

New design ideas – for advertising, fairs & Co.

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New advertising campaign „sport“



left: ad motif „boxing ring“, published on the front page of DEKRA Betriebsstoff-Liste 2016
right: ad motif „ice hockey“, published on the back page of DEKRA Betriebsstoff-Liste 2016

2017

After a new ad motif was developed for the DEKRA Betriebsstoff-Liste 2016, the sporty motif was taken up again and expanded into a series of ads. Under the slogan "ADDINOL – Strong Performance", a total of four ads with individual motifs are now available. Each is characterised by an individual image, embedded in the colour world of ADDINOL, stylistic elements of the respective sport type and the placement of the new small packaging – for the greatest possible differentiation from the competition

The open data are available in the LOGIN Center under advertisements. If you have any questions, please contact ADDINOL Marketing.



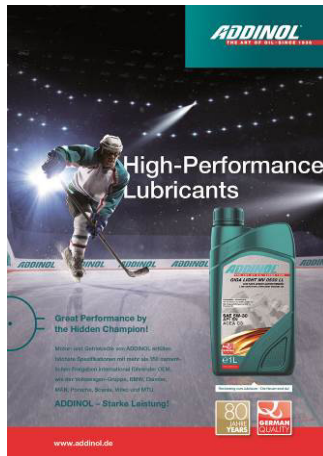
ad motif „sprinter“ and „pole vaulter“

Trade show concept for distribution partners

Brand and products are well represented at national and international (consumer-) trade fairs as a result of the increasing commitment of our partners. In order to make advertising as easy as possible for our partners, a visual concept for standard booths was developed. This trade show concept can be easily implemented for standard booth systems and adjusted according to the theme of the exhibition.

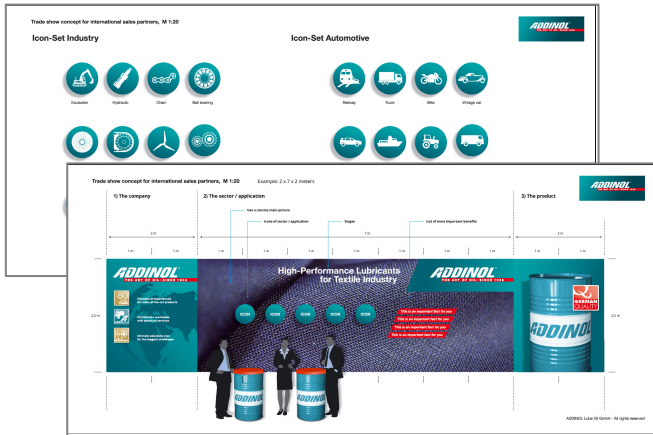
The trade show concept visually covers three areas: the company ADDINOL, the application and the product. In terms of content, the concept can be adapted to the main topic of the trade fair, for example textile, wind power, automotive, etc., by changing the key visual, the used icons and the customer's advantages. A selection of uniform icons as well as text suggestions for the appropriate formulation of customer usage are included in the concept.

The booklet as well as the open data for graphic artists can be found in the LOGIN Center under "stands"



ad motif „boxing ring“ and „ice hockey“

The ad motifs (1/1 page DIN A4) are initially designed for the advertising of automotive lubricants, but can also be adapted for the advertising of industrial lubricants.



Guide for the trade show concept for partners

For in-house exhibitions or participations in trade fairs without a stand construction system, ideas and print data of mobile exhibition walls and theme-specific roll-ups are still available in the LOGIN Center.

The new trade show concept has already been successfully tested at two international trade fairs. Fara Asia Machinery & Engineering Supply Co. from Iran took part in the largest and most important trade fair in Iran, the Iran Oil Show 2017. Embedded in the pavilion of the Federal Republic of Germany, the concept was adapted visually to the focus on industrial lubricants.



The example of Addinol Lube Oil India Pvt. Ltd. shows that the trade show concept can also be combined with an individual stand construction. Adjusted for industrial lubricants for the wind industry, the Indian sales company took part at Windergy India 2017 as one of more than 150 international exhibitors.



New group images of the small packaging



For designing posters and ads or for the use in social networks, a larger selection of group images of the new small packaging is now available in the LOGIN Center. Further ones will be added.

Machine stickers

Use surfaces and spaces directly on the application for advertising! With machine stickers you do not only attract attention by the look. The further information of the sticker also offers a direct benefit for the machine operator or the technicians from the maintenance team. By specifying the type of oil and the date of filling, confusion or mixing can be avoided, even during the period of holidays or in cases of absence.

The following machine stickers are pre-produced and can be ordered as promotional items.



machine sticker, free lettered, protective foil included, 120x80mm, article-no: ETADDINOLM2



machine sticker, free lettered, protective foil included, 90x40mm, article-no: ETADDINOLM1



machine sticker, 200x100mm, article-no: ETADDINOLM4



customer example: GE Jenbacher gas engine

Further ideas of tailor made machine stickers:



machine sticker with QR-code, 90x40mm



machine sticker, 100x40mm