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PRESS RELEASE

**“The world meets again in Rellingen”
11th Technology Day at the Hofmann Company!**

What big event is undoubtedly marked on the calendar of domestic and foreign specialised personnel in the road marking industry and representatives of the road safety industry as well as HOFMANN’s customers for Thursday, 25 November 2010? Quite right, HOFMANN’s Technology Day, which is well-known in the industry, will take place for the 11th time.

The event, which will again open its doors this fall to leading manufacturers of marking equipment and the most modern marking systems from Germany, the rest of Europe and the world, is a “must-have” in the global “street industry” and serves both as an informative specialised trade fair about classical and innovative application methods, products and production procedures as well as a personal/friendly forum for the exchange of ideas. “Many of our guests have already participated for years in this event and they register early for the upcoming Technology Day because they will set up meetings and meet here with business and cooperation partners with whom they otherwise are in contact only via telephone and the Internet”, states Torsten Pape, HOFMANN’s Director of Sales and Marketing, about the experiences of past years.

Maintain what is proven to work and supplement the new – that is also the unwritten motto this season for the Technology Day which has permanently continued to develop over the past ten years to the benefit of the guests. What was already very well-received in 2009 – namely, opening the entire HOFMANN production building for the event and setting up information booths and round-table discussions – will also be continued this year. We will discontinue all production for the duration of the Technology Day because we are asking our guests to come into the heart of our company, in order to experience presentations, round-table discussions and an interesting give-and-take over food and drink”, emphasises Torsten Pape. In some places, the machines that would otherwise be running will intentionally and noticeably be shut down in order to better show the work done at our company. Thus, Torsten Pape and both Managing Directors Frank and Jan Hofmann, who currently head the company that has been located near Hamburg since 1962, will be able to give more insight into the constantly developing road marking technology.

Furthermore, HOFMANN’s team of experts will be available for informative discussions and to answer questions about machinery, innovations for the upcoming season, the



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advantages of individual products and procedures and much more. Furthermore, technical presentations will complement the interesting programme, e.g. two presentations from Frank Hofmann about the “2K cold plastic bellow pump system” and the “thermo-plastic MultiDotLine® Plus system” or discussions about the topic of “Strategies of the British road marking industry for the regulation of CO₂ emissions” from Wayne Johnston, Chairman of the Road Safety Markings Association. The Argentine Alfredo Edelmuth from Cristacol S. A., who is a true expert in the industry, will also attend the event in Rellingen. Mr. Edelmuth will speak on the topic of “Marking materials in Argentina – current status and technical development of trends”. Then there will be a presentation from expert Jan Marquardt about the topic of “Environmental aspects of using non-European reflective beads”. Mr. Marquardt from the Potters Europe Company will come to the event representing the Euroadbeads Association.

In this regard, a special and completely new service will be provided to the persons who are attending from many countries. “This year, the presentations will also be translated into French by simultaneous interpreters. Furthermore, we will ensure that simultaneous translation is provided into English, Russian and Spanish”, says Torsten Pape.

However, it won't just be about theoretical discussions on 25 November. This time, there will also be a quantity of practical and interesting displays on-site – both in the production building as well as outside on the grounds under a pavilion. Thus, even the typical Northern German weather during this season won't be a problem at all for the event!

The HOFMANN press center has more information, pictures, and publications available for download at:
www.hofmannmarking.de/en/pressemitteilung.php



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About HOFMANN GmbH:

HOFMANN, the leading manufacturer of road marking technology (www.hofmannmarking.de), has been operating successfully for more than 50 years as an internationally recognised and competent partner for marking technology. The traditional company located in Rellingen, Germany, supplies the entire product range required for road marking across the globe.