

Press release 1 – April 2008

## **Next PaintExpo: 13 through 16 April 2010 in Karlsruhe PaintExpo – the European Platform for Industrial Coating Technology**

**Oberboihingen – PaintExpo is Europe’s number one trade fair for suppliers and users of industrial coating technology. As a result, organizer Jürgen Haußmann expects the number of exhibitors strictly from the field of industrial coating technology to exceed the figure of 285 achieved for the last event at the upcoming PaintExpo which will take place in Karlsruhe from the 13<sup>th</sup> through the 16<sup>th</sup> of April, 2010. More than 50% of the exhibitors from 2008 have already confirmed their participation at PaintExpo 2010.**

5924 visitors from 43 countries gathered information regarding comprehensive Europe-wide offerings ranging from pre-treatment right on up to final inspection for industrial coating technology at the last PaintExpo – a 20% increase. Roughly 43% of the visitors travelled distances of greater than 300 kilometres to the Karlsruhe Exhibition Centre, and 18.7% came from outside of Germany. More than 63% visited the event for the first time. But not only the number of visitors and the level of internationalism were decisive for the success of the specialised trade fair, above average decision making authority demonstrated by the visitors also played an important role - more than 94% of PaintExpo’s visitors are involved in purchasing and procurement decisions. “For us, PaintExpo is the number one trade fair in Europe, and it’s the ideal framework for presenting our top quality products and technologies to a broad ranging audience”, explains Frank Wolf, Senior Vice President for Marketing & Business Development Industrial Solutions at J. Wagner GmbH regarding the coating technology trade fair in Karlsruhe.

### **PaintExpo 2010 – More Comprehensive, In-Depth Offerings for Coating Technology**

Industrial coating technology is the strongest sector in the overall field of surface finishing with a market share of 40 to 45%. With 285 exhibitors exclusively from this sector – representing a growth rate of 18% as compared with the initial event – PaintExpo already established itself in 2008 as the European industry platform. Thanks to its clear-cut focus, the

event makes it possible for suppliers to present their products and services efficiently in a targeted fashion, and users are able to quickly gather comprehensive information. "By further expansion in the areas of pre-treatment, automation and paints, we'll be able to match up offerings presented at PaintExpo 2010 to current market issues to an even greater extent, and thus improve event quality for the visitors once again", reports Jürgen Haußmann, managing director of organizers FairFair GmbH. It can thus be assumed that the next event will again be distinguished by further growth – above all in light of the fact that more than 50% of the exhibitors from 2008 have already confirmed their participation. The next leading European trade fair for industrial coating technology will take place again in Karlsruhe from the 13<sup>th</sup> through the 16<sup>th</sup> of April, 2010.

Further information is available at [www.paintexpo.de](http://www.paintexpo.de), as well as from FairFair GmbH, Max-Eyth-Str. 19, 72644 Oberboihingen, Germany, phone: +49 (0)7022 602550, fax: +49 (0)7022 6025577.

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Press Release 2 – February 2009

**3<sup>rd</sup> Leading International Trade Fair for Industrial Coatings  
Technology from 13 through 16 April 2010 in Karlsruhe (Germany)**

**PaintExpo – No Reluctance Expressed by Exhibitors**

Oberboihingen – **Regardless of the currently tense situation which prevails in numerous economic sectors, more than 110 companies have already decided to participate at the 3<sup>rd</sup> PaintExpo from 13 through 16 April 2010 – roughly 14 months before the event opens its doors. This plainly indicates that the leading international trade fair for industrial coating technology is continuing to grow and is becoming more attractive for specialist visitors all over the world. Trade fair offerings which have been expanded to include foil laminating and thin-film/plasma technology, which are amongst today's most current trends in painting technology, are also contributing to this situation.**

“As a market leader in the field of surface finishing, PaintExpo is one of the most important trade fairs for us at Eisenmann. By registering early, we're expressing our great interest and intend to contribute to the success and further growth of this event”, explains Gunter Connert from the General Finishing sales division at Eisenmann. J. Wagner GmbH has also already secured its booth location for 2010: “During the past several years, PaintExpo has evolved into an interesting platform for exchanging ideas and establishing contacts for our company, which is why we'll participate as exhibitors again in 2010”, says Andrea Memminger, head of marketing services at the company located in Markdorf, Germany. In addition to these two manufacturers, nearly all of the “heavyweights” from the field of painting and powder coating systems, as well as application technology, are already included in the exhibitor list. The impressive list already boasts names from the field of paint products such as Dreisol, DuPont, Frei Lacke, Rohm Haas and Votteler.

