

Press release 1 – Oberboihingen, April 2007

## **International Trade Fair for Industrial Coatings Technology Demonstrates Successful Development**

### **PaintExpo – Growth is Plainly Foreseeable**

**Oberboihingen – Suppliers of products and services covering all aspects of industrial coatings technology have found a new “trade fair home” in Germany at PaintExpo. After a successful premiere event in October 2006, the promoters have already received more than 120 signed exhibition contracts for the 2<sup>nd</sup> international trade fair for industrial coatings technology which will take place in Karlsruhe from the 11<sup>th</sup> through the 14<sup>th</sup> of March, 2008. And the list of exhibitors includes nearly all of the industry’s “heavyweights” in the areas of systems and application technology. It’s also interesting to note that numerous companies from both inside and outside of Germany who did not participate at the first PaintExpo have already made firm reservations for their booth locations.**

With 244 exhibitors and 4917 expert visitors from 41 countries, the promoters of PaintExpo succeeded in presenting a made-to-order premiere event in 2006. However, the question remained how the international trade fair for industrial coatings technology in Karlsruhe would evolve in the future. And this question appears to have been answered already. In April 2007 – 11 months before the trade fair opens – Jürgen Haußmann, managing director of event promoter FairFair GmbH, is already able to report more than 120 participating companies for the 2<sup>nd</sup> PaintExpo. And the exhibitor list is already studded with world class enterprises. Nearly all of the leading suppliers of coating technologies and important paint manufacturers are included. “PaintExpo is the only interesting trade fair in Germany for Eisenmann’s coatings technology division”, explains Andreas Dibon, surface finishing sales manager at Eisenmann, with regard to his early decision to exhibit. For Frank Berg as well, German branch manager for Caldan Conveyor A/S, there was no question about participating at the event: “For us, PaintExpo is the most

important trade fair in Germany, and it's the only one at which we participate." But not only companies who were at the premiere event have already booked booth floor space, lots of first-time exhibitors have registered as well from inside and outside of Germany.

### **Broader, More In-Depth Offerings**

The promoter has also announced that various exhibitors have significantly increased booth floor space in order to be able to present their entire range of products and services. Increasing manufacturer interest in the coatings technology trade fair is not only being experienced in the area of coating materials. PaintExpo is evidently becoming more and more attractive for companies who are involved with surface pre-treatment as well. Interest has also grown amongst suppliers of automation solutions and painting robots, and this indicates that explosion protection and work safety will gain in significance as exhibition topics too. All in all, the offerings presented by the coatings technology trade fair encompass systems, processes, consumable materials and services for the organic coating process from pre-treatment right on up to final inspection.

### **Expanded Training Forum**

The training forum at PaintExpo's premiere event also attracted a great deal of attention, and it will be further expanded at the upcoming trade fair. Exhibitors, associations, participants from vocational schools and technical colleges, and the promoter will take advantage of this opportunity to make their contribution to counteracting the shortage of skilled personnel in the coatings industry.

Further information and a preliminary exhibitor list can be accessed at [www.paintexpo.de](http://www.paintexpo.de).

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Press Release 2 – JOT International Surface Technology

International Trade Fair for Industrial Coatings Technology is Growing

## **PaintExpo – New Trade Fair Home for the International Coatings Industry**

With its brilliant premiere in 2006, PaintExpo has established itself as a new trade fair home in Germany for the international coatings industry. This is already being confirmed by the star-studded exhibitor list for the 2<sup>nd</sup> international trade fair for industrial coatings technology which will take place at the exhibition centre in Karlsruhe, Germany, from the 11<sup>th</sup> through the 14<sup>th</sup> of March, 2008. The list includes nearly all of the industry's market leaders from the systems and application technology sectors. And, as explained by Andreas Dibon, surface finishing sales manager at Eisenmann, this leaves no doubt that PaintExpo is the number one event in the German trade fair arena: "PaintExpo is the only interesting trade fair in Germany for Eisenmann's coatings technology division", says the sales manager. Beyond this, numerous companies from inside and outside of Germany who didn't participate at the premiere event have already reserved booth floor space for the second edition of the international coatings technology trade fair in Karlsruhe. As a result, even broader and more in-depth offerings will await the visitors – once again with lots of live demonstrations, of course.

