

Surface 2012. The trade fair for surface technology really needs no **introduction**



"Respect for the past provides guarantee for the future. Surface 2010 is our past that we as an industry and association take pride in. With more than 4,300 visitors and 179 exhibitors all of our expectations were exceeded and Surface 2010 was made at once into a solid name in the world of surface treatment. The evaluation taught us that we scored a broad seven with both visitors and exhibitors; a good score, but we still can do better.

Surface 2012 will be better as there are many developments. Surface treatment makes materials suitable for use and provides products with added value in various ways. That must be seen. We want to reach 5.000 visitors and increase the number of exhibitors. We intend to achieve this by offering an even more varied pallet of surface treatments, an intensive approach to other relevant target groups and offering extra facilities to exhibitors.

Surface 2012 is moving to the main hall of the Brabanthallen s'-Hertogenbosch, which allows for a volume growth of 25% with everything under the same roof. There will also be a badge system introduced for more efficient contact and professional after-sales services. An extra opportunity for new business is the special network and inspiration gathering. More than 5,000 specific visitors, from applicator to actual customer, is a challenge we are happy to take on. Surface remains the exhibition for surface technology where visitors may not miss you.

You are invited!"



Ing. Philippe Dupont
Chairman VOM

Supported by the **market**

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You no longer have to rely on your gut feeling alone!

VOM (Association for Surface Technology of Materials) has been looking after the interests of companies in the surface technology industry since 1956. VOM is a branche organization with 400 members consisting of applicators, integrated companies and suppliers. The VOM serves the entire industry. For more information: www.vom.nl



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This exhibition is specially for you

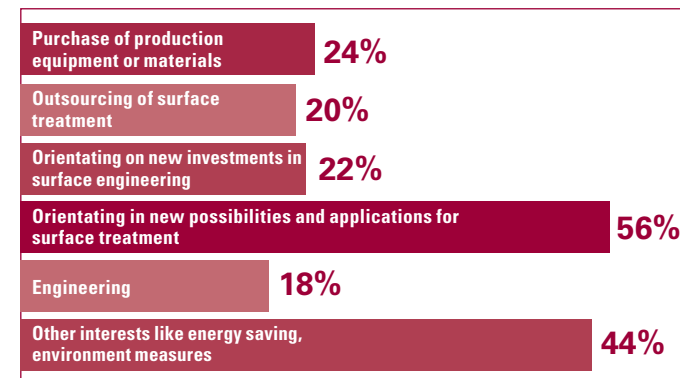
"A product is as good as its skin". Whether it is vigorous corrosion protection, decoration or adding functionality, surface technology ensures that a product does what it is suppose to do. You can experience surface treatment by viewing it or touching it and an exhibition is the perfect medium for this.

After the successful first edition the VOM, The Dutch Association for Surface Technology of Materials launches Surface 2012. Where the diverse field of surface technology will be addressed to its greatest advantage. With more than 200 exhibitors the exhibition will be anything but superficial. This brochure gives you the facts and impressions of the exhibition so you do not have to rely on your gut feeling alone.

Clear Figures and Convincing Results

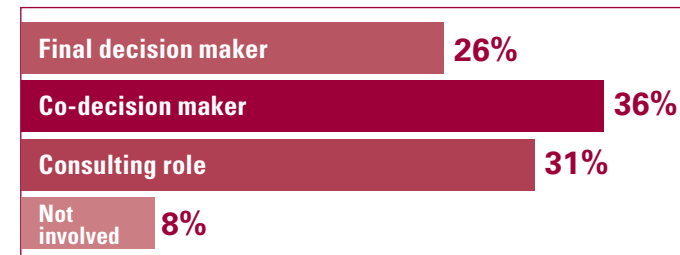
The combination of suppliers and contracting firms at one exhibition was determined as good by 86% of the respondents of the visitors survey. Approximately 10% had no opinion on this matter. On average, visitors stayed at the exhibition for almost 4 hours. Almost 50% intend to purchase one or more of the exhibited techniques, materials or surface treatments within one year.

Objective of visiting*:



* More than one answer possible

Decision level of the visitors



Approximately 90% of the respondents of the exhibitors survey were satisfied to very satisfied about the interest of the visitor and 94% intend to participate in 2012 or consider participation. Naturally, the appreciation of visiting the stand depends on the set-up of the stand and the active role of the exhibitor.

Large Market Potential Surface 2012 growths

Surface treatment is used in numerous industries, including construction, infra, the metal industry, shipbuilding, medical industry, the electronics industry, the wood industry and the automotive industry. The surface technology industry has an annual turnover of 3.5 billion Euros. In the Netherlands alone the industry has approximately 2,000 applicators that carry out activities such as coating, zincing, anodizing and galvanizing.



Additionally, there are thousands of companies who carry out their own surface treatments of materials and tens of thousands of end customers. There are approximately 25,000 professionals active in surface treatment. The industry has many developments like sustainability, environmentally-friendly technologies, 'smart coatings', application techniques using laser and nanotechnology.

