



Newsletter No. 10 - November 2010

The year is heading to its end with an increasing speed. The days are getting shorter and colder. That always illustrates a risk for outdoor adhesions. Now it is important to follow some rules and – yes we know it is in all of us reading and following application instruction is not what we really like – but it is important now for all of our customers on the northern half of our planet. Not only the temperature of the environment but also the temperature of the surface, where the film should be applied, are very important and even though you don't see it – you don't feel it but the ground is very humid and that is always a significant risk that the adhesion is not as tough anchored to the ground as it normally is – when you see it – it is too late – that is when the application flies away.... We will inform you about the application in the cold months in this newsletter.

Furthermore, you will read about two outstanding campaigns - one in Australia and one in Germany. We wish you an enjoyable time while reading our newsletter.

Melbourne Marathon with Asphalt Art at the start and finish line

It's the 10th of October 2010. The sky over Melbourne in Australia is cloudy, the thermometer shows 13 degrees Celsius – it's slightly windy, but dry. The weather is perfect for running one of the most famous marathons around the globe.



The organizer is announcing more than 27.000 participants in total at the beginning. The Melbourne Marathon is one of the biggest long distance competitions on the world and is competing against the events in New York or Hawaii.

As a few weeks ago at the cycling world championship Asphalt Art is again at the front. The organizers of sport events use Asphalt foil on and on for their advertisements in the outdoor area. As the Melbourne Marathon was shown in the Australian TV, the attention was overwhelming and there will be imitators for sure. Asphalt Art Australia is already looking forward to their next events...



Asphalt Art follows the traces of "The Beatles"

What comes to their mind if people who are „The Beatles” fan see a zebra crossing? It's an album cover – the album cover of *Abbey Road*. Even though the zebra crossing is from Asphalt Art...



The next weeks in the city center of Mannheim you can see zebras from Asphalt Art at unusual places. Those who take a picture together with the zebra crossing and send the photo to the National Theater, have the opportunity to win tickets for the show *Come together on Abbey Road* in November or December.

Come together on Abbey Road celebrated its premiere the 29 October 2010 in the opera house of the National Theater and it's based on the successful album of "The Beatles". After years of success „The Beatles“ met the 16 April 1969 for a last time in the Abbey Road Studios for recording together their new songs. The result is legend: „Come together“, „Something“ and „Here comes the Sun“ are only the most famous song titles out of the album, on its famous cover "The Beatles" cross the zebra on the London Abbey Road.

The frost-free application of Asphalt Art

Using Asphalt Art in the cold winter months? No problem! We still adhere to this statement but you should observe several rules. A frost-free ground is absolutely important for applying Asphalt Art. Therefore, we strongly recommend to thaw and to preheat the ground with a gas burner at freezing temperatures. Basically all adhesives show their full adhesive strength at 10 degrees Celsius and above. If you pay attention to these basic rules during the cold winter month, you will not have any problems in applying the Asphalt Art for your campaign.



For a campaign in Amsterdam the ground was preheated to be frost-free and dry before the footprints have been applied. According to the sub-freezing temperatures this procedure was mandatory and essential. If everything is properly implemented your campaign will be a great success comparable to the train stations in Amsterdam. By the way, the traditional rectangle and the footprints are the most selected and popular motives. Does this suggestion fit well with your campaign? Get inspired by the pictures...and last but not least if you like to remove your campaign – the same rules apply – use a gas flame to heat up the adhesive – it will make your life a lot easier when you then start to remove Asphalt Art from the ground.

This was the newsletter no. 10 for November 2010. We hope we could offer you once again suggestions and tips. You might have an interesting campaign and you could offer us these pictures. In this case, we would be interested to report about them in our next newsletter and be sure we very much appreciate your support. If you like to share your experience with Asphalt Art and are not willing to share the pictures with us – we would also appreciate your comment as we are keen to learn from your practical application. We wish you all the best until the coming month and remain with autumnal 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 and you will be deleted from the distribution.

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