The exhibition portfolio of the industry event encompasses systems and application technology, paints, drying and curing, paint stripping, automation and conveyor technology, cleaning and pre-treatment, air supply, environmental technology, exhaust air and water treatment, and disposal. Additional topics include measuring and test technology, quality assurance, accessories, coating job-shops, services, science, R&D and training. The trade fair thus offers comprehensive solutions for liquid painting, powder coating and coil coating. Whether metals, plastics, wood and wooden materials, glass, ceramics or composite materials need to be coated, the user will find everything at PaintExpo

covering all aspects of the coating process from pre-treatment to final inspection.

The trade fair for industrial coatings technology is targeted at in-house painting operations and coating job-shops from a wide variety of industry sectors. Thanks to the comprehensive offerings presented by PaintExpo, they'll have the opportunity of directly comparing various processes, and of discussing the technically and economically best suited solutions for their specific tasks with a variety of suppliers.

Further information and a preliminary exhibitor list can be accessed at [www.paintexpo.de](http://www.paintexpo.de).

Press release 2 – Oberboihingen, Germany, September 2007

**International trade fair for industrial coating technology is getting bigger and increasingly global**  
**PaintExpo on the way to becoming the leading European trade fair**

**Oberboihingen – Although there are another six months to go before the doors of PaintExpo open for the second time, over 200 exhibitors have already registered. They include almost all the market leaders from the field of industrial coating technology. The percentage of foreign trade fair participants has also gone up. As a result, the 2<sup>nd</sup> PaintExpo, which will be held in Karlsruhe in Southern Germany from the 11<sup>th</sup> to the 14<sup>th</sup> March 2008, is probably going to present the broadest and most varied range of products along the entire process chain for wet painting, powder coating and coil coating in Europe.**

The advantages of smaller trade fairs with a clearly structured range of topics are also apparently convincing more and more internationally-active companies. The high number of participants registering for PaintExpo certainly seems to suggest this. The international trade fair is already going to occupy more space than last year and market leaders from just about every field of industrial coating technology can be found on the list of exhibitors. For Jürgen Haußmann, managing director of the company FairFair GmbH organizing the trade fair, the reasons are obvious: “By concentrating on the process chain of industrial coating technology, exhibitors will gain much more from taking part in the trade fair because of the high quality of specialist visitors. Costs will also probably be lower compared to polytechnic trade fairs“.

As a result, the event which will be held at the Karlsruhe exhibition center from the 11<sup>th</sup> to the 14<sup>th</sup> March 2008, will be presenting a broader international spectrum of products related to wet painting, powder coating and coil coating than any multi-theme trade fair in Europe. The portfolio of the coating technology trade fair comprises equipment, techniques, coatings, paint robots as well as automated solutions,

consumer materials and services for organic coating processes ranging from pre-treatment right up to final inspection.

### **Technology platform with a high benefit value**

The demand to increase cost-effectiveness whilst at the same time improving quality and eco friendliness is even at the top of the list of priorities of in-house coating companies and job-shop coaters. Functioning as a technology platform for coating technology, PaintExpo provides a comprehensive overview not only of current trends but also of the latest developments. Among other things, these include the desire to speed up the coating process for metal and plastic components and to reduce coating processes. One way of achieving this goal would be to replace the traditional three-coat method of primer, base coat and top coat with just two coats. For example, in the process of changing over from the use of solvent-based to water-based wet-painting systems when coating plastic parts, attempts are now being made to integrate the primer into the water base coat. There is also a trend towards implementing so-called low-temperature powder coating systems to coat parts for both internal and external use. These systems are not only environmentally friendlier and more efficient with regard to the utilization of powder coating materials, they also require much less energy and could even increase productivity.

As far as the topic of appearances is concerned, matt liquid coating lacquers are increasingly being used to coat light alloy wheel rims. The coating industry has now come up with an alternative using a matt-finished powder coat which opens up completely new design possibilities, not only for coating wheels but also for coating a whole range of other (automotive) metal and plastic parts.

In the fields of application technology and paint robots, new developments are helping to improve quality and increase eco friendliness whilst simultaneously reducing costs.

Further information and a preliminary list of exhibitors can be found under [www.paintexpo.de](http://www.paintexpo.de).

