



## Newsletter No. 3 – March 2010

It's getting warmer and the spring is coming. Not only people who work with self-adhesive products are welcoming the spring. Especially the users of Asphalt Art cannot wait that it's getting warmer. Many campaigns were delayed or canceled because of the long winter, this is over now.

This means that the year 2010 is really starting for Asphalt Art now. Belonging to this start is the planning of the publicity. It's a pleasure for us to inform you today about the participation of Asphalt Art in an international fair this year.

But before, you will read about our dedication in the SpoBis, campaigns in Australia and France as well as the first appearance of Asphalt Art in Ghana.

### Asphalt Art path breaking on the SpoBis

With 1550 participants, 160 speakers, over 50 active congress-partners and up to 20 forums dealing with special topics is the ISPO SpoBiS the biggest sport business congress of Europe. Remarkable are besides the many top-decision-maker, the many budget responsible sponsors participating in the fair. The ISPO SpoBiS took place the 22 and 23 February 2010 in the ICM of the Munich Fair. The congress structure combined with the parallel forums for special subjects covered in this two days during congress all the relevant topics in sport business. The variety of forum topics ranged from "sponsoring & distribution" to "merchandising & licensing", "hospitality", "ticketing" and "sport bets".



Asphalt Art was there as well: Besides the stall in the congress area, the whole signage on the floor came from Asphalt Art. A lot of people from big and well-known sport companies were very interested. They, as well as the typical sport and event sponsors, got attracted by Asphalt Art and its products. Many people in charge made their notes, we will keep you up-to-date.



### Asphalt Art goes down under!

Asphalt Art is also in Australia a great success. We already introduced Asphalt Art in the area of waiting zones for trains. Now you can see Asphalt Art also in front of POS.



The 7eleven stores use this innovative medium in the entrance area of petrol station with an integrated supermarket. It's a great success – the huge trading company is highly aware of this and is announcing that there are following further campaigns.

## Car Wash, not much is working – but Asphalt Art!

Car-wash plants are a challenge for every advertiser. A lot of dirt and water, asphalt and grey surfaces – every single advertisement is here an eye catcher. But how should it work?



Especially on the grey asphalt are all kind of advertising and signage extremely eye-catching. But the advertisements are facing the most difficult challenges. The cars have to drive over them and the surface must not get slippery. Many floor-foils with the classic system of vinyl and laminate failed here in the past. Asphalt Art is the solution – not only for the car wash chain Elephant Bleu in France. The campaign was realized by the print shop RABET L'IMAGE, which also provided the photos.

A campaign that is highly recommended to imitate.

## Asphalt Art now also in Ghana

Even in Ghana there are now Asphalt Art fans. Ghana is in the soccer mania. Not only that the world soccer championship is taking place the first time on the black continent, but also that Ghana is nearly a secret favorite in the German group. The soccer mania is showed by the advertiser too.



Soccer player like Drogba, Essien and Eto are heroes in their country and are used as a testimonial for a lot of campaigns, like in this example. The soccer world championship is serving as a sample for many further campaigns in this summer. You can be on the top of it – with Asphalt Art!

### **Asphalt Art on the FESPA 2010 in Munich**

It's getting the first big fair performance for Asphalt Art. The only European fair of the year uses Asphalt Art for the presentation of the asphalt foil, but also for further products. You will be surprised from 22 June to 26 June 2010 on the fair Munich. Asphalt Art will be there, you too? We will keep you up to date.

This was the newsletter March 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](mailto:info@asphaltart.com) or contact the responsible staff member. We wish you all the best till the next newsletter in April and rest with the best spring 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](mailto:info@asphaltart.com) and you will be deleted from the distribution.

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