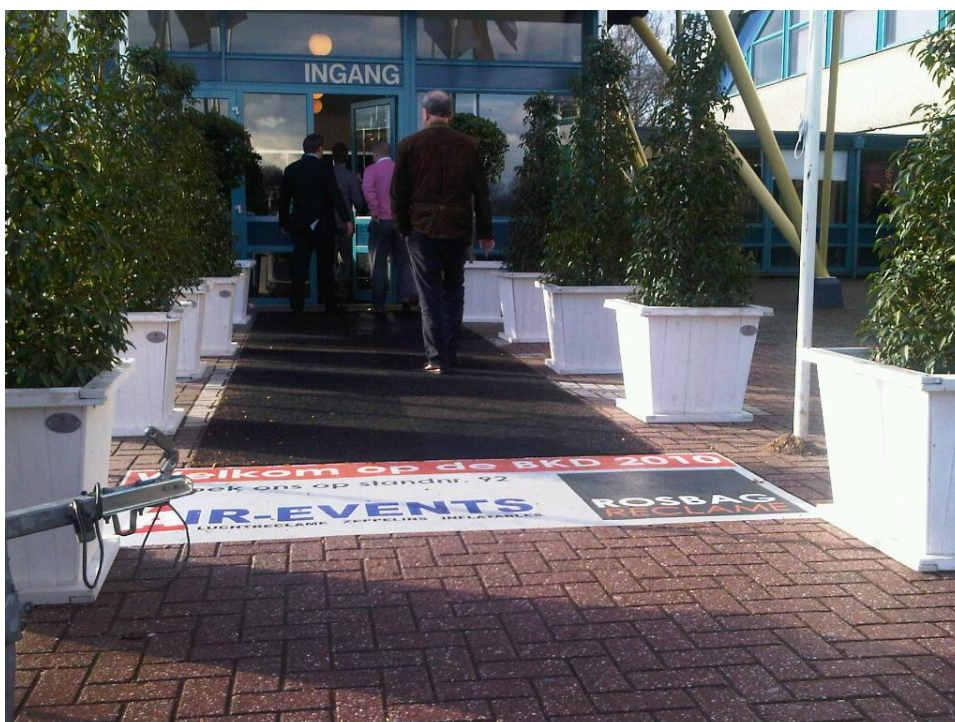


Coming along with this film festival Krakau is the capital of the independent film in Poland. The city offered in April besides the film festival further actions and concerts. They were advertised with Asphalt Art among other mediums. It's not the first action in Krakau advertised with the innovative media realized through the company Dyskret Sp. z.o.o. from Posen. This application is highly recommended to imitate.