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Press release 4 – Oberboihingen, April 2007

## **PaintExpo – International Trade Fair for Industrial Coatings Technology in Karlsruhe**

### **Solutions for Efficient Painting**

**Oberboihingen – It's already plainly evident that PaintExpo will present comprehensive Europe-wide offerings for industrial coatings technology in Karlsruhe from the 11<sup>th</sup> through the 14<sup>th</sup> of March, 2008. Solutions offered by the exhibitors make it possible for users from all industries to introduce more economy, quality and environmental compatibility into the painting process – regardless of whether workpieces made of metal, plastic, wood or other materials need to be coated.**

Nearly four months still remain until the Karlsruhe Exhibition Centre will be transformed into a meeting place for the international coatings industry for the second time, but net exhibition floor space of greater than 64,000 square feet is already fully occupied. "Numerous exhibitors have booked significantly more floor space for larger booths in order to be able to present the largest possible range of offerings, and to demonstrate their products live", reports Jürgen Haußmann, managing director of trade fair promoters FairFair GmbH. In addition to larger booths, growth for PaintExpo is also the result of larger numbers of exhibitors from both inside and outside of Germany, who will present products and services for liquid painting, powder coating and coil coating. This makes PaintExpo an ideal information and procurement platform for specialist visitors from companies with in-house painting facilities, and from job shop coaters.

### **Broad, In-Depth Offerings Covering the Entire Process Sequence**

As *the* industry meeting place for industrial coating technologies, PaintExpo offers an extensive overview of innovations and new developments. Systems technology and application techniques represent one of the exhibition focal points for industry key players and trendsetters represented at the event. Suppliers of liquid paints and

powdered enamels have experienced considerable growth in numbers. On the one hand, attention is focused in this area on painting systems which allow for adherence to the VOC directive and simultaneously assure high quality results, and, on the other hand, accelerating the coating process and reducing the length of the coating line. Increasing process reliability, for example through the use of dependable, easy to use mixing and dosing equipment, is in the foreground where the processing of multi-component paints is concerned. Ever smaller lot quantities and a continuously increasing variety of colour tones, as well as shorter and shorter life cycles, also represent significant challenges for operators of painting and coating systems. System concepts which are laid out consistently for flexibility assure efficient operation and a sharp competitive edge in this respect.

With new developments in the areas of application and powder feeding systems, low-temperature powder coating systems and innovative modular controllers, PaintExpo provides answers to the problems of improving quality and efficiency and reducing energy consumption.

Automation technology is another exhibition topic which has experienced significant growth. Painting robots and innovative simulation systems will be presented which assure compliance with the high levels of quality and reproducibility required for painted coatings above all in the automotive industry, and in many other sectors as well. New developments for simpler programming and 3D simulation make use of these systems effective, even in small to mid-sized companies. Pre-treatment, paint stripping, quality assurance and accessories are other areas for which innovative solutions will also be presented at PaintExpo.

Further information and a preliminary exhibitor list can be accessed at [www.paintexpo.de](http://www.paintexpo.de).

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Press release 5 – Oberboihingen, January 2008

## **More than 270 Exhibitors at the 2<sup>nd</sup> PaintExpo PaintExpo – Europe’s Leading Trade Fair for Industrial Coatings Technology**

**Oberboihingen – With more than 270 exhibitors from 15 different countries, the 2<sup>nd</sup> PaintExpo, which will take place at the Karlsruhe Exhibition Centre from 11 through 14 March 2008, will register 10.4% growth. Visitors will be presented with product and service offerings covering process sequences for liquid painting, powder coating and coil coating which are unparalleled by any other trade fair in Europe on nearly 80,000 square feet of net exhibition floor space (representing 30% growth). The market leaders and other renowned companies from all sectors will be represented at the event, and numerous exhibitors will showcase their products at live demonstrations.**

An increase in exhibitor numbers of more than 10% and high levels of internationalism (nearly 18% of all exhibiting companies come from countries other than Germany) as opposed to the premiere event in 2006 substantiate the fact that PaintExpo is considered Europe’s leading trade fair for industrial coatings technology. These figures also reflect the event’s great significance as an information and procurement platform for users from all industry sectors – independent of whether they coat metals, plastics, glass, wood or wooden materials.

