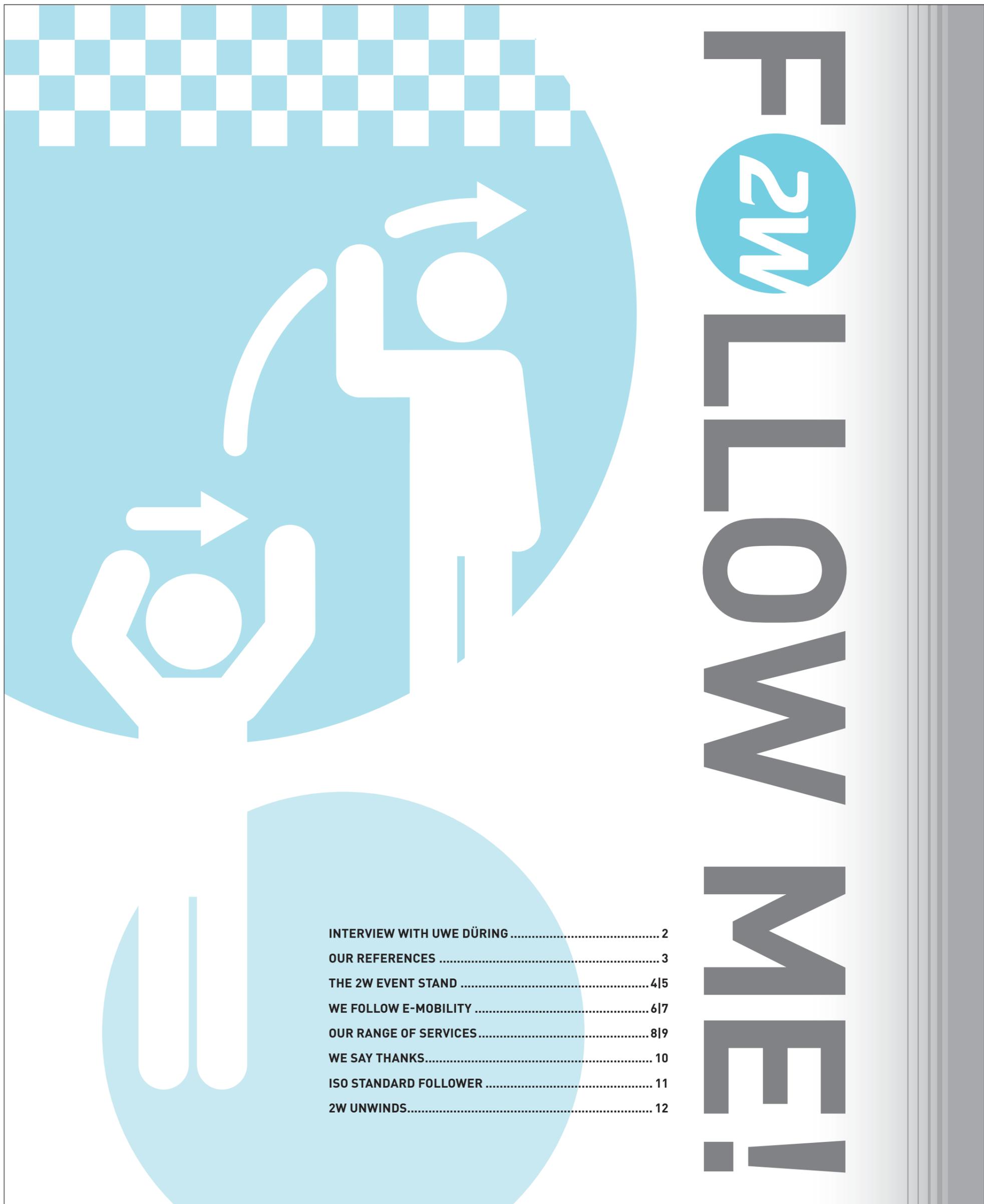




Technik
selbst-verständlich.



FOLLOW ME!

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FOLLOW ME TO WIESBADEN!

UWE DÜRING
Managing Director of 2W



2W was an exhibitor for the first time at the tekomp conference in Wiesbaden. Every spring and fall, the German professional association for technical communication and information development hosts the most important conference for the industry. tekomp is based in Stuttgart and its members include service providers for technical documentation, language providers and software providers for this industry.

And how was your "first time"?

Uwe Düring (laughs): Brilliant!

So there will be a next time?