The visitors expressed additional wishes in the survey. This demand from the market provides an opportunity for suppliers and will definitely be filled in. However, the previous edition was sold out months prior to the event. As a result of the move to the largest hall of the Brabanthallen 's-Hertogenbosch extra space is created for new specialties. Naturally, there will remain space for inspiring expositions about innovations and the fascinating theatre as well. More exhibitors mean also more visitors which results in achieving a larger potential.

Excellent References

Johan van Beek, Director Sabo Boxel BV:

"We are the largest player in the Netherlands in the field of induction hardening and metal treatment. The combination of these two specialties makes our company unique. We expect to be able to inform and enthuse many potential customers about our services and quality at Surface 2012 as we did at Surface 2010. An exhibition provides a good opportunity to show these aspects."

Geert Duijghuisen, General Manager, Baril Coatings:

"Baril Coatings is an innovative partner for developing and manufacturing sustainable and environmentally-friendly coatings. The market demands innovations that achieve sustained competitive advantage and process optimization with CSR as guide. At Surface 2010 we introduced the new DCC (Dual Cure Chemistry) technology, which uses renewable resources. Also due to nomination for the Innovation Award this has lead to very interesting leads."

Henk Heeren, Managing Director SurTec Benelux B.V.:

"SurTec develops and manufactures high-quality chemical processes for industrial cleaning and galvanizing amongst others. Our chemistry is for example used in surface technology such as passivation and decoration of metals, plastics and aluminium. At Surface 2010 we successfully informed both galvanizing companies as original end manufacturers regarding the possibilities of our processes. We already reserved budget for participation in 2012."

Hans van Holten, General Manager Enso-Ontlakking:

"Our company degreases and strips paint from ferrous and non-ferrous products using a new three dimensional paint stripping spraying technique. Our customers come from the automotive industry, furniture industry, retail and printing industries. At Surface 2010 we mainly showed potential customers with specific questions the

possibilities and benefits of our technique. Participation is easily accessible and has proven to be an excellent choice."

Enno T. Kok, Sales & Marketing Manager AkzoNobel Powder Coatings Nederland:

"AkzoNobel is the largest manufacturer of powder coatings in the world. We are committed to a local presence, close to the customer. Surface 2010 provided us with an opportunity to show our product portfolio to an interested audience. I am convinced that specialized tradeshow are a big attraction to the target group. The visitor finds a wide range of products and services in the profession and exhibitors reach concrete interested professionals."

Ing. Johan Nelissen, Director Te Strake Surface Technology BV:

"We are part of the German Impreglon Groep, an innovative company specialized in development and application of multi-functional coatings with dry lubricating and/or corrosion resistant characteristics, used in the automotive industry, off-shore, chemistry and civil engineering. At Surface 2010 we had many interesting conversations with Dutch and German visitors from various industries. We are looking forward to many new contacts at Surface 2012."

Cees Schat, Co-owner of Wagner Systemen Nederland BV:

Wagner Systemen Nederland is a leading supplier of powder coating systems and equipment. Years of experience make it possible that products can be powder coated products using the latest technologies. At Surface 2010 we met more potential customers with a specific interest and existing customers than ever. The success, the short lines with the organization and the informal atmosphere in a professional market really have us look forward to Surface 2012."



Surface Technology from A to Z

Surface is the total trade fair for surface treatment. From steel, stainless steel, aluminium, zinc, plastic, ceramics, wood, glass to concrete, from pre-treatment to applying (non)organic and metallic top coatings, from hardening techniques to mechanical techniques, from installations, tools and materials to specialized applicators. Nowhere else in the Netherlands will you find so much about this specific industry under one roof. For the best investment, the perfect surface treatment or the best make or buy decision.

Act now! Help to make a difference with the surface

Show surface treatments that provide manufacturers with opportunities to add value to their products in sustainability, charisma, extra functionality and a better sale ability. Show applicators new techniques that lead to an advantage over their competitors.

Reserve your stand space now! To generate new business, for an efficient introduction of a new product or an extra contact moment on the Dutch market. In three days you meet thousands of potential customers for long-term relationships and additional revenue. Because one thing is certain, when participating in a specialized

exhibition such as Surface 2012 you can count on visitors that are only interested in your profession! Show them how you can help them ahead!

Take advantage from our low prices, the extra opportunities for promotion and the professional guidance of our team. If you send in the registration form now you are guaranteed of an excellent stand location. For more information please contact Johan Heystek or Rob Lindenbergh, phone: +31 73 629 39 39.



A. Price per sqm stand space (without stand construction) € 105,- excl. VAT

B. Price easy unit of 12 sqm (including stand construction, company name, lighting and carpet) € 1.800,- excl. VAT

Prices include the 2XPO invitation system with 200 invitation cards, company name in the exhibition special and on the website, one or more parking cards and one or more cards for the network gathering. Number of cards depends on the size of the stand.

More information: www.surfacevakbeurs.nl



Everything except superficial

9 to 11 October Brabanthallen 's-Hertogenbosch