

PRESS RELEASE

Renowned Design Award for Expotechnik

Expotechnik receives iF product design award 2009 for two exhibition Systems

Taunusstein/Frankfurt on the Main, December 2008. Krypton and Gamma: These are the names of the two systems designed by Expotechnik that received the iF product design award 2009. With the wall system and the presentation series, Expotechnik, which is one of the leading international service providers for threedimensional brand presentation, stood up against a large number of competitors. Both products have been specifically developed by Expotechnik and are characterized by enormous flexibility, particular adaptability and long service life. With these systems, the provider sets new standards not only in the field of threedimensional brand communication, but also regarding ecological and economical aspects of temporary room design.

Krypton is a modular wall system with modern aluminium aesthetics. It offers an almost unlimited number of possibilities regarding joint, surface and material design. Moreover, integrated cable management as well as high flexural and inclination strength at installation heights of between 2 and 14 meters are convincing features of the Krypton system. Material thickness can be varied from 6 to 50 mm. Just like the award-winning Gamma series, the Krypton system has been designed according to the requirements for ambitious brand communication at trade shows and exhibitions. Gamma, the counter and presentation series is based on two identical body elements which are placed one upon the other and can be shifted against each other. The comprehensive product family includes the following models: info counter, bar counter, product presentation, workstation and showcase. The surfaces of this system can also be replaced and customized with an individual design. The Gamma and Krypton systems therefore allow for flexible architectures according to the particular wishes and requirements of the client.

"We are proud of having been able to convince the jury with our in-house developments. We feel confirmed and motivated and cling to our standard of providing our clients with functional solutions with high-quality looks", says Patrick O. Soschinski, Managing Partner of the Expotechnik Group. On behalf of its clients, the family company from Taunusstein develops individual concepts for threedimensional brand visualization. The basic design is established with especially developed architectural modules build from high-quality materials used by the Expotechnik Group exclusively. Individual designs, structural elements and accessories are added to create outstanding creative concepts that present messages, brands, products and people in a both professional and emotional way.

The iF product design award has been acknowledged as a hallmark for good design since 1953 and is by now one of the most renowned and oldest design competitions.

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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, Kronos and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit www.expotechnik.com.

Press contact:

Tina Fahrenbach, Andrea Paechnatz
Tel.: +49. 6128. 269 152
E-mail: [presse\(at\)expotechnik.de](mailto:presse(at)expotechnik.de)