Uwe Düring: Yes of course – we have already pre-registered. We were really surprised by all the positive feedback that we got during the trade show. It also showed us that 2W is considered one of the distinguished bright spots in the market as one of the larger providers. At this point, I would like to thank everyone who visited us. And I would also like to thank our team who did an amazing job at the stand. We were especially happy about the praise that we received from our competition – they also thought our trade show concept was articulate and extremely successful. Generally, trade shows offer companies the opportunity for immediate and direct market access certainly. However, the challenge is to make this work for you in an optimal way. Obviously, we were very successful in conveying the spirit and special qualities of 2W with our trade show presence.

Why did you feel it was time for 2W to make its début in Wiesbaden?

Uwe Düring: There were several reasons for that. With 85 company employees, we have now reached a size that requires professional marketing in order to ensure a high level of public awareness with the corresponding orders. We made this strategic decision two and a half years ago and since then Ms. Mennigmann, our department head, has been responsible for the uniform development of the 2W brand. And within this context, our participation at the tekomp event was just the next logical step. We look at "trade shows" as more than just an important means of live communication. Because of our specialised field, it is an excellent opportunity to get the attention of new clients, develop new markets and intensify personal client contacts. We also held a workshop a year ago that was a very positive experience for us. It gave us the courage that we needed. And finally, our department heads again expressed their desire to present 2W within a wider framework to a broader public.

Which objectives were crucial for 2W's participation?

Uwe Düring: Developing the brand, reaching a broader public, acquiring interesting orders and last but not least recruiting young talent – all of which are intertwined. With a good image, the recognition factor and providing good career prospects, this naturally makes you an attractive employer. Right now the subject of young talent is especially important for us and will determine whether or not the investment in a trade show presence will pay off in the long run. And: It HAS paid off. We talked to lots of students and graduates and have already received the first applications.

Are you experiencing a shortage of skilled professionals?

Uwe Düring: Definitely, the search for qualified personnel is a major issue for all industries that deal with technology or automobiles – the same for 2W. That's why we began to provide and promote targeted advanced training for our personnel in-house years ago. In addition to these activities related to employee loyalty, we have also sent a clear signal with this trade show that has an external impact, setting the stage for a highly visible and attractive 2W. And as I said, it was a gratifying success. People are suddenly talking about us. And this buzz helps us get the attention of skilled professionals.

How will 2W position itself at trade shows in future?

Uwe Düring: A trade show is like a marketplace – if you want to sell your products, you have to get people's attention. However, certainly not at any price. It has to be right for the company and integrated into a marketing strategy. If I were to describe 2W, I would say: We get people's attention, but we don't make a racket about it. The company itself is not the main attraction, but rather we want to give each individual employee the opportunity to shine with their skill and commitment. We are self-confident, but not braggarts. The central concept for me in context with our positioning is integrity. Along with technical know-how, acting with integrity is one sure way, above all, for a German company to differentiate itself from the international competition. It was not without reason that we joined Ethics in Business last year – an initiative of small and medium-sized companies from Germany, Austria and Switzerland who promote fairness, responsibility and sustainability. The goal is to reshape the business world and create a new awareness about consumption. It may sound a bit pretentious; however, in my opinion, companies should also serve as an example to others. And I hope that some small part of this spirit was palpable at our exhibition stand.

With your impression of the trade show, what is your forecast for 2013?

Uwe Düring: 2013 will certainly be a year of challenges for the industry. In our industry, we are just starting to see the consequences of the crisis. And 2W will feel them in the first half of the year. Our success at the trade show, however, makes me optimistic that our growth will continue in the second half of the year.

Care to suggest a follow-up motto to this year's "Follow me"?

Uwe Düring: How about: "Stay excited!"

TURBINES TO FULL POWER!



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3 # 1.2013

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FALK TACKE

Managing Partner of Falk Tacke GmbH
Fair 1 Stand Construction – Mobile Systems
www.fair-1.com



ROGER THAT!

Tower to cockpit: "Report your estimated time of landing." Cockpit to tower: "Well, I don't know. Later on, I guess." With this ambiguous statement, the passengers begin worrying whether or not they will get to their destination or even land on the right continent. The same applies at a trade show. If a company's presence remains hazy, vague and wishy-washy, it leaves visitors with a big question mark.

Trade shows are the most direct and immediate form of marketing – up close and personal with the customer. The client should be made curious and filled with enthusiasm as well as given a feeling of security. How is this done successfully? It's all a question of strategic planning while taking into consideration all eventualities.

