



Newsletter No. 2 – February 2011

The year has just started and is already on its top. The first participation on a exhibition this year was already on the program – the SGI in Dubai. Asphalt Art was guest of the exclusive partner of the region Middle East. The next public performance is on the FESPA Americas in Florida, followed by the International Football Conference in Warsaw. And soon it will be May and the FESPA in Hamburg is opening its doors.

One is following the other and Asphalt Art International isn't getting tired to present all the innovative products to a big international audience. And the amount of fans of the floor film is increasing. This is shown by the amazing campaigns all around the globe that we will present you this year in our newsletter. Today we show you campaigns from Germany and the Netherlands and are reporting about the SGI in Dubai. We wish you as usual informative entertainment.

Asphalt Art now in the German Soccer League

As a first team in the paid professional soccer, the FC Ingolstadt discovered Asphalt Art. It was applied on the floor of the stadium of the German Soccer League team. Tempus, a staff placement service, is advertising in the stairway to the grandstand for his own services. Previous campaigns with vinyl and sandwich solutions were failed because of the slipping risk during wet weather. The second league club Ingoldstadt has opened with this campaign an additional source of income as the floor area of the whole stadium are unused. After a campaign with SoftWalk in the Allianz Arena in Munich this is application the second one in the German Soccer League. Further campaigns are favored and after this action we haven't to wait a long time.



AUDI is advertising with Asphalt Art at the airport Munich

To present the new Audi A6, the German car producer introduced a special event. In the MAC Forum at the airport Munich – between terminal 1 and 2 – the event was celebrated.



During the necessary reconstructions and blockings they have to create a new signalization of the walkway. Planned for a time period of minimal 5 months, Asphalt Art was the perfect solution for this midterm way signalization. Not only the easy application and the residue-free removal was crucial for the decision but also the certification B1 and M1 of Asphalt Art. Furthermore, the product can be described as a "green product". After the usage of the asphalt foil it can be recycled without any problems.



Asphalt Art accompany the movie festival in Rotterdam

Every year the traditional movie festival is taking place in the seaport Rotterdam in the Netherlands. As the festival is this year in winter and not as usually in the warm season, the possibilities of outdoor advertising are highly restricted. The usage of vinyl floor films in the outdoor area is anyway connected with problems, but under these weather conditions it's impossible to use them. But for Asphalt Art it doesn't illustrate any problems. With this Asphalt Art is also highly recommended for the movie festivals of the next years.



Asphalt Art on the SGI in Dubai

From the 24 to the 26 January 2011 the Sign and Graphic Imaging SGI Middle East was taking place in the Airport Expo Center in Dubai. For the first time Asphalt Art was represented on a stall. The exclusive partner of the region, Multisystem Technologies in the United Arab Emirates presented the products of Asphalt Art on a own stall.



The company owner Hassan Kittaneh and the regional manager Nabil Assaf focused on Asphalt Art and SoftWalk. Asphalt Art is for this region especially interesting because the day temperatures around 50 degrees Celsius in the Middle East make the use of vinyl films partly difficult. Another project of Multisystem is to get for Asphalt Art the certificate as a „green product”. The official authorities of the Emirates set more often a high value on environmentalism and ecology. This is also important for printing medias.



SoftWalk was presented afloat on the stall. The Emirates, that traditionally have many events on the water, have awaited possibilities for advertising in the water. In an aquarium the customers could be convinced about the fact that SoftWalk can swim.

Would you like to receive more information about the Asphalt Art or the other products? We are at your disposal anytime. Send us an E-Mail to info@asphaltart.com or get in contact with the sales representative in your region.

This has been the newsletter February 2011. We hope that we have given you inspiration for future campaigns. We wish you a good time till the publication of the next newsletter in March and remain

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