

Newsletter No. 3 – March 2011



Dear Reader – its season now for Asphalt Art – winter is (almost) gone and temperatures allow the application without worries on the temperatures in most parts of Europe and the world. We just finished our very first introduction at Fespa/GOA of Asphalt Art within the Americas and the response –was far beyond our imaginations – which confirms what we have experienced in Europe as well as in other parts of the world – that our concept is having great acceptance in the market and fills a need for easy application with a high performance product. Next to this exhibition Asphalt Art was on the International Football Conference in Warsaw and on the SpoBis in Düsseldorf. We report about all this fair performances in this newsletter.

Furthermore, we would like to present you two applications. Firstly there is a traffic signalization, secondly a campaign in Duisburg, Germany. Might you plan as well a campaign with the innovative floor film, then you can be inspired by this newsletter. We wish you good entertainment while reading.

Asphalt Art beautifies Duisburg city center

For celebrating this day there were blue cotton candy and blue drinks. Sky blue balloons set an example as the 19 February the „Blue House“ of the University of Duisburg-Essen (UDE) was opened. With a pavilion the academy expanded her information offer and moves in the center of Duisburg.



Principal Prof Dr Ulrich Radtke and Mayor Benno Lensdorf opened the information center with a ceremonial transaction of the blue band. How various the spectrum of the academy is, showed the opening ceremony with entertaining quiz rounds, little experiments and sporty shows.

In the new city pavilion of the UDE the interested visitors receive information about the actual research themes, events and lectures on the campus or for senior studies.

The „Blue House“ opens from Tuesday to Saturday. Some university departments are represented at some days: The Science Support Centre (SSC) on Tuesday, employees of the center for nanointegration Duisburg-Essen (CeNIDE) answer every Wednesday questions in the area nano as well as the academic advisory center. For the opening there were applied many direction signs in the city center of Duisburg – of course in blue and on Asphalt Art.



Road signs – easy applied with Asphalt Art



An application, which we already reported about many times, is the usage as road signs. If there is no possibility to apply the classical road signs, than there is often left only the floor. Often the mark shouldn't be permanent, so the thermoplast application isn't suitable due to the high cost and the difficult application. Here Asphalt Art is coming into play because it is not only a good alternative regarding the price but also very easy and fast to apply from everybody. Below you can see an example from the often usage. An enterprise in an industrial area starts with the idea and the companies around are looking for exactly the same solution – and it's so simple. Thanks to Asphalt Art. Imitators are more than welcome every time.



Asphalt Art goes West



It was the first performance overseas that Asphalt Art could celebrate this year on the FESPA Americas in Orlando, Florida. It was directly a success. With this little stall with around 10 sqm Asphalt Art wanted to test the resonance how the product is catching on in the United States.

Impressed by the new possibility of outdoor advertising there were many printers, advertising technician and distributors on the stall. The exhibition not only addressed the US-American market as there were many visitors from the Latin-American countries and manifesting their interest.



Now the dialogues with potential partners are going into the next round. So probably we can announce soon that we are presenting distribution partners with a strong infrastructure in America as well.

Asphalt Art at the European Football Conference in Warsaw

It's one of the most important conferences in the football area that was taking place this year in the Polish city Warsaw. Warsaw was the right place as the Football European Cup is taking place in Poland and Ukraine in the year 2012. Speakers from high positions attracted a lot of conference participants from all over Europe. The focus of the conference was especially on marketing. Asphalt Art International, which has already had many performances on international sport events, was represented by the polish partner Dyskret Sp. Z.o.o.



The substrate solutions from Asphalt Art attracted a great interest. It was not only preferential about campaigns during the football tournament itself. At the moment there are 8 stadiums still under construction, so there is a huge need for temporary signage systems for which Asphalt Art is perfectly suited. Even the president of the region Warsaw visited the event in the Olympic center of Warsaw and was convinced about the innovation Asphalt Art on the stall of Dyskret. Manager Piotr Lunkiewicz and area manager Anna Podgorska explained the advantages of the advertisements on the floor with success.



Already for the second time - Asphalt Art at the SpoBiS.

With 1500 participants, 130 speakers, over 50 active congress partners and till 14 forums for special topics the ISPO SpoBiS is Europe's biggest sport business congress. Next to the high concentration of top decision-maker, the big amount of budget responsible sponsors is remarkable.

The SpoBiS, which could celebrate its 15th birthday by the way, took place the 7th and 8th February 2011 in CCD congress center in Dusseldorf. Through the congress structure with its parallel forums to special topics all the relevant subjects in sport business could be covered with this two days congress. The theme variety of the forums reached from "sponsoring & distribution" over "merchandising & licensing" to „hospitality“ to „ticketing“ and „sports betting“.



Asphalt Art was there as well. Next to the stall in the congress area the whole signalization on the floor was made with Asphalt Art. Many interested persons from big and well-known sports companies, but also typical sports and event sponsors were made aware of Asphalt Art and its products. Many decision-makers made their notes. We will keep you updated.

That was the newsletter March 2011. Hopefully you had good entertainment with our monthly newsletter. You find actual information about us at any time on our website www.asphaltart.com. We wish you all the best till the next newsletter.

Your

Asphalt Art International Team

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