



## Newsletter no. 8 – September 2010

After a long summer break we are pleased to inform you again with our current Asphalt Art newsletter. We would like to report about a number of interesting campaigns and information we received during this break.

The Asphalt foils can be used in good weather as you already know but also rainy conditions do not avoid the application. Sandwich solutions with a foil and a laminate are often used outdoor to save costs. Unfortunately, these foils could only be applied 1 or 2 days during rainy weather as the surface developed into a dangerous slide. As an attentive reader you already know that the AsphaltArt provides other characteristics during such bad weather conditions. Therefore, we would like to inform you about further news and wish you an informative entertainment.

### Retail association in Ludwigshafen applied AsphaltArt at the POP

Ludwigshafen invites you to go on a discovery tour and more than 250 shops with a selected range and first class service take part in the city centre of Ludwigshafen. The concept of the "Retail Association Ludwigshafen" offers a control system within the city realized with our AsphaltArt foil.



The campaign's aim is giving the customers a better guidance, to draw their attention to new shops and of course to increase the consumer acceptance. Even though the campaign lasts until the end of the year the success is already visible.



### **Czech music festival accompanied by AsphaltArt**

Ceský Krumlov is one of the oldest cities in the Czech Republic and listed for 15 years as a world heritage site by the UNESCO. This year's music festival in Ceský Krumlov was accompanied by the AsphaltArt and the insurance "KOOPERATIVA" - a subsidiary of the "Vienna Insurance Group" – has been the partner. At the beginning of this summer different different music motives were applied on the cobbled stones of the old town by using the CI-colors of the company. Despite the unpredictable weather conditions the applications still stick on the strong structured surface.



The campaign was realized by the exclusive partner for the Czech Republic „Media Matrix”. Since spring this year the Prague company is the partner of the Asphalt Art International AG and has already applied several campaigns for major brands and events. For more information about the company “Matrix Media” consult their website [www.matrixmedia.eu](http://www.matrixmedia.eu).



### **AsphaltArt on Danish TV**

Now the AsphaltArt could be seen on television. A Danish TV station were impressed by a campaign of different communities launched for the start of the new school year after the summer holidays and decided to record and send a report. The reason has been the application of driver's instructions on the road to protect the new scholars.

However, not only posters were used as information carrier but also the AsphaltArt seems to be the perfect medium to attract attention. Often sandwich materials got applied unfortunately with a negative result. The surfaces became slippery in bad weather conditions and the material did not stick properly to the underground. Therefore, the applied foils turned themselves into traffic barriers.

The campaign which is calling the drivers to special care was now realized with the product AsphaltArt. This report can be seen in original on the internet by using the link:

<http://www.tvsyd.dk/video/30787>

### **SoftWalk like a red carpet in France**

What have the laws for the water quality to do with the SoftWalk? In this case quite a lot! A meeting of the „Conseil général des Pyrénées-Atlantiques” on water quality at beaches has been the opportunity for the company “ISOFACE” situated in Southern France to apply a total of 130 m<sup>2</sup> SoftWalk. Printed with an „Arizona” the SoftWalk was the eyecatcher in the entrance area. For more information about the printer see the webpage [www.isofac.com](http://www.isofac.com).



This has been the newsletter number 8 for September 2010. We hope you could get inspired for future campaigns. We wish you a pleasant gossamer with great orders and time to relax and spend with your family. We remain with best regards

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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