**Offerings Tailored to Market Requirements**

The fact that PaintExpo has established itself as *the* international industry platform after only two events is due to its exclusive focus on industrial

painting and coating technology. This results in comprehensive, representative offerings which make it possible for users to gather information in an efficient, targeted fashion. In the year 2008, nearly 6000 specialist visitors from 43 countries took advantage of this opportunity. Jürgen Haußmann, managing director of event promoters FairFair GmbH, expects these results to be topped in 2010. And the prospects are good because companies within the sector are in need of new investment. According to Gunter Connert, these requirements result on the one hand from the VOC directive which came into force at the end of 2007. "A lot of companies were permitted to postpone upgrading of their systems, and are now investing in environmentally-friendly painting technology. Against a backdrop of rising energy prices, the issue of reduced energy consumption is playing a decisive role in this respect, for example by means of heat recovery. On the other hand, increasing automation in the field of painting technology continues to generate new investment requirements as a result of factors involving efficiency and quality. We're observing demand from the suppliers to the automobile manufacturers for plastic paints with high UV resistance and special paints for alloy wheels", says the salesman. Andrea Memminger adds: "Processes can be significantly optimised at many companies through the use of new procedures and improved products, allowing for considerable cost reductions. This applies to liquid painting as well as powder coating. And plenty of potential savings are also available to many companies with regard to energy and materials efficiency as well. Even small changes to processes of products make it possible to achieve considerable results." The fields of automation, paints and pre-treatment will be further expanded in order to be able to present optimised offerings for these current market issues. "We'll also turn to new technologies which offer optimisation potential in the field of industrial painting technology such as foil veneers, thin-film/plasma technology and more, as part of the exhibitor canvassing process. And this will contribute to further enhancement of event quality for the visitors", reports Jürgen Haußmann.

Further information is available at [www.paintexpo.de](http://www.paintexpo.de), as well as from FairFair GmbH, Max-Eyth-Str. 19, 72644 Oberboihingen, Germany, phone: +49 (0)7022 60255-0, fax: +49 (0)7022 6025577.

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Press release 3, August 2009

**3<sup>rd</sup> leading international trade fair for industrial coating technology between 13 and 16 April 2010 in Karlsruhe (Germany)**

## **PaintExpo responds to the popular trend towards greater profitability, quality and environmental awareness**

**Some seven months before the gates are due to open for the third time on PaintExpo at the exhibition centre in Karlsruhe, 208 companies have already booked their exhibition space. Among these are market and technological leaders in virtually every sector. Today, it is therefore already foreseeable that the leading international trade fair will have the most comprehensive offering on show for industrial coating technology in the world.**

By focussing solely on the industrial coating technology, PaintExpo is able to impress even in challenging economic times. The fact that virtually every market and technological leader has already booked exhibition space at the 3<sup>rd</sup> leading international trade fair for industrial coating pays testament to this. Those exhibiting also include various companies from the coatings sector, such as BASF Coatings, Relius Coatings and Tiger Coatings, who have not taken part in previous shows.

The exhibition, due to be held at the Karlsruhe exhibition centre between 13 and 16 April 2010, will present the broadest and most in-depth offering in every aspect of wet painting, powder coating and coil coating. The leading trade fair's portfolio for industrial coating technology comprises systems and applications technology, coatings, transport systems, automation solutions and paint robots, consumables and services for the organic coating process, ranging from pre-treatment through to final inspection.

### **Solutions for optimised paint and coating processes**

Whether they are companies with an in-house coating facility or a subcontracted coating operation, the demand is for improved efficiency with higher quality, greater environmental awareness and flexibility. One solution that ensures reduced investment and operating costs,

particularly in the automotive sector, leads to material savings and an improved productivity, energy and eco-balance is the so-called "Integrated Concept II". Here, the function of the primer is integrated into a single or dual-component water-based paint system. By substituting the primer it is possible to dispense with the entire filler application or area of equipment, including the materials used as well as the before and after-treatment. The coating facility and time are accordingly reduced. The system can be integrated into existing coating facilities and reduces VOC emissions.

