

# NEWSLETTER

0906 Newsletter

FLEXIMARK - International Marking Systems



## ELFACT FAIR - HUGE SUCCESS!

**On the 4th of May it was time for the electrical fair in Gothenburg. In the FLEXIMARK booth B05:82 the customer could receive a whole presentation of the simple marking solutions for cables, components and wires.**

On the Elfact fair there were no signs of the ongoing recession. With a total of 29 966 visitors, at the end of the week the exhibitors were calling the fair "super fair". Two years ago the amount of visitors was almost the same and that was during a boom. There were not only many visitors, but the quality and the level of interest was very high. The electric fair enticed people from the electrical and building sector, energy, industry, mobile and data sector.

The demand and need for marking within different installations are increasing for each day. Many companies seek a marking which they can quickly and easily produce themselves. Electricians and electrical installers do not have much spare time looking for the right marking. It should not be that complicated and if they can save money and time the better.

One very popular marking, which not only saves money but also time, are the polyester labels for cables, wires and components. They can easily be printed with a laser printer, which many companies already own. For this purpose there is a FLEXIMARK software Flexisoft and a light version of the program, which can be ordered for free from FLEXIMARK web site.

During the fair FLEXIMARK had a competition, where the visitors could guess how many of the plastic cable markings were inserted in a bowl. This was much harder, than what many of the visitors thought.

### GRATULATIONS FOR WINNING THE CONTEST!

Bengt at Swemet Communication, Lars-Åke at Peace, Per-Olof in Falköpingskommun and Ulf at YIT Sverige AB

Right answer: 333

FLEXIMARK IS OPEN THE WHOLE SUMMER!

You are welcome to order!

# FLEXIMARK

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**We know  
marking**

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## HANNOVER FAIR - LEADING TECHNOLOGY

The world may be facing a severe economic crisis, but HANNOVER MESSE 2009 clearly demonstrated that the industrial community is determined to overcome the challenges at hand.

Rather than dwelling on the crisis, this show was about finding the most promising ways forward. Deutsche Messe AG Managing Board Chairman Dr. von Fritsch describes this year's trade fair as five days of constant activity. The entire fair exemplified what running a business is all about: courage, ideas and optimism.

6,150 exhibitors from 61 different nations were participating in the world's largest and most important showcase for industrial technology. Around 210,000 visitors came to Hannover for the event - one in four of them from abroad.



In terms of its exhibitor lineup as well, HANNOVER MESSE resoundingly underscored its reputation as the world's leading technology event, this year featuring over 4,000 new products celebrated their world premiere at the show - itself a new record.

FLEXIMARK was located within the Lapp Kabel booth, where the visitors could receive information and demonstration of the different marking solutions for both indoor, outdoor and tough industrial environment. Together with Lapp Group FLEXIMARK offers a packaged solution with marking, cable and other accessories.

What many companies need today is not only a label or sign, but a whole efficient and strong marking solution on the increasing need and demand. Companies do not only want to save costs, but also time. Marking is something that needs to be delivered and mounted quickly, easy and last a long time.

## MILTRONIC GOLF

Successful Miltronic Golf with customers, suppliers, wonderful weather and a great game.

The winner in the first class was Harri Tanttari from KTS and 2:nd place Kurt Söderström from SSAB. The winner in the second class was Lars Ruhlender from NEA and on 2:nd place Karin Molander Stenstad from Fronthill.

Playing from FLEXIMARK was Managing director Tommy Östman, Production manager Claes Johansson, Production Richard Thunberg and customer service Jonas Linder.



## GALAXY SAFARI - RELEASE PARTY

It was finally time for release party with rock group Galaxy Safari. On stage with Marcus Strandberg from FLEXIMARK.

The band Galaxy Safari has released a CD (Star of the Masquerade) available both online and in all record-stores. Over 300 people came to see Galaxy Safari at their release party! It started with pool and guitar-hero competition. After a while Nick (Backyard Babies) began to play records and the temperature was increased substantially.



When the band entered the stage the audience exploded to the band's opening track, the single "Save me". It was a good night and everybody was satisfied and happy. For more pictures and music, visit the band's web site: [www.galaxysafari.com](http://www.galaxysafari.com)



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