

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

The story of success continues: Triad Berlin realizes the trade fair representation of TRUMPF.

Berlin, November 26, 2008: Shortly after the TRUMPF GmbH + Co. KG trade fair appearance at the EuroBlech 2008, the company gave an extremely upbeat review of the event. In spite of the difficulties regarding the global economy, the own contract record from the boom year 2006 was nearly matched. Triad Berlin contributed to this success, as it did in 2006 at the EuroBlech trade fair, by emphasizing the quality of communication and the enjoyment of the stay.

Under the motto "Powering Innovation", the trade fair stand concept communicated the market and innovation leadership of the global market leader of sheet metal forming on 2.500 square meters (including the 1st. floor) with a dynamic and offensive shape vocabulary and high emotional impact. By perfectly syncing architecture, visual communication, media projections and light effects, the technological world-novelties and new products development were effectively mediated.

The trend-setting trade fair stand architecture reflected TRUMPF's potential for innovation. Two large entrance portals, consisting of 320 tons of steel, spanned the stand in its entire width and left the structure open at both sides. A staircase, five meters in height, self supporting and backlit, enabled the entrance to the 1st. floor, where 500 square meters provided space for conference rooms, areas of hospitality and a restaurant. Through the large-surface windows the visitors were able to enjoy a unique panorama view of the entire trade fair stand. From stamping, combination-processing and bending, to laser-cutting and laser-welding, in every single realm the visitors enjoyed the live presentation of TRUMPF products. The ToolBars, developed for product presentation in 2006 for the EuroBlech trade fair, again contributed to the demonstration of the machines with their interactive technology-exhibits and media installations.

Matching the trade fair motto "Powering Innovation", Triad Berlin developed a coordinated image concept for the graphics and media production: animated metal conveyor belts, giving a flowing impression moved dynamically within the rooms. A 25 square meters large LED-projection surface introduced novelties and innovations as well as communicating TRUMPF'S business culture in a trailer produced by Triad Berlin.

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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).

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