

PRESS RELEASE

Expotechnik receives iF product design award 2010

Award-winning Concept Scandium provides for efficient trade show architectures with high-quality design

Taunusstein/Frankfurt on the Main, 1st of December 2009. The Expotechnik Group, one of the leading international service companies for three-dimensional brand presentations, was awarded the iF product design award 2010. In the category public design/interior design, the Concept Scandium stood up to an international field of top-class competitors. With this beam-column construction, the Expotechnik Group realizes efficient architectural stand solutions with a high standard of design and quality. The first-class design of the company's own development combined with the integrated lighting technology form an impressive overall appearance that convinced the experts of the international jury. The family business from Taunusstein comprises eight independent subsidiaries in Europe, America and Asia. It receives the prize already for the seventh time.

"We are delighted to have won the iF product design award once again for one of our products. We see it as recognition and confirmation of our work and philosophy", summarizes Patrick O. Soschinski, managing partner of the Expotechnik Group. The company develops individual architectural concepts for three-dimensional brand visualization according to the client's wishes. In this process, great emphasis is put on finding both functionally and optically attractive solutions. The basic design is established with especially developed architectural modules built from high-quality materials which are used by the Expotechnik Group exclusively. Individual designs, structural elements and accessories are added to develop outstanding creative concepts that put into focus messages, brands, products and people in a both professional and emotional way.

The award-winning beam-column Scandium construction allows for trade show architectures that span areas of four to eight meters. In addition, freely overhanging canopies can be installed projecting up to two meters in all directions. Being adaptable to the individual client's wishes, the ceiling panels for instance can be realized by using perforated aluminium or stretched canvas. This stand architecture creates a harmonious overall appearance and elegantly integrates all elements required for effective communication as well as lighting technology. Designed for spaces of between 50 to 350 square meters, Scandium provides an optimal visual effect from a distance and impresses with its high functionality and timeless language of shapes.

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For this year's iF product design award, competitors from 39 countries had applied. Since 1953, the award has been a hallmark for the recognition of good design and is now one of the most renowned and oldest design competitions throughout the world.



Photos: Expotechnik's Concept Scan

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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 eight 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 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. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit www.expotechnik.com.

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