Naturally, a trade show revolves around contents, interests and expectations. Both on the part of the visitor as well as the company presenting itself. The reasons for attending can be manifold: either winning new clients, presenting products, maintaining your image – increasing name recognition, winning cooperation partners, monitoring the competition or motivating your own employees. Defining a hierarchy of what's important allows you to set parameters that enable you to begin designing your trade show stand. Along with the matter-of-fact aspects, staging, however, currently plays a major role at trade shows. Just being present is no longer enough – the public wants an experience. Thus, "trade shows" of today offer you a stage upon which to present your company as imaginatively as possible – the bolder and more creative the better because this heightens the perception, differentiation and overall positive impression.

For participation at the autumn tekomp event in Wiesbaden, we went to work with a lot of ideas and a great deal of commitment. In this regard, we used our checklist as a common thread, which has proven itself over many years, in order to simplify complex tasks. It makes sense to clarify the core questions right at the start of planning: How much exhibition space is required for large exhibits, how many display cases are required for small products? Are services being presented? And will multimedia solutions be required for this? Questions about questions: stand occupancy, number of tables and info counters, which catering is used, etc., etc. The more detailed answers you get for these questions in advance, the faster and more efficient the planning. An area utilisation plan can also be created and the costs fixed. Taking everything into consideration, 2W decided on an individually-designed trade show stand because the corporate design could be better implemented here in a much clearer and concise manner compared to a "run-of-the-mill" trade show stand. Our work was based on the "Follow Me!" communication concept developed by 2W Marketing.

The design of an individualised trade show stand doesn't always go as smoothly as it did with 2W. There are a lot of legal regulations and guidelines to be taken into account – along with rules from the exhibition company and designs from the event promoter. It is necessary to understand and take into account as many of the provisions that apply to the assigned exhibition space as possible in advance – for example, the maximum construction height, path surfaces and main directions of travel in the hall plan. If the technical details are clarified, then there will be no major surprises when it comes to setup. In addition, you also have to deal extensively with the psychology of visitors. A large trade show stand is not necessarily a good trade show stand – too few exhibits in too many square metres, too few personnel at the stand or a badly thought-out design tends to scare visitors away. On the other hand, a well-lit stand with a warm, friendly atmosphere and highlights with effective illumination will lure them in. LED technology offers nearly endless opportunities in this regard. The info counter and free-standing script on the kitchen wall along with the stand border all set a compelling scene at the 2W stand using this technology. The use of LED technology is flexible and space-saving. It also offers a wide range of colours and shapes, and it can be used in most any application without heat generation.

In short: Lots of new experiences for 2W, which hopefully stroke the desire to present its brand at other trade show, the desire to meet new people as well as the desire to surprise them creatively again and again the next time.

TOWER TO COCKPIT: REQUIREMENTS CHECK IN PROGRESS

Meticulous planning helped the 2W trade show stand make a precision landing.

Meeting experience (open/closed), booth, lounge

Stand format (inline stand, front stand, two-front stand)

Persons and stand personnel, hostesses, artists, moderator, catering

Table, chairs, bar table, bar, stools, kitchen and warehouse equipment

Presentation area, display cases, sideboards, shelving, brochure racks

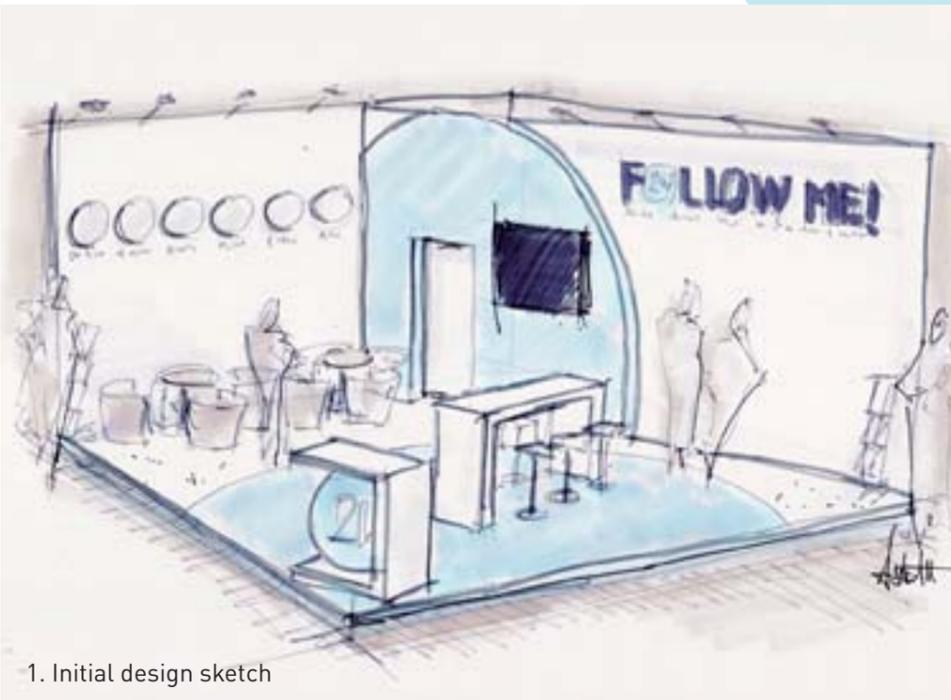
Media: Monitors, PCs/desktops/laptops, 3D autostereoscopy monitor, split systems (large flat screen), projector, player (DVD/Blu-ray/PC/etc.), audio technology

