



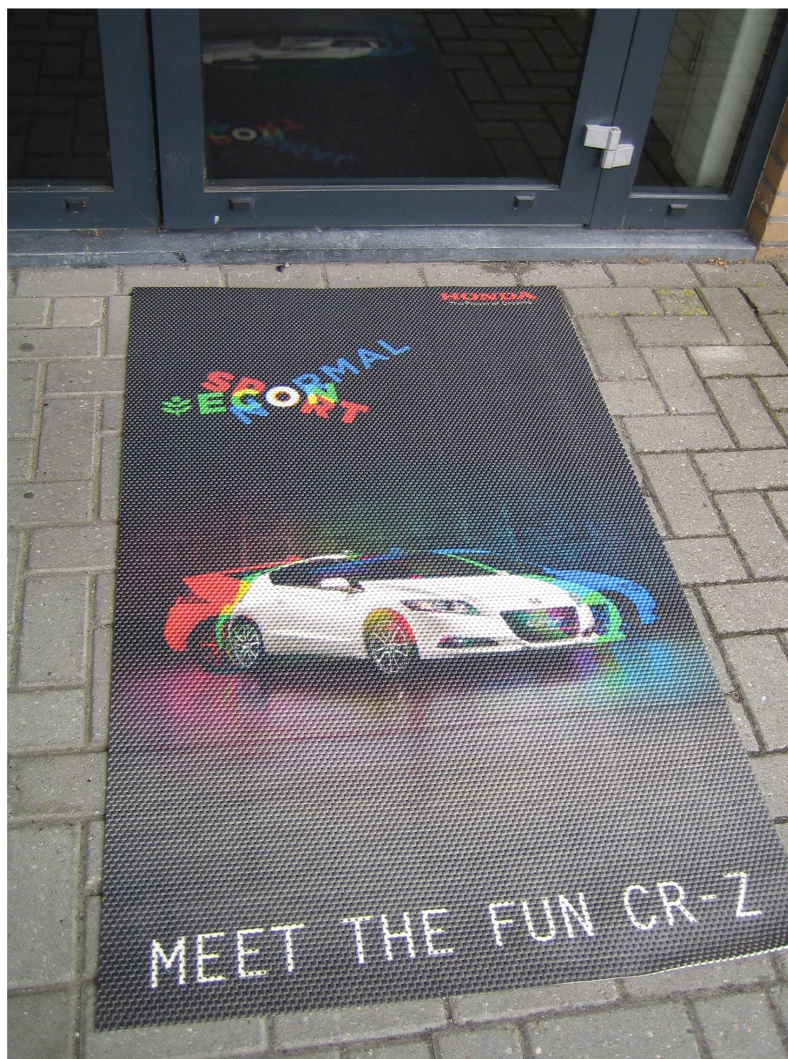
Newsletter no. 6 – June 2010

There are only a few days left until the opening of the soccer world cup in South Africa. Looking around you can see shirts, banner and giveaways in the respective national colors. The big screens are getting set up everywhere and the beverage distributors have stocked to be prepared for the largest sport event with the world's highest attention.

Also we are open for this issue. The performance of Asphalt Art at the FESPA will be all about the soccer and we are looking forward to your visit in the Asphalt Art Arena in Munich.

The Power of dreams with SoftWalk

"The Power of Dreams" is the global slogan of the Honda Group. One of the major divisions in the company is the vehicles. For this area, the company prefers using extraordinary printing media. Now they have become aware of the SoftWalk.



For a campaign of the sport car C-RZ all 60 Honda retailer in the Netherlands were equipped with SoftWalk floor mats for the outdoor area and the showroom. The material has been printed on a UV flatbed printer and with the brilliant result this campaign is predestinated for other users.

Asphalt Art – perfect application even unprinted

In previous newsletters we already informed you from time to time about the increasing popularity of the product AsphaltArt for the road marking sector. Even though the foil has not to be printed at all. The company Lösing GmbH in Herford is showing a perfect example for the use of AsphaltArt. Instead of signaling the parking area with expansive and complex painted markings the application of a few AsphaltArt stripes sufficed to achieve a brilliant result. See the picture below...



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

In two weeks the biggest European exhibition will take place in Munich starting on the 22nd June 2010. The FESPA is besides to the DRUPA probably one of the most important trade fairs for the screen and digital printing area and the advertising technology. For the first time Asphalt Art is participating on an international trade fair. We would be delighted to welcome you at our booth and are therefore pleased to invite you.

22nd June 2010 – 26th June 2010

booth 549 in hall B 3

We are at your disposal to answer your questions, you can assure yourself of the products and share your ideas with us. We look forward seeing you.

Free tickets are available by accessing the website of the FESPA organization on www.fespa2010.com.

The asphalt is owned by the cyclists

The Munich „Bike Days“ are a large-scale event in this beautiful Bavarian city. As not only motorized vehicles use the roads, AsphaltArt has been the perfect medium for a campaign during this event. The organizers gladly decided to use the unique asphalt foil with an excellent result.



The oversized bicycle with the implied M was applied on the famous “Marienplatz” in Munich and caused great surprise. Some of these objects have been fixed over the entire downtown area and marked in that way the round course. A really successful campaign.

If you would like to receive more information about AsphaltArt or the new products and you do not want to wait till the next month we are always at your disposal. Please do not hesitate to send an E-Mail to info@asphaltart.com or contact the responsible staff member.

This has been the newsletter for the month June. The summer edition of the newsletter will be a double newsletter for July and August and sent out as usual in July. Maybe we can even report of a campaign where AsphaltArt was applied to mark the car parade route of the new football champion. Now, the worldwide advertising agencies and printing technicians are demanded to prepare such a campaign. We wish you all the best 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