

Newsletter No. 8 – September 2011



The summer break is finally over. We feel that clearly as the requests are increasing. It is now time for all the fall activities – and there are lots of them. Asphalt Art is becoming more and more popular within the sport events and as such the Marathon season has started where Asphalt Art plays an important role of generating cash into the organizers budget. But the market is also up in arms regarding fairs. In the next two months there are some interesting big national fairs among the Viscom in Paris and Dusseldorf.

For our next issue we would like to announce already some further exciting news please watch for it but first of all please check out the latest applications from around the world.

Asphalt Art with a new R11 anti-slip-certificate

It never happened before. For the first time a printable floor foil reached the value R11. With this outstanding result the asphalt foil reached a value that only special grip tapes from the industrial area are meeting such values. The new certificate is available on our website www.asphaltart.com. This value is equal or better to any Asphalt surface and means that we can meet the highest demand for safety and security. The result has been reached with the same brilliant printing feature that you already know from Asphalt Art.

Asphalt Art – a clacker in Czech Republic



The exclusive Asphalt Art partner Matrix Media has a dedicated summer behind it and applied some amazing applications especially in the capital city Prague. The picture above shows excellently how Asphalt Art can be cut on contour with a flat bed plotter excellently. Otherwise, the campaign for the sport franchise chain Intersport would be impossible to realize. Despite the filigree contours the application on the natural stone wasn't a problem.

At the Nike Run Asphalt Art was a godfather of the major sporting event with the following application:



Nike was enthusiastic about the possibilities to place advertisements on the floor. For a road race the floor is the biggest but also the most eye-catching advertisement space.



Also on bus stops and bus shelters Asphalt Art was tested. For the beginning there are small pictures with a connection to the City-Light poster. When the medium will be accepted, there are various

advertising possibilities in the golden city Prague. More Information to Matrix Media you find under www.matrixmedia.eu.

The „Blue Eye“ under water

In popular belief people with bright blue eyes have the evil eye. Another “Blue Eye” should avert and anticipate this look as a counter-magic.

Popular are the nazar pearls that are affixed to the clothes of little children against the evil eye, hanging as an amulet on the driving mirror in many taxis or trucks or serve as a decoration on key rings. Furthermore, you find them on the entry doors to cowsheds. If an “eye” breaks, it has made its duty and averted an evil eye – so it has to be replaced shortly by a new one.

A nazar amulet is mostly made of colored glass. It has often a drop shape. Smaller versions look more like pearls, bigger more like flat slices. Characteristic for the nazar are its colors: From the inside to the outside circles in the colors dark blue, light blue, white and dark blue, similar to the rainbow skin of an eye. That’s why it’s often called the “Blue Eye”. Another description is the „Eye of Fatima“, named by the youngest daughter of the prophet Mohammed. In the Middle East and North Africa the protection sign “Hand of Fatima” is often combined with a nazar.

Nazar pearls are available in all sizes and designs in bazaars or souvenir shops. It’s common to wear them as jewelry in small editions on the body or in bigger settings good viewable applied on the wall (especially opposite an entry or a door) to anticipate clearly against the “Bad”. This example shows the “Blue Eye” applied on the floor of a swimming pool in Istanbul.



Police in Edmonton USA uses Asphalt Art

A very practical application for Asphalt Art found the police in Edmonton, USA. Generally, it is about traffic education, as the police wants to teach the children to use marked crosswalk to transfer the street. To save some meters way, the children cross the street often with some distance to the so called zebra crossings.



Pictures from children that were in an accident are now applied as a warning example on the asphalt. With the t-shirt slogan "I was jaywalking when it hit me. Use a marked crosswalk." the message gets very clear. If at least one accident less happens through the campaign, the whole input was it more than worth. It's a perfect example that should find imitators in many countries.

That was the newsletter 2011. We hope that we could give you some interesting inspirations. The next newsletter will be published by mid October as usual. Till then we wish you a good time.

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: "Newsletter off"

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