



ROAD
MARKING
SYSTEMS

PRESS RELEASE

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“The crisis was yesterday” – a positive mood and very good attendance on the occasion of the **11th Technology Day** in the house of HOFMANN!

With the motto for this year’s event the HOFMANN management radiated more than a good mood: “The crisis was yesterday!” – with such confident words and a warm smile Torsten Pape, HOFMANN’s head of Sales and Marketing, welcomed all national and international guests at the 11th Technology Day in the rooms of the renowned company.

The journey to Rellingen – it has become a kind of tradition already in the global industry of road marking. Numerous representatives of globally operating companies also made the journey once again this year: In total the HOFMANN team was able to welcome more than 330 visitors from 33 nations – from Germany, all other European countries as well as Africa, Asia and America. “Many of our guests have been taking part in our event for years already, obtain actual input from the industry here and meet to personally exchange experiences with business and cooperation partners on a relaxed friendly level”, is how Torsten Pape characterises the nature of this specialist trade fair which was originally established by HOFMANN.

The head of sales and marketing then also expressed his gratitude for the numerous visitors at this year’s Technology Day directly to those who were present: “It is your forum. The forum for all of you and above all with you all in the global family of road marking. And an event which would not exist without you”. Or as Frank Hofmann – senior boss and managing director of the company – says it more to the point: “The Technology Day has firmly established itself in the industry. They all like to meet here to exchange thoughts and ideas. HOFMANN provides the framework for this”.

Torsten Pape and Frank Hofmann were visibly pleased that new country representatives had made their way to Rellingen near Hamburg this year once again. For example, participants of companies from Tunisia and from Georgia attended the forum for the first time. Even more companies from the road marking and related industries also presented themselves with their information stands at the 11th Technology Day than in the past few years, as HOFMANN is very pleased to give global cooperation partners (e.g. material producers) the opportunity to actively take part in this event.



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To hold conversations, continue existing contacts, to get to know each other – this was also the main focus of the event in 2010, for which HOFMANN had opened its gates and workshops again. Specialist qualified lectures by international top-class experts formed an important focus, including speeches by Wayne Johnston, Chairman of the Road Safety Markings Association from Great Britain and Alfredo Edelmuth of Cristacol S. A. from Argentina.

In addition, Torsten Pape introduced all regional sales managers who belong to the HOFMANN company with their responsibilities for the first time and Frank Hofmann explained several highlights of the house and innovations from the actual production. He made it clear here that the HOFMANN company, which has existed since 1952, always reacts immediately to developments on the market and to developments at competitors. “If you come across our machines anywhere in the world remember that many systems were developed here”, the head of the house said to his guests with pride.

However, the company did not just stick to theory this year either. For the 11th Technology Day the organisers also offered many interesting and practical presentations on site – in the workshop, in which many HOFMANN machines could be watched live and also outside on the company site. One innovative machine celebrated its premiere here: 2K cold spraying plastic application M 98:2, a device with multiple and variable hardener dosing, is an absolute innovation of HOFMANN. Also presented was a machine with MultiDotLine® Plus System for the thermoplastic application. There can then be no talk of “crisis” at HOFMANN– and Torsten Pape also said at the end of the day: “If everyone says ‘crisis was yesterday’, then the Technology Day was a success”.

The HOFMANN-Team will be pleased to welcome all those who are interested in Rellingen again in 2011.



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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 recognized 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.