On the one hand, using very high solid or ultra-high solid coatings with a very high solid content reduces VOCs. In some cases, only slight adjustment is required to the existing coating facility. On the other, the application technology with paint guns and atomisers has a role to play, which enables a considerably more effective application and adjusts the spray jet formed to the geometry of the work piece. Exhibitors at PaintExpo will present solutions in this area that permit significant savings in the consumption of the coatings. A further approach for reducing material consumption lies in intelligent coating logistics with flexible coating supply systems. Pigging system technology enables unused coatings to be recovered from the pipe, or specific quantities of coating to be conveyed to the application system.

In the area of coating powders, developments at manufacturers are moving towards solutions that harden at lower stoving temperatures. Here, there are already systems available that harden at between 120 and 130° C. Alongside energy savings, they also enable productivity to be increased. In addition, plastic materials and composites can be powder coated at these low temperatures, which still had to be wet painted just a few years ago.

Where the recovery of overspray is the issue, innovative electrostatic separator systems not only achieve much higher levels of separation, they also considerably reduce the water and energy consumption.

Potential savings can further be exploited through increased automation. The use of paint robots therefore results in greater reproducibility of the coating result, a reduction in waste and better overall quality. New developments in paint robots and software that will be presented by the exhibitors at PaintExpo can be programmed quickly and easily, ensuring

that the investment pays off, even for ranges of parts that change quickly or frequently.

Further information and a preliminary list of exhibitors at [www.paintexpo.de](http://www.paintexpo.de).

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Press Release 4 – November 2009

**3<sup>rd</sup> PaintExpo, Leading International Trade Fair for Industrial Coatings Technology from 13 through 16 April 2010 in Karlsruhe (Germany)**

**Improved Economic Climate in Painting Sector as well**

**Whether the Ifo World Economic Climate Indicator or upwardly corrected growth forecasts are considered, there are many signs which suggest that the world economy is recovering. Manufacturers of industrial coating technology are feeling the effects of the upswing in the form of increasing numbers of project launches and orders. PaintExpo, leading international trade fair for the coatings industry, is also experiencing great demand. The market and technology leaders from nearly all exhibition areas will be represented at the event from 13 to 16 April 2010 at the exhibition centre in Karlsruhe, Germany.**

In particular during economically challenging times, a strong focus on the customers is especially important. Trade fairs with clearly delineated offerings are amongst the most effective instruments for maintaining existing business relations and gaining new customers. Its concentration on the process sequence for industrial painting technologies is one of the reasons that PaintExpo enjoys such great demand amongst suppliers and service providers from the painting industry. "As a result of its highly representative and comprehensive offerings, PaintExpo has great international appeal for the users. At the same time, as opposed to so-called surface finishing trade fairs, the exhibitors know that the expert visitors are interested exclusively in industrial coating technologies. And thus PaintExpo is highly efficient for both groups", explains Jürgen Haußmann, managing director of event promoters FairFair GmbH.

**Low-Point Now Lies in the Past**

This is why nearly all of the market and technology leaders will participate at PaintExpo 2010, which will be held in Karlsruhe, Germany, from the 13<sup>th</sup> through the 16<sup>th</sup> of April – good timing in light of the fact that the economic skies are beginning to brighten up. Amongst other things, this is evidenced by the Ifo World Economic Climate Indicator, which rose for the second time in a row during the third quarter of 2009. Other positive signs include

constantly rising order receipts in sectors which are relevant for suppliers of industrial painting technology. "The automotive, steel and construction industries are amongst BASF Coatings' most important customers. In particular in these sectors, the economic crisis has affected our business with vehicle and industrial paints. We've nevertheless been able to maintain our position within this generally declining market. We haven't lost any market shares during the crisis – on the contrary, we've even made gains in some areas. The low-point now lies in the past. Even though recovery is slow and unsteady at the moment, things are shaping up well for us on the whole", says Raimar Jahn, CEO at BASF Coatings AG.