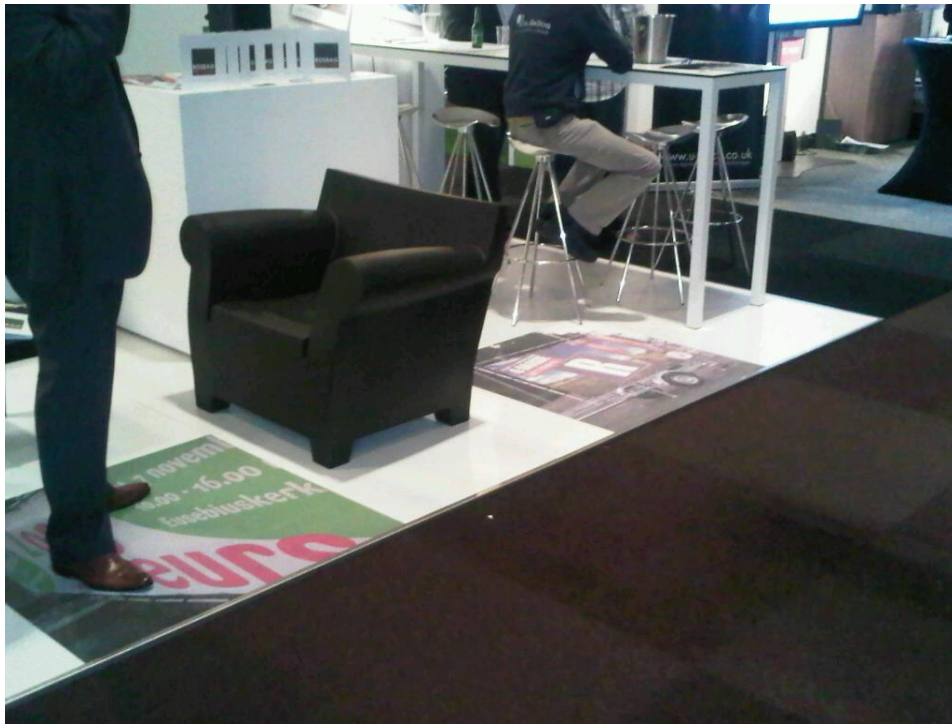


Sport Walk at the fair Arnheim in the Netherlands

The company "Rosbag Reclame" and "Air Events" from Westervoort discovered SportWalk for the fair BKD 2010 in Arnheim. SportWalk was perfectly adapted because you can use it inside and outside. Outside is the short-term use for SportWalk no problem.



Rosbag used the entrance area for calling attention to its own both with SportWalk. The foil proved its performance because it was raining nearly all the time except for when this photo was taken. But it didn't illustrate a problem for SportWalk. Rosbag showed SportWalk also at its own both and it's planned to realize further customer projects with Asphalt Art products.



Stopping restriction realized with Asphalt Art

Traffic signage is always a quite interesting topic for Asphalt Art. Till now you have to use cumbersome thermoplastic permanent signage, but now Asphalt Art makes it simpler.



You are planning a big event and you have to secure a place or make sure a place is free from cars. In this case it's very important that you mark the specific area beforehand. With Asphalt Art - asphalt foil you find a well-priced and competent service which makes the signage as easy as possible. The variability of Asphalt Art makes it possible to create individual designs for the floor foil.

For an event with a lot of visitors it's important to make sure your visitors have enough parking possibilities and to sign these parking areas as good as possible. The signage of stopping restrictions at an early stage can avoid trouble and in the worst case chaos during the looking for a park space. With a stopping restriction you assure yourself in different ways. A stopping restriction can cause time and space for the delivery of chairs, technical and gastronomical equipment. Mark your streets and ways short-term with Asphalt Art – asphalt foil, it will simplify the realization of your event and avoid stress and trouble.

The Asphalt Art Arena is looking forward to your visit at the FESPA 2010 in Munich

It's the first big fair performance of Asphalt Art. The only European fair of this year is using Asphalt Art for the presentation of the asphalt foil, but also for the other products. We're looking forward to welcome you

from the 22 June 2010 to the 26 June 2010

at the stall 549 in the hall B 3.

We will stay available for all your questions, here you can convince yourself about our products and you can exchange your ideas.

You can order the tickets for free over the site of the FESPA organization www.fespa2010.com.

This was the newsletter April 2010. We could show you a lot of pictures from the campaigns all over the world. We would like to include your campaign in our newsletter. Please send us the pictures and information to your campaign – we will return you the favor.

If you would like more information about Asphalt Art or the new products and you don't want to wait till the next month, we are here for you. Please do not hesitate to contact us per E-Mail on info@asphaltart.com or contact the responsible staff member. We wish you all the best till the next newsletter in May and rest with the best sunny greetings

Your

Asphalt Art International Team

PS: We truly appreciate your interest in our products and your feedback – positive or negative. Please let us know if you have any comments or questions. If you want to become part of our newsletter then feel free to give in interesting application photos of our products which can be considered as impressive advertising for you. You receive this newsletter due to the indication of your e-mail address in our system. If you do not want to receive the newsletter, just send us a brief e-mail with the subject "Newsletter Off" to the address info@asphaltart.com and you will be deleted from the distribution.

ASPHALT ART INTERNATIONAL AG

[Head Office Switzerland](#)
Riedstrasse 7, CH-6330 Cham / Switzerland
Tel. +41 (0)41 760 82 82 Fax +41 (0)41 763 60 14
E-Mail: info@asphaltart.com
www.asphaltart.com