Exhibits (quantity, type), your own equipment

Special requirements: water, air pressure, heavy current

CD guidelines, style guide, logo in file format, "key visuals" for product lines, business units, etc. if available

Information from the exhibition company, hall plans, detailed layouts of stand space, etc.



1. Initial design sketch



2. Design view



3. Final implementation

TOTALLY E-LECTRIFIED!

2W creates buzz with its e-vehicle investment

E-mobility is the next big thing – 2W recognized this trend years ago and began targeted acquisitions in this area. In the meantime, we have developed comprehensive expertise and are now e-mobility specialists. In addition, we have also been the sponsor of eMonday for two years now. And it's high time that we put our money where our mouth is by purchasing an e-vehicle – showing our employees as well as our customers where the rubber meets the road.

2W has given almost three dozen test drivers the opportunity to try out e-mobility for themselves from April to September. And the positive feedback has been unanimous. A new level of driving pleasure: silent cruising without CO2 emissions, manoeuvrability and unexpected good acceleration, unusual driving feeling from the futuristic design – even urban "race drivers" happily give way to the Twizy.

Half-baked, unsafe, impractical – people still generally eye this technology with suspicion. However, what may be a curiosity today could very well turn into the norm on German streets in just a few years. The key is competitive pricing. This will turn what is now an expensive toy into an affordable means of transport and then they will just roll off the assembly line. 2W is well-equipped for this eventuality.

After our positive experience with the Twizy, we have just recently purchased an additional e-roller. As a fixed part of our marketing strategy, we have established the "e-mobility experience" as a long-term communications platform, which has already paid off by the way. This platform is used to make our clients aware of our know-how in the area of e-mobility and in return we have already received quite a few jobs because of this.

After the first 5210 kilometres, our Twizy has certainly earned a good winter's rest. Because with no side windows, you would certainly freeze your patooties off driving through snow and ice! But don't worry, he'll get the royal treatment when he emerges from his garage come spring. However, he might want to avoid the April showings, staying nice and dry in his garage ...



LONGEST
DISTANCE
78 KM

OD

6 M

5

ODOMETER
AFTER
MONTHS:
5210 KM



117 TRIPS
BETWEEN
APRIL AND
SEPTEMBER
2012



F^{2W}OLLOW ME!

The safe path to easy-to-understand technical documentation.

International flow of goods, country-specific guidelines, legal standards and regulations as well as global competition – the requirements for technical documentation are becoming more and more comprehensive and specialised. And that's exactly what we specialise in – let our skilled experts guide you through such a tangled market. Along with technical documentation, graphic visualisation and native speaker translations, 2W also offers an extensive range of additional services – from information systems, risk assessments to training. Everything from one source – under our comprehensive company motto: "Technology, of course."



TRANSLATION

ACTIVATE LANGUAGE SKILLS!

A feeling for languages, a mastery of technical terminology and research experience are qualities that you need to translate technical texts precisely and clearly. For this reason, 2W only uses technical translators that are native speakers. With a linguistic sensitivity and comprehensive technical understanding, they win over and convince the user in a sympathetic manner. All projects are coordinated and handled from our Munich headquarters and Düsseldorf subsidiary. Thus our clients save time and money, and have a reliable partner whose word they can trust – currently in more than 35 languages.

Our areas of specialisation:

- **Marketing, advertising**
- **Technology**
- **Business**
- **Legal**

TECHNICAL DOCUMENTATION START ENGINES!

The job of 2W technical editors is to explain complex ideas in a way that is as simple and understandable as possible. All participants have years of practical experience and really know the processes, needs and requirements. To this we add, know-how, a clear methodology and didactic knowledge. The result: technical documentation that answers all the questions and is a joy to read – regardless of whether it's a heavy transport or a new type of epilator.

