

## Promotion & Media

# Focus on communication

One of the major virtues of Metal Work is its strong orientation towards the communication of the group's "life": it is essential to focus utmost attention on the market.

This is why the Metal Work program for the promotion of constant renovation and improvement of the group's activity is wide and diversified, and it is constantly enriched with new initiatives. In this respect, let's see the institutional activities carried out in 2005, some of them already completed and others still 'under construction' and soon to be introduced.

### Product drawings on the Web



The group is currently uploading the 2D and 3D models of Metal Works products on the 3D PART Stream Net server.

By accessing the Metal Work Web site, soon all customers will be able to download CAD drawings. The procedure is extremely easy: just visit the Web site [www.metalwork.it](http://www.metalwork.it), access the 'products e-catalogue' page and select the product. The drawing can be downloaded in major 2D CAD formats, such as Autocad, DWG, DXF, or 3D CAD formats, such as Solidworks, Catia, Pro-E, IGES, Step, Parasolid.

In case of drawings of pneumatic cylinders, besides choosing the cylinder with its peculiarities, customers can also select accessories by following a guided menu.

Then, the bill of materials is automatically generated, including codes, quantity and the drawing with the accessories already in place.

The group currently presents the drawings of most cylinders, air treatment

units, valves series 70 and FOX fittings. The activity program plans to complete the upload of major products on catalog by the end of the year.

### Website changes look

After eight years Metal Work has decided to renew its image and develop a project reflecting the message of the previous concept equally well.



### Fair booth number three

Following several requests by the group's branch offices and retailers, this year Metal Work has extended its range of exhibition booth constructions by implementing a new line.

So, now three booth types can be adopted: the institutional booth, used for exhibition areas above 50 sqm, the convenient "portable" booth for up to 15 sqm areas, and the new solution for intermediate booths.

Provided in kit, the latter structure can be mounted without the help of an external staff in few hours, ensuring the continuity of the image Metal Work has been spreading all over the world for years.

### New price list and production program

Currently printed in seven languages, the Metal Work price list has been renewed. In fact, several images have been added and graphical layout has been modernized. In addition, the group is introducing a development initiative applying to the production program as well.

This tool will be enriched with all newly developed products, including all the technical details now missing from the current program and new pictures.



## Press review

# Richer and richer press review

The intense PR, advertising and promotional activities of the group result into more and more massive presence of Metal Work in the media.

Advertising pages, inserts, articles, edi-

torials are constantly published also this year in a wide range of Italian and international industry magazines, stressing the competitive advantage that Metal Work communication experts can leverage.

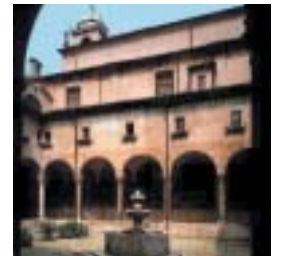
## Sponsorization project

### Culture & Sport

The Metal Work strategic communication activity also includes the promotion and organization of initiatives in Italy supported by institutions. Highly motivated to continue to support its commitment as a prestigious cultural center, the town authority in Brescia has signed several projects with the Concesio-based group also this year. Protagonists in the spreading and sponsorization of valuable cultural events where the individual is at the heart of major personal and social growth: supporting the Museo Diocesano and the third edition of the Brescia Marathon, Metal Work also announces the successful initiative Brescia Musei with the exhibition on Monet and the establishment of the club "for Brescia, city of art", which aims at providing annual support to the museums' activity.

### The majestic Museo Diocesano

For three years now, Metal Work has been one of the sponsors of the Museo Diocesano in Brescia. With its four sections - collection of paintings, painted codes, liturgical fabrics and treasure - the museum is a modern, functional structure, a new venue for the city that exhibits ancient codes (11th-15th century), valuable fabrics (15th-19th century), paintings and statues (16th-18th century), and ancient gold-works (13th-18th century). It also includes a specific area for exhibitions and meetings.



### Marathon runners in Brescia

On March 20, 2005 the third edition of the Brescia Marathon took place, sponsored by Metal Work through its Brescia-based office, P Service SPA.



Almost 1,000 marathon runners on the starting line are ready for the challenge and for their personal record. After a 42,195 m run, the sports event was crowned by the victory of Kenyan Richard Maiyko Kiprono, who first crossed the arrival line in Piazza Vittoria after 02:11:47.

Brescia Marathon was attended by runners from several countries: the U.S., Canada, France, Spain, Germany, Greece, UK, confirming that the marathon

is a sports event able to involve anyone. More than 700 athletes with a passion for sports crossed the arrival line.

### Huge success for "Monet, the Seine, the nymphs"

The rich cultural exhibition program in Brescia started on October 23, 2004. The project "Brescia: the beauty of art" by the Società Linea d'Ombra, directed by Marco Goldin, and promoted by Brescia Musei, features Metal Work among its major sponsors. The artistic season in Brescia opened up with "Monet, the Seine, the nymphs". The fil rouge of the exhibition was the Seine, frequently showed in Monet's artworks.

Beautiful views of the most famous river in France from



Le Havre to Giverny passing through Paris, Argenteuil, Rouen and Vétheuil. The study of nature, the effects of light on water, the painting "en plein air" are characteristic features of all impressionists, however Monet more than others focused on this search and the love for water in its artistic activity. Within the beautiful exhibition organized by Goldin, the paintings by Monet were placed side by side with artworks by other artists who shared his passion. From Corot and Daubigny, forerunners of impressionism, to lifetime friends and companions Pissarro, Renoir, Sisley and Caillebotte.

The exhibition on Monet was accompanied by an anthology on Rembrandt, Tiziano and Gino Rossi. In the fall of 2005, we are going to enter the world of Gauguin and Van Gogh: the adventure of new color. Metal Work is proud to continue this fascinating journey through arts.

### Club "for Brescia, city of art"



A group of companies has decided to support Brescia Musei for the valorization of the urban museum pole, going beyond simple sponsoring. The club "for Brescia, city of art" aims at providing annual support to the museums' activity in the belief that culture, economic development and tourism are strong elements

and opportunities for the identity and future of the territory. Instituted by the Brescia town council, the CAB Foundation, the Chamber of Commerce and the ASM Foundation for the management of service, promotion, communication and marketing of the city museum system, Brescia Musei enthusiastically thanked all the companies joining in the project and Metal Work could not fail to play a role.