The fact that business is picking up again all over the world is being noticed by manufacturers of systems and application technology as well, as Uwe A. Weidauer, Senior Vice President for Systems Sales at J. Wagner GmbH, elucidates: "Recently, the number of project RFQs has increased for us considerably and is currently approaching the levels experienced in the record breaking years of 2007 and 2008. Order receipts have also been continuously on the rise for several months now. And the orders aren't just coming from Germany alone – more and more are being received from Eastern Europe, France, Greece and Turkey, as well as from Asia and North America." RFQs as well as orders are targeted on the one hand at honing the customer's competitive edge by exploiting potential savings, for example where energy and material consumption is concerned. On the other hand, increased flexibility is also a central issue, because painting or coating for small manufacturing lots and the great variety of colours which is demanded nowadays usually can't be managed economically with existing systems. This is confirmed by Dr. José Gamero, Marketing Manager at LacTec GmbH: "Flexibility and savings are the crux of the matter in the RFQs we're receiving to an ever greater extent. Enquiries are coming from Europe, but there's movement in the North and South American markets again as well. We're expecting business to pick up on the Asian continent too, especially in India and China. We assume that order receipts will continue to increase during the first quarter of 2010 as well. This is corroborated by the seriousness of the RFQs, within the context of which we're conducting in-house tests." At ILS GmbH too, more and more RFQs have been coming in during recent months. And as Michael Müller has noticed, they demonstrate that more importance is once

again being placed upon quality where projects for both system optimisation and replacement are concerned.

As a result of the mood within the markets which is brightening up to an ever greater extent, the manufacturers assume that longer lead-times will have to be reckoned with in the foreseeable future. "As is also the case with other companies, we've had to streamline our resources due to the economic crisis, and we've aligned ourselves to the industries which haven't been hit too hard. Available capacities have been reduced as a result. If the investment volumes which are indicated by realistic RFQs actually materialise, this will lead to longer lead-times, and perhaps even higher prices", explains Uwe. A. Weidauer.

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 – January 2010

**Leading International Trade Fair for Industrial Coatings Technology  
from 13 through 16 April 2010 in Karlsruhe (Germany)**

## **PaintExpo – More than 300 Exhibitors Present Solutions for Industrial Coatings Technology**

Oberboihingen – **More than 300 exhibitors, exclusively from the field of industrial coatings technology, will be represented at the 3<sup>rd</sup> PaintExpo at the Karlsruhe Exhibition Centre from the 13<sup>th</sup> through the 16<sup>th</sup> of April, 2010. PaintExpo is thus corroborating its position as a leading international trade fair for the coatings technology industry. The world's most comprehensive, in-depth information and procurement offerings for optimising the efficiency and quality of liquid painting, powder coating and coil coating processes will await the visitors – regardless of whether they paint or coat metals, plastics, glass, wood, wooden materials or other surfaces.**

With more than 300 exhibitors from 17 countries, including practically all of the market and technology leaders, PaintExpo is able to register more than 5% growth, even in economically challenging times. Roughly 20% of all exhibiting companies come from outside of Germany. The portfolio presented by the leading international trade fair for industrial coatings technology covers the entire process sequence from pretreatment right on up to final inspection, and includes systems and application technology, paints, drying and cross-linking system, conveyor systems, automation solutions and painting robots, measuring and test equipment, quality control, environmental engineering, accessories, consumable materials and services.

### **Numerous Innovations in all Exhibition Sectors**

Solutions which contribute to reduced consumption of energy and resources, as well as increased process reliability, quality and flexibility, are the focal point of the exhibitor presentations. Most of the exhibiting companies take advantage of the leading international trade fair to showcase innovations and further developments, for example system concepts which result in drastically reduced energy consumption for powder coating, liquid painting and electrophoretic dip painting. The new paint guns and atomisers which

will be presented at PaintExpo have been laid out for significant material savings by means of increased transfer efficiency. The exhibitors will demonstrate yet another approach to reducing material consumption with flexible paint feeding systems. For example, an innovative colour change system with pipe-clearing technology will be presented which reduces paint loss and the consumption of solvents by up to 80%.

The exhibitors will also introduce new developments in the fields of conveyor and automation technology, and in the area of painting robots as well. Amongst others, these include a very compact robot which, thanks to its extremely thin wrist, is able to reach into the tightest of spaces, and a robot solution for painting cabinet doors and windows which programmes itself completely automatically.