### **Innovative Solutions for Improved Efficiency, Quality and Environmental Compatibility**

Numerous exhibitors take advantage of PaintExpo to present their innovations to specialist visitors from companies with in-house painting operations and coating job-shops. For example, DuPont will introduce its newly founded CoatingSolutions division: Whether powdered enamels, liquid paints or electrophoretic dip paints are involved, the goal is to supply customers with a complete range of products. Thanks to a breakdown of product categories into segments including industry, architecture, automotive, marine, transportation and ACE (agriculture, construction und earth moving equipment), matching coating solutions

are made available for each of the respective fields of application. In order to facilitate compliance with the VOC directive which has been in force since 1 October 2007 without the need for expensive retrofitting or new investment, PaintExpo exhibitors will present newly developed paints with high solid particle content. A new generation of automatic spray guns for general industry from DeVilbiss is one of the innovations in the field of applications technology. In addition to unbeatable atomization quality, the spray guns are distinguished by a spray head which can be removed in a matter of seconds, as well as separate air intakes for horn air, atomizer air and control air. A large selection of TransTech, HVLP and conventional air caps make them the ideal spray gun for robot applications, rotating machines, lifting devices and other automated equipment. There's news in the field of painting robots as well, for example the compact IRB 52 painting robot which has been developed by ABB for the automation of painting applications in tight spaces. Thanks to its minimal dimensions, its ability to lean backwards, a range of 1.45 metres and a load capacity of 7 kg, its ideally suited for commercial as well as industrial applications in the field of machinery and equipment manufacturing – even for small lot quantities –, for suppliers to large industrial concerns, for mass produced household appliances and for practically all automatable painting. Where drying is concerned, Heraeus Noblelight will present, amongst other products, an infrared oven by means of which, for example, paints on plastic keypads for automobiles and for operating electronic devices, as well as computers and household appliances can be dried and cured. It completes this task in 20% less time than hot-air ovens. The infrared oven consists of two modules with 3 kW of heating power each, and is equipped with medium-wave radiators. Beyond this, the infrared system consumes very little energy because, as opposed to hot-air ovens, it only needs to be switched on when heat is actually required. Energy can also be saved by using modulating burners for the generation of process heat for drying off surface moisture and for drying paints, which will be exhibited at Afotek's booth. Burner power is laid out according to maximum heat requirements and can be set to a modulation ratio of greater than 1:6 between a minimum and a maximum value in a continuously variable fashion. This is accomplished automatically by

means of an adjustable fuel-air intake, which varies the output power of the modulating burners.

The international trade fair covers the entire spectrum of industrial coatings technology: systems and application technology, drying, automation and conveyor technology, paints, paint stripping, cleaning and pre-treatment, air supply, exhaust air and water treatment, disposal, measuring and test technology, quality assurance, accessories, job-shop coating, services, training and R&D.

PaintExpo will take place at the Karlsruhe Exhibition Centre from 11 through 14 March 2008, and will be open Tuesday through Thursday from 9 a.m. to 5 p.m., and Friday from 9 a.m. to 4 p.m. Further information and the exhibitor list can be accessed at [www.paintexpo.de](http://www.paintexpo.de).

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[Press Release 6. March 2008](#)

## **Extensive Offerings for Industrial Coatings Technology in Europe 2<sup>nd</sup> PaintExpo with 285 Exhibitors**

Oberboihingen – **285 exhibitors from 17 countries will be represented when PaintExpo opens its doors for the second time at the Karlsruhe Exhibition Centre from the 11<sup>th</sup> through the 14<sup>th</sup> of March, 2008. In addition to the most comprehensive product and service offerings presented anywhere in Europe covering the process sequences for liquid painting and powder coating, PaintExpo will draw the attention of visitors from companies with in-house painting operations and coating job-shops to opportunities for making the coating process more economical and more environmentally sound with its theme park for energy efficiency.**

With 285 exhibitors exclusively from the field of industrial coatings technology, PaintExpo will demonstrate 18% growth as compared with the premiere event. Roughly 17% of all exhibiting companies come from outside of Germany. Where net exhibition floor space is concerned, the leading European trade fair for coatings technology will register an increase of roughly 32% for a total of more than 80,000 square feet. Thus PaintExpo will showcase comprehensive product and service offerings for liquid painting and powder coating of metals, plastics, glass, wood and wooden materials, as well as other materials, which are unparalleled by any other trade fair in Germany or Europe.

