

## PRESS RELEASE

### **Expotechnik Group is “Aus bester Familie” – a fine family**

#### **Book premiere from the publishing house Deutsche Standards at the Frankfurt book fair**

Taunusstein/Frankfurt am Main, 13/10/2011. “Aus bester Familie” – this is the title of a new release from the publishing house Deutsche Standards EDITIONEN GmbH, which gives a portrait of the Expotechnik Group as a company. The book premiere will take place at the Frankfurt book fair on 13 October. Approximately 130 German family-operated companies will be introduced in this second edition. The book outlines company history and secrets to success, as well as key company personalities and innovations. The book is a reference work for anyone interested in corporate continuity and sustainability, giving examples of committed and classic entrepreneurship. One of the companies featured is the Expotechnik Group. This global group comprises nine independent subsidiaries and is now being run by the second generation of the family, with Alexander D. Soschinski and Patrick O. Soschinski as Group Presidents. For more information on the history of the company, see the new book:

Deutsche Standards – Aus bester Familie  
Über 100 vorbildliche deutsche Familienunternehmen  
Publisher: Dr Florian Langenscheidt and Prof. Dr. Peter May  
2012 Edition, 2<sup>nd</sup> Edition  
ISBN: 978-3-86936-254-0

Here is a small excerpt from the portrait:

“For years, it has been plain to see that brands are making a comeback. Brands stand for quality, win trust and, using recognisable characteristics, avoid an arbitrary appearance. In order to be successful, a dedicated brand perception is required. This is the Expotechnik Group’s area of specialty; using emotions, sustainability and recognition value, the Expotechnik Group provides the required basis for a successful brand. By providing individual design concepts which stand out due to their creativity and aesthetic appeal, this family-run company has developed into an international leader in brand staging services in the premium sector.”

#### **About EXPOTECHNIK Group**

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and

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experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

For further information, visit [www.expotechnik.com](http://www.expotechnik.com).

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