

# Newsletter No 6 – June 2011



For all of you visiting us at Fespa – we would say thank you. Many of you have come up with exciting projects and we can't wait to see receive your pictures and comments.

Of course the exhibition is one point in our actual newsletter. But we have some more pictures for you, next to the pictures from the exhibition we show you today a highly interesting campaign from Australia and pictures from the just ended DTM race in "Spielberg" in Austria. We wish you good entertainment while reading.

## FESPA digital in Hamburg was a big success

Friday afternoon at 4 o'clock p.m. – the FESPA digital became history. Now it is time for taking a deep breath and for an impressive résumé: The exhibition was a big success. We made a lot of contacts, not only from Germany and Europe but also from everywhere around the world.



Asphalt Art presented itself the first time in the new design – asphalt anthracite together with a gaudy yellow. The reaction to our new design was very good. A further highlight was the screen with the movie from the applications on the Flanders tour, an international cycle race, and on the DTM Races in Zandvoort, Netherlands, that has just ended. Especially the movie from the car race was impressing as it showed how solid the film is although race cars with hundreds of HP drive over the film.

We would like to say thank you to all visitors and ask for their comprehension, if the answer to your request should take a bit longer. Thank you!



### Impressive before-after pictures from Down Under

It is indeed very impressive what our colleagues in Australia implemented with Asphalt Art.



It is the legendary and well known Tuscan Bar in the heart of Melbourne. It was the goal to give the entry area, which is already a little aged, a new design. Instead of a renovation in plain colors they decided for an individual printed Asphalt Art. They not only wanted to renovate the floor but also the walls and ceiling. The result is impressive.



One again a highlight in the pit lane



Once again Asphalt Art with its solid film was participant at the DTM Race in the legendary circuit "Spielberg" in Austria. In the circuit in Styria there has been taking place in total 26 formula 1 races. Next to the record winner Alain Prost Michael Schumacher is holding the lap record with 1:08:337 (2003). The beautiful mountain backdrop is fascinating the drivers of the German Touring Car

Championship (DTM) for many years. With the tire manufacturer Hankook a famous brand secured the whole advertising space in the pit lane. The South Korean tire manufacturer was delighted with the solid asphalt film that bears up against all weather conditions from 35 degrees Celsius to sun to thunderstorm. It doesn't matter what kind of tires drive over the film, normal race tires or slicks or raining tires – the racing cars did everything on the film from kick start to full braking – the film held on. There is no better advertisement, neither for the tire manufacturer nor for Asphalt Art.



The rubber abrasion was on purpose and the advertiser was delighted. Continuation on further races is assured.

That was the newsletter for June 2011. We hope we could give you some inspiration for future campaigns. If you have some interesting pictures from campaigns, please let us know. We would like to include them in our newsletter.

Till the next newsletter, that will be published at the end of July because of the summer break. We wish you a sunny time and stay

With the best wishes

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

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