

Expotechnik designs the future worlds of printing

Drupa 2012: An appealing mix of innovative and proven concepts

Taunusstein/Hanover, July 17, 2012. **Elegant design for brand new products: Five Expotechnik Group customers took advantage of Drupa 2012 in Düsseldorf to present their products. For this purpose, Expotechnik conceptualized and implemented intelligent design concepts which distinguished themselves through functional architecture combined with optimal presentation possibilities. The international service provider for spatial brand staging set the products and brand messages of its customers BÖWE SYSTEC, manroland sheetfed, manroland web systems, MacDermid Printing Solutions and Manugraph India Ltd. optimally into scene.**

The art of concealment at BÖWE SYSTEC

The staging of new products played a central role for BÖWE SYSTEC GmbH when designing their stand. Expotechnik created a special design for them: the special fabric housing of the machine to be presented, “Fusion Cross”, which the outside of the exhibit only hinted at – thus sparking the curiosity of the visitors. The area directly behind it was only accessible by passing through an admission control, giving the presentation an extra note of exclusivity. The company introduced a further new product there, the software “Orbiter” - two semicircular walls formed a solitary room for the presentation of the software. The coverings were the central eye-catcher of the clearly structured and spaciouly designed trade fair presence. In addition, the noticeably large graphics on the outside of the fabric wall and the two-storey stand architecture ensured brand identification from a distance. The company logo was also to be seen on the surfaces of the Expotechnik C8 Wall System at a height where the two levels of the stand met.

Double presentation for manroland

Directly across from the BÖWE SYSTEC stand, Expotechnik staged the product worlds of manroland sheetfed GmbH. Central exhibit: an almost 30 meter-long sheetfed press. Live demonstrations of the machine made the product tangible and gave the trade fair presence its dynamics. The numerous conference areas spread across the presentation area were an additional prominent feature of the design. The so-called “box offices” offered the opportunity of continuing discussions in a quiet atmosphere. The functional modules from the Expotechnik Delta product series were put into use in the stand architecture.

The manroland web systems stand was directly next to the manroland sheetfed presence. In contrast to the other presentation, this trade fair presence mainly fulfilled an informational and advisory function. Due to the large size of newspaper printing machines, ongoing exhibits were not part of the concept. In exchange, a model illustrated the design of a new revolutionary machine being presented at the trade fair for the first time. The presentation of smaller exhibits provided additional insights into

the product world. A circular area on the inside of the stand served as a lecture room, with the Expotechnik Wall System being the ideal element for the design of the rounded back walls. A branded round banner was suspended over the area, and ensured that it could be seen from a distance. The use of the high-quality Multi-media Display Series Lambda with its visual presentation and informational options emphasized the communicative focus of the stand.

MacDermid Printing Solutions with a new concept on two levels

The Expotechnik Group developed a new concept for their long-standing customer MacDermid. The highlight: the two-storey stand architecture, which was used for the first time by this customer. An appealing trade fair presence surrounded the two levels and placed product presentation in the forefront. The design's dominant color was white. In accordance with the company colors, Expotechnik used red as a recurring element, setting accents that really stood out. Together with a continuous red stripe running across one of the back walls, a red counter front was a perfect contrast to the basic color of white. The red edging was repeated as a finishing border on the second level at a height of six meters. The color accents, in conjunction with the large-format logos attached, ensured a high level of recognition value.

Clear functional areas for Manugraph India Ltd.

Presentation on the one hand, communication on the other – Manugraph Industries' trade fair presence was divided into two complementary functional areas. In the product presentation area, the visitors received information on the company's machines directly at the exhibit in the form of live shows and discussions. An information panel attached to the back wall provided additional details and rounded off the presentation. The communications area on the opposite side, with its inviting and openly-designed seating arrangements, offered the opportunity of gathering information in a stylish atmosphere. An image wall served as both eye-catcher and room divider; a separate lounge enabled business meetings to proceed undisturbed. Due to conference and logistics rooms situated to the side of the lounge, the trade fair stand by Expotechnik also fulfilled the highest requirements in terms of functionality. The continuous blue-white floor functioned as a bracket to optically draw the two stand areas together, which were separated by a gangway.

Drupa is the most important trade fair for the printing and print media industry. The two week-long industry show takes place every four years on the Düsseldorf trade fair grounds. Drupa took place this year from May 3 to 16, 2012. It is organized by Messe Düsseldorf GmbH.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for interior brand staging. The company's headquarters are at Expotechnik Heinz H. Soschinski GmbH, founded in 1968, in Taunusstein near Frankfurt/Main. The Expotechnik Group has a global structure with nine autonomous subsidiaries in the economic regions EMEA, the Americas and Asia Pacific. On a worldwide level, the Expotechnik Group designs and implements customized architecture and communication concepts to create memorable brand experiences. Its main business areas are

exhibitions, events and environments - domestic and international trade fairs and special occasions, along with brand worlds and immersive settings for lounges, showrooms, exhibition areas or offices. Each year, the company realizes 1,500 projects worldwide with scalable sizes between 12 and 12,000 square meters - a total of 150,000 square meters each year. The reusable modular elements used by the Expotechnik Group make this type of presentation particularly sustainable. The entire supply chain covers a comprehensive service range - from the idea to the design, project management, production and add-on services (event, graphics, media, catering), and all the way to transport, logistics and installation management. The customer portfolio includes international corporations as Siemens, BMW, Lufthansa and Deutsche Telekom and leading mid-sized companies as SEW-EURODRIVE, Krones, Phonak and the family business Phoenix Contact. Expotechnik Group's global leadership is headed by Alexander D. Soschinski and Patrick O. Soschinski, the group presidents.

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