Beyond this, visitors will be presented with numerous new developments involving liquid and UV paint systems, as well as powdered enamel systems. The focus on reducing VOC emissions continues in the field of liquid painting through the use of so-called very-high-solid and ultra-high-solid coatings, which are distinguished by very high solid content. Powdered enamels which inhibit outgassing and are used on castings with high gas emission levels and galvanised substrates are mentioned here as an example of new powder coating developments. Other innovations in this area include an new generation of smooth, extremely scratch resistant, single-layer metallic powdered enamels with matte finishes for highly demanding interior applications, new powdered enamels which remain stable at high temperatures, powdered enamels which provide corrosion protection and powdered enamels for glassy surfaces.

Amongst other pretreatment processes, an alternative to trication phosphate coatings will be presented which is compatible with numerous metals and can be used for steel, zinc and aluminium surfaces. As compared with power washers, processes such as CO<sub>2</sub> snow-jet cleaning result in savings of up to 50% on initial investment costs, up to 20% on operating costs and up to 80% with regard to required floor space where the cleaning of plastic parts prior to painting is concerned.

Other new developments deserve mention as well, for example test and inspection systems, accessories such as covering materials, painting hangers, filters and pumps, as well as paint stripping products such as a water-based system which has been designed for gentle, spray-on paint

stripping. It can be used for gently stripping paint from small parts, bulk goods and workpieces with large surface areas.

PaintExpo will take place at the Karlsruhe Exhibition Centre from 13 through 16 April 2010, 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 6 – April 2010

## **Comprehensive International Offerings for Industrial Coating Technology**

### **3<sup>rd</sup> PaintExpo with More Than 320 Exhibitors**

**Oberboihingen – Industrial coating technology will be the centre of attention at the Karlsruhe Exhibition Centre from the 13<sup>th</sup> through the 16<sup>th</sup> of April, 2010. With more than 320 exhibitors – 13% growth compared with the last event in 2008 – the 3<sup>rd</sup> PaintExpo will present the world's most comprehensive offerings covering the entire process sequence for liquid painting, powder coating and coil coating. Special attention will be placed on solutions which contribute to reduced consumption of resources and energy and increased process reliability, as well as improved quality, flexibility and environmental compatibility.**

Double digit growth amounting to 13% confirms PaintExpo's strong position within the coatings industry, even in economically challenging times – at the international level as well because roughly 20% of all exhibiting companies come from outside of Germany. But the leading trade fair for industrial coating technology isn't only demonstrating growth with its exhibitors from 15 different countries, because net exhibition floor space has increased as well by more than 5% to roughly 86,000 square feet.

Jürgen Haußmann, managing director of event promoters FairFair GmbH, sees the reason for this success in PaintExpo's clear-cut alignment: "Thanks to its representative, comprehensive offerings in all fields of industrial coating technology, PaintExpo is highly appealing to users from all over the world. At the same time, as opposed to the so-called surface finishing trade fairs, the exhibitors know that the expert visitors are interested in industrial coating technologies and attend the trade fair for this reason alone. This distinguishing characteristic is certainly one of the reasons that numerous companies have decided to participate at PaintExpo who have not exhibited here in the past, and who don't exhibit at any other events in Germany." This is further confirmed by the fact that a large percentage of the exhibiting companies take advantage of the leading international trade fair to present new products and further developments.

### **The Mood Continues to Improve**

Due to increasing numbers of project RFQs and orders for industrial coating technology over the last several months in Germany, as well as in the rest of Europe, the USA and in Asia, the exhibitors are in a positive mood. The Ifo index for economic climate, which has improved now for the fourth time in a row, indicates that this trend will continue and has now reached a longstanding average. A further indicator is the fact that banks are being less restrictive in granting credit to businesses. This will more than likely make it easier for companies with in-house painting operations and job-shop coaters to make currently necessary investments in increased efficiency through the exploitation of potential savings, for example where energy and materials consumption is concerned. Another central issue which necessitates investment is increased flexibility, because painting and coating of small manufacturing lots and the great variety of colours which is demanded nowadays usually can't be managed economically with existing systems. And PaintExpo's exhibitors will present numerous innovations and further developments in these areas as well.

The leading international trade fair for industrial coating technology 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. Exhibition offerings cover 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.

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