

Press release

Dateline: 03.12.2008

Page 1/4

KMS/DS

Variety in tent-building – INTERTENT 2008 came to an end

Tent architecture attracts the sector to Bad Rappenau

Three-day Losberger in-house exhibition INTERTENT 2008 / Sector cautiously optimistic

In the course of three days, INTERTENT 2008 was attended by almost 1,000 enthusiastic trade visitors who came to Bad Rappenau to learn more about the products and services of one of the largest manufacturers, sellers and hirers of mobile tent systems. On its company grounds, from November 19th to 21st, Losberger GmbH presented a cross-section of what this internationally active group of companies has to offer. And this included several new products.

Architects, buyers, managing directors from trade and industry, agencies and hirers refused to allow themselves to be put off by the onset of winter and came to Bad Rappenau on Thursday and Friday. Around 80% of the visitors came from Germany.

Additions to the product range

The main focus on the exhibition area was the additions to the roof architecture of the event tents. The Losberger Arcum roof is now available in all the uniflex series. Losberger is setting new trends with this exceptional round arch design, from the small tent sector right up to the large tents. Using the Apsis as the end element of the basic Arcum unit creates an especially attractive space.

Cupola roofs can be used in conjunction with both small and large tents. All that is necessary is to connect two Apsides in the Arcum round arch design. Another new feature is that the "Losberger Pagoda with large tent floor" can now be equipped with fixed

Press release

Dateline: 03.12.2008

Page 2/4
KMS/DS

Variety in tent-building – INTERTENT 2008 came to an end

plastic or glass system wall elements. In addition, there are many detail elements in the Losberger tent systems which have been updated to conform to the latest trends and also optimised from functional, technical and visual points of view. These include the new look for the vaulted handrail and the conversion kit for the previous handrail model. At the centre of everything was the Losberger revoflex large tent in the two-storey emporium design. This attractive, mobile tent construction – which really does not look like a tent - is superb for high-class events and sales and presentation rooms which need to have that sophisticated look.

Intensive sales and consultancy discussions

A great number of intensive discussions and, despite the financial crisis, no mood of depression – these were the predominant experiences on the exhibition site. The number of concluded sales was at the same level as that of the previous year, and the hiring sector experienced the first promising orders for noteworthy event projects. The decision makers of important customers and interested visitors took advantage of the opportunities for getting plenty of information during the presentation, and some of the visitors had brought plans for specific projects with them.

New challenges

In recent years, it is events held in temporary, flexible space situations which have become increasingly important. The advantages are obvious: on the one hand, the event can take place where the customer wants it, and on the other, exclusive tent solutions create an unforgettable atmosphere. The increasingly sophisticated requirements – in particular in the case of major

Press release

Dateline: 03.12.2008

Page 3/4
KMS/DS

Variety in tent-building – INTERTENT 2008 came to an end

events – mean that there are new conceptional and organisational challenges for the companies and agencies involved. The event scene is constantly making greater demands on the equipping and staging of an event. With regard to VIP tents, the expectations are for new shapes and sizes. These topical requirements can be professionally met by using the Losberger tent module system. In addition to high-quality products, Losberger offers organisers and agencies a high degree of competence and commitment for the consultancy work, planning and implementation of their events.

Losberger is very satisfied with the result of the in-house INTERTENT exhibition. Once again, the company, which is one of the world leaders in its field, has been given proof that the concept of developing and marketing high-quality tent systems, coupled with personal guidance, is the right way to ensure future stable and ongoing development in this sector.



Losberger House Exhibition at night

Press release

Dateline: 03.12.2008

Page 4/4
KMS/DS

Variety in tent-building – INTERTENT 2008 came to an end



View on the terrace of the Losberger revoflex



Interior view of Losberger revoflex with lighting effects

Press release

Dateline: 03.12.2008

Page 5/4
KMS/DS

Variety in tent-building – INTERTENT 2008 came to an end



Porch roof extension at Losberger revoflex

Note:

Please contact Losberger GmbH directly if you require printable images.