### **Innovative Solutions and Numerous Live Demonstrations**

That industry suppliers see PaintExpo as *the* industry meeting place in Europe is not only made apparent by the fact that all internationally established market leaders who pursue an active trade fair policy from the fields of equipment, application and conveyor technology, as well as important paint manufacturers, will participate, but rather due to the presentation of numerous new developments as well. For example, the CEFLA Finishing Group will present its new iBotic intelligent robot with two spraying arms, which recognises workpieces as they run through the system. The “VarioRobot” painting robot will be the centre of attention at Eisenmann’s presentation, which, amongst other factors, allows for the

use of a narrower booth with reduced air and energy consumption thanks to a vertical axis integrated into the booth wall. Wagner will take advantage of PaintExpo in to present new products from the areas of application, mixing and dosing, as well as the conveyance of liquid paints and powdered enamels. A new generation of AirCoat guns will also be introduced to the market. With the GM 4100AC and the GM 4600AC, Wagner is offering spray guns which are custom tailored to fulfil requirements for the manual coating process. PaintExpo exhibitors will present new painting developments targeted at facilitating adherence to stipulations set forth in the VOC directive which has been in force since 1 October 2007 without costly retrofitting or new investments, for example solvent-based painting systems from Frei Lacke with a solid particle content of up to 90%. With VOC values of considerably less than 250 grams per litre, these ultra-high solid paints are extremely well suited for implementation of the directive in accordance with the simplified approval process. New features are also available for powdered enamels, for example polyester-based weather and UV resistant products from Ganzlin, for which it has been possible to reduce the baking temperature to 160° C. Where drying is concerned, Heraeus Noblelight will present, amongst other products, an infrared oven by means of which, for example, paints on plastic keypads for automobiles or for operating electronic devices, as well as computers and household appliances, can be dried and cured. With its new Elcometer 456, Elcometer will present a layer coating measuring instrument with wireless Bluetooth interface.

The international trade fair covers the entire spectrum of industrial coatings technology: systems and application technology, drying, automation and conveyor technology, paints, paint stripping, cleaning and pre-treatment, air supply, exhaust air and water treatment, disposal, measuring and test technology, quality assurance, accessories, job-shop coating, services, training and R&D.

### **Theme Park for Energy Efficiency**

As a supplement to information provided by the exhibitors, the theme park for energy efficiency will not only demonstrate how operating costs can be reduced, but rather building management costs as well. Measures targeted at reducing energy consumption and the recovery of energy will be at the centre of attention.

## **The PaintExpo Training Forum**

As is also the case in many other sectors, there's a shortage of skilled personnel in the coating industry which will become further exacerbated in the future. PaintExpo has set itself the goal of working to alleviate this situation by providing information concerning training and vocational education in the areas of painting and coating in cooperation with exhibitors and users by means of the PaintExpo Training Forum. It will offer advice regarding training, vocational education and courses of study for technical coating careers, as well as an online training platform by means of which companies can offer traineeships.

PaintExpo will take place at the Karlsruhe Exhibition Centre from 11 through 14 March 2008, and will be open Tuesday through Thursday from 9 a.m. to 5 p.m., and on Friday from 9 a.m. to 4 p.m. Further information and the exhibitor list can be accessed at [www.paintexpo.de](http://www.paintexpo.de).

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Press Release – PaintExpo 2008, Final Report

**International Trade Fair for Industrial Coatings Technology in Karlsruhe  
Closes with Impressive Growth  
PaintExpo Inspires Exhibitors and Visitors**

**Oberboihingen – “PaintExpo is Europe’s most important trade fair for suppliers of industrial coatings technology” – this statement reflects the overwhelming acceptance enjoyed by the international trade fair for industrial coatings technology within the industry already after its second edition. A total of 5924 specialist visitors, roughly 20.5% more than at the premiere event, gathered information in Karlsruhe regarding product offerings presented by 285 exhibitors exclusively from the field of coatings technology from the 11<sup>th</sup> through the 14<sup>th</sup> of March, 2008. They came from 17 countries. The outstanding technical qualifications and decision making authority of the visitors provided exhibiting companies with excellent contacts, which promise good post-event business. The visitors were impressed with the broad, in-depth offerings and the highly concentrated exhibition presentation.**

