

Newsletter no. 4 – April 2011



After the first exhibitions were taking place in the first quarter of the year, the month of April will be the next highlight showing the product for the first time at ISA in Las Vegas April 27 – 30. Please do not miss to visit our booth 607. Asphalt Art USA is now up and running serving all of the Americas.

Furthermore, the preparations for the FESPA in Hamburg keep us busy. There are only a few weeks left, till the FESPA open the doors of the exhibition halls. Asphalt Art International is also part of the exhibition this year. Today we will inform you already where you can find us.

Before we come to the exhibition, we present you two campaigns with participation of our products. Once Asphalt Art is in the focus, the second time it's about SportWalk. We hope to inspire you with this newsletter and wish you good entertainment while reading.

Munich bicycle days with participation of Asphalt Art

As every year the Munich cycle days are taking place in the Bavarian capital. Again Munich is applying for the title "most active cycling city". With 168.335 km covered distance the city opted for the competition „City cycling – Our city cycles!“ and won the title "most active cycling city". The 41 Munich teams asserted against the 60 national participant cities and communes and pedalled the strongest...



Here on the world famous „Marienplatz“ in the city heart of Munich, Asphalt Art is used to communicate the logo of the Munich cycling days. The image that is around 14 meters wide and illustrates the initial letter of Munich as a bicycle can be found on many places in the city. Last year the images stayed nearly 9 months, applied on the streets.

SportWalk in Shimano Outlet Centre in the Netherlands

SportWalk was used in the South of Holland. Every cycling enthusiast knows the component parts from Shimano. From professional athletes to recreation cyclist, everybody is appreciating wheels, gear shifting and more of the Japanese concern. In the South Netherlands the flagship store from Shimano had the problem of a ramp that wasn't slip resistant enough.



Now this ramp is imitating a street and should illustrate for a bicycle the same rubbing resistance as standard asphalt. On this 15 meters long ramp nobody should start sliding anymore.



FESPA Hamburg again with Asphalt Art

When the FESPA Digital starts on the 24 May 2011 in the Hamburg exhibitions halls, Asphalt Art is present as well. In her 4th successful year, FESPA Digital is dominating the European wide format market place with more exhibition space, exhibitor and visitors that want to get in touch with all the worldwide leading brands and innovators.

Next to the traditional graphic productions, FESPA Digital 2011 will present a row of digital small format technologies, as well as a presentation of industrial applications as it has never been shown before on a FESPA. This year there will be up to 400 exhibitors and Asphalt Art will present itself with the innovative program on around 24m².

You are highly welcome to visit us. You will find us in:

Hall A1 - Stall B71a

We're looking forward to welcome you. Do you need a ticket? The exhibition is free for trade visitors. Please register on the website www.fespa.com and inspire yourself in Hamburg about the various possibilities of digital printing.



That was the newsletter April 2011. Before we say goodbye, we wish you a pleasant Easter time and some days with nice persons. Enjoy the time and relax. With this in mind we wish you all the best...

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.

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