

PRESS RELEASE

Relaunch: Buderus becomes Duktus **Brand presentation at IFAT ENTSORGA 2010**

Taunusstein/Munich, September 2010. A new star is shining in brand heaven since the beginning of the year. Expotechnik Group has accompanied the comprehensive relaunch of Buderus. For the first big company presentation at IFAT ENTSORGA in Munich from September 13 to 17, 2010, a modern trade show stand was designed and realized. Buderus Gussrohrtechnik and Tiroler Röhren- und Metallwerke have merged together into one company: The new company is called Duktus. Founded 109 years ago, the name of Buderus which is well-established and widely known in the industry is a thing of the past now.

Duktus presents itself at the trade show with a sophisticated communication concept. On a 300 square meters exhibition space, Expotechnik Group has realized an inviting, open and transparent exhibition stand. The brand presentation was realized through the interaction between technology (Cool Area) and human being (Warm Area). The Cool Area shows innovative technical products from the three Duktus product groups of water/sewage, trenchless pipe laying and snow-making. In the Warm Area, customer confidence was inspired by a communication zone in the center of the trade show stand. This area served as a place for direct and personal contact between manufacturer, trade partners and customers.

To stage Duktus in a brand-compliant way, the three individual product groups (water/sewage, trenchless pipe laying and snow-making) were presented by use of different colors. The language of shapes was plain, technical and precise. Facade walls gave the exhibition space a clear structure. The corporate design element of the Duktus brand was integrated into the booth architecture by means of wall openings.

“With our highly detailed communication concept, we were able to emotionalize and thus to distinguish the Duktus brand in the industry. With the new and clear identity, the company is and will remain unique. We have successfully managed to emphasize the brand essence. The product presentation, which was placed in an appealing way, and the aesthetic combination of design and color have made this possible”, says Alexander D. Soschinski, Managing Partner of Expotechnik Group.

The Duktus group is a leading European industrial enterprise in water management and underground construction. The name Duktus comes from the Latin word “ductus” meaning “leading”. It refers to the core product: “ductile cast iron pipes”. IFAT ENTSORGA is the world's leading trade show for innovations, new developments and services in the fields of water, sewage, waste and raw materials management.

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

PRESS RELEASE

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)