After a very successful premiere, the expectations for PaintExpo 2008 were quite high – and they’ve been fulfilled for nearly all involved parties: The number of exhibitors increased by 18% for a total of 285 participating companies, 17% of whom came from countries other than Germany. Thus the second edition of PaintExpo presented Europe’s most comprehensive offerings in the field of industrial coatings technology – from pre-treatment right on up to final inspection. This, in turn, drew 5924 visitors from 43 countries to the Karlsruhe Exhibition Centre – an increase of more than 20% as compared with the first international trade fair for coatings technology. “In comparison with 2006 we had a significantly larger booth this year, and we increased booth personnel to 10 people each day who were all very busy for the entire duration of the event”, reports Sandra Gehringer, marketing manager for Frei Lacke Emil Frei GmbH & Co. Volkmar LÜthke, business unit manager for Central and Eastern Europe at ITW Industrial Finishing, was also surprised at the large numbers of visitors: “As a result of the large number of competent specialist visitors, we were really pushed to the limits of our available capacity, although we had a larger team than in 2006. For us at ITW

Industrial Finishing, PaintExpo is the only trade fair in Germany, and we'll be back again in 2010", says the manager.

### **Outstanding Visitor Quality Assures Excellent New Contacts**

And not only did the 2<sup>nd</sup> PaintExpo have lots of visitors, they possessed solid technical qualifications and decision making authority as well. "We weren't represented at PaintExpo 2006, but after seeing how well it was received, we decided to participate in 2008, and we've enjoyed great success. You meet users and decision makers here, and we got lots of concrete RFQs. This is why I consider PaintExpo Europe's most important trade fair for coatings technology", sums up Alexander Poster from the marketing department at b+m Surface Systems GmbH. Christian Ruhland, managing director of NABU-Oberflächentechnik GmbH, drew similar conclusions: "We participated at PaintExpo for the first time this year, and we've been pleasantly surprised. We were able to provide existing customers with support in Karlsruhe, and we established highly valuable new contacts. We received RFQs for everything from large projects to small jobs. I only wish that our competitors were better represented at this platform." Oliver Voigt, sales manager for CEFLA Europe, is also pleased with his participation at the trade fair: "The quality of the visitors is outstanding, and our discussions have been highly specific. The combination of pre-treatment, coating and final inspection has provided us with the opportunity of gaining a foothold at a platform that covers the entire spectrum. And this was the main point – we haven't just been taking up space here, we've really been able to establish extremely interesting contacts for the use of two-arm robots in our targeted industries". For Eisenmann Anlagenbau GmbH, things went even better at PaintExpo 2008 than at the premiere. "A lot of our customers came to Karlsruhe. But we also met up with visitors here who Eisenmann was not yet aware of, and we found out about a number of planned investments. PaintExpo is the number one trade fair in Europe for the general finishing business division, which is why we don't participate at any other trade fairs in Germany", explains Eisenmann manager Gunter Connert. "PaintExpo is a trade fair which has established itself, draws specialist visitors and is a purely technical event for the coatings industry. We believe that companies can present their products well at this event", states Heiner Schlatter, sales manager at Venjakob Maschinenbau GmbH & Co. KG. And Hajo Steinhoff from sales and project engineering at Rippert Anlagentechnik

GmbH & Co. agrees: "PaintExpo is a trade fair which is focused strictly on industrial coatings technology – and this is positive for us, because users can gather information regarding all issues in a concentrated and efficient fashion."

PaintExpo has established itself as **the** international platform for users as well, and allows them to find solutions for the entire process sequence for painting and powder coating tasks. The fact that the event is concentrated exclusively on industrial coatings technology, as well as comprehensive and diverse offerings ranging from pre-treatment, paints and application techniques, right on up to final inspection, is especially interesting for specialist visitors. The next PaintExpo, international trade fair for industrial coatings technology, will take place in the spring of 2010. Booth reservations received to date already indicate that the event will once again grow.

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