

P r e s s R e l e a s e

Bologna: First Trade Presentation for Triad Berlin in Italy

Berlin, May 16, 2008: From May 14-17, 2008 TRUMPF Homberger s.r.l. Società del Gruppo TRUMPF is present with a 1,160 sqm trade fair booth at Lamiera in Bologna, the most important trade fair for sheet metal forming industry in South Europe. For the first time, Triad Berlin designed, planned and realized a trade show presentation for the Italian member of the TRUMPF family. Triad has been working for the Trumpf Group since 2005/2006, when the new design concept was developed and introduced.

With the presentation at Lamiera (ital.: sheet), the most important trade fair for TRUMPF Homberger s.r.l., the company wants to strengthen its leading market position in the field of sheet metal forming in Italy, and at the same time emphasize its high quality standards.

Under the motto "Lamiera: TRUMPF" the trade fair booth presents a large range of machines, e.g. TruLaser, the 2D laser flatbed machine, TruLaser Cell, the 3D laser machine, as well as TruPunch, the punching machine, and laser markers from the TruMark series.

Wide communication walls mark the island booth at all four sides of the stand. The inviting hospitality area offers a lot of space for consulting and communication. The special theme "human resources" is communicated along the central axis and presents the TRUMPF Group as an attractive employer and world market leader in the field of machine tools.

As general contractor Triad Berlin was responsible for design, planning and realization of the trade fair presentation.

As one of Germany's leading communications and design agencies, **Triad** Berlin develops emotionally intelligent spatial communications. Since 1994, Triad's interdisciplinary team has been creating prize-winning exhibitions, showrooms, brand spaces, trade fair presentations, and events. Awards include the iF communication design award (2007), red dot award (2006), and Art Directors Club (2003).

Press contact:

Melanie Kutscherauer

Triad Berlin Projektgesellschaft mbH

Marburger Str. 3

10789 Berlin

Tel. 030 - 23 60 78-314 Fax: 030 - 23 60 78-381

kutscherauer@triad.de / www.triad.de

Triad Berlin

Projektgesellschaft mbH

Marburger Straße 3

10789 Berlin

Tel:+49(30) 23 60 78 300

Fax:+49(30) 23 60 78 381

info@triad.de

www.triad.de