

PRESS RELEASE

manroland places its bets on continuity

Taunusstein/Augsburg, May 2010. The Expotechnik Group has been designing and realizing the most important trade fair presentations for the printing machine manufacturer manroland in Augsburg – the second largest manufacturer of printing systems in the world and the global market leader in web-fed offset since the end of the 90s. As a regular customer for many years manroland highly appreciates the reliability and professionalism of the Expotechnik Group as one of the leading service providers for setting the stage for the brand. The cooperation between both companies on a partnership basis was now sealed in a joint framework agreement which comprises the trade fair projects IPEX 2010 in Birmingham, IFRA Expo both 2010 in Hamburg as well as 2011 in Vienna, drupa 2012 in Düsseldorf and preparatory creative services. Expotechnik assumes the responsibility for the comprehensive accompaniment from the conceptual design to project management, the realization and supervision on site with all projects.

A highlight of the last few years both for manroland as well as for the Expotechnik Group were the trade fair presentations of the printing machine manufacturer in the new brand look at the world's biggest trade fair for print media, drupa 2008. From the trade fair presentation at the time until today a further development has taken place in the trade fair presentation of manroland. This can be seen at the next date for the presentation of the company brand at the IPEX 2010 from May 18 to 25, in Birmingham. The Expotechnik Group received the order here for the first time to design and implement a trade fair presentation without printing machines, the core business of manroland. The focus is to be placed on the customer and the communication at the largest English-speaking event for print, publishing and media.

“The inquiry for the presentation of manroland without printing machines at the IPEX 2010 is the further development of the trade fair presence of the company. This way cost drivers such as transport of exhibits and assembly costs can be minimized. Instead we have invested this budget in the alternative company presentation in order to design the brand world to ensure that it can be experienced by the visitor“, according to Patrick O. Soschinski, Managing Partner Expotechnik Group.

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

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

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