Our areas of specialisation:

- **2W Completeness Check**
- **Repair and maintenance manuals**
- **Installation and assembly manuals**
- **Instruction and operating manuals**
- **Product data preparation and maintenance**

We work for small and medium-sized companies as well as large-scale industries in the following areas:

- **Mechanical engineering and plant construction**
- **Automotive industry**
- **Small and large electrical appliances**
- **Agricultural and construction equipment**
- **Vehicle industry**
- **Bicycle industry**





RISK ASSESSMENT

CHECK SAFETY SYSTEMS!

Years of development and then a recall ruins everything – including the company image. If you want to avoid this hazard, then you need to consult with the specialists at 2W regarding a risk assessment – no better time than the present. With regards to safety, we can provide technical input and propose corrective/optimization measures right during the development process. Working closely with the designers and project managers, 2W risk assessments are carried out using a defined process that ensures objectivity, resource-efficiency and efficiently-defined objectives. The fast and efficient way to ensure your safety as well as that of your company.

Our services:

- Risk assessments according to DIN EN 12100 and DIN EN 14121
- Directives research
- Standards research regarding application of A, B and C standards
- Documentation in accordance with the law



BASIC AND IN-DEPTH TRAINING

CAUTION REFUELLING!

Technical development is in the fast lane. Those who don't continually receive further education and advanced training, may soon find themselves left in the dust on the side of the road of their career path. Technical advanced training is more important than ever: First for the success of the company and second for the satisfaction of the employee – and third it ensures skill at the most current level as well as satisfaction and security for the client. 2W uses a concept that makes technical learning fun for employees – after-sales training, technical basic training and e-learning.

Our services:

- Training concepts and training documentation
- Special training graphics
- Didactic concepts
- Technical training

GRAPHICAL VISUALISATION

CHECK INSTRUMENTS!

"A picture is worth a 1000 words." While this statement doesn't always apply to our industry, the targeted use of well-designed images can often help to eliminate a vast amount of unnecessary words. That's why visualisations are an element for which 2W uses lots of creativity and care. We use them to help simplify contexts in need of explanation, represent complex content in a clear manner, and provide guidance and instruction – even using videos if desired.

Our range of services:

- Classic technical illustration
- Overview diagrams
- 2D and 3D graphics from CAD data
- Graphics for training
- Function diagrams
- Different types of animations
- Utility videos



INFORMATION SYSTEMS

CHECK ELECTRONICS!

A tidy house, a tidy mind – the same is true in business. The best prerequisite for long-term success: every byte in the right place, an electronic archive that is organized in a logical and understandable manner and a structure that ensures easy access to all elements and provides the desired results. The specialists at 2W do the streamlining for you. Professional, sophisticated, sustainable.

Our services:

- Developing interactive user interfaces
- Programming user applications
- Database support
- Document management
- Computer animation





THANKS
TO ALL CLIENTS
WHO ACCEPTED
OUR INVITATION
TO VISIT US.



THANKS
TO THE ENTIRE
TRADE SHOW TEAM,
EVERYONE WAS
ALWAYS READY
TO PITCH IN WHEN
NEEDED.

THANKS
FOR ALL THE
OVERTIME THAT
EVERYONE WORKED
WITH NARY A
GRUMBLE OR
COMPLAINT.



THANKS
FOR THE HIGH SPIRITS
AND FUN WE ALL HAD
TOGETHER.



ZERTIFIKAT

A BRIEF TRANSLATION:

Now we have it in black & white, confirmation that we meet a quality management standard which we have been following for years anyway. It describes which requirements a company's management system must meet to satisfy a specific standard in quality management.

What's the end result for you? For example, the fact that we will only use certified translators and they are evaluated independently on a regular basis. Or that our error and complaint ratio is way under the industry average. That every job is assigned a specific project manager who coordinates everything. That each project manager and media designer are provided constant advanced training. Or that each individual project step is documented so that it can be easily understood at all times. The list could go on and on.

What this means is that the highest goals of the 2W service brand "Sprachmarkt" is client satisfaction and meeting client requirements. We have created an internal manual in this regard in which our quality objectives, company philosophy, mission statement and our fundamental concept are all spelled out – a so-called quality management bible.

ISO 9001:2008

DEKRA Certification GmbH bescheinigt hiermit, dass das Unternehmen

2W Technische Informations GmbH & Co. KG

Zertifizierter Bereich:

Sprachdienstleistungen, insbesondere Übersetzungen, Desktop Publishing und Dolmetschen

Zertifizierte Standorte:

D-80935 München, Waldmeisterstraße 79
D-40591 Düsseldorf

ein Qualitätsmanagementsystem entsprechend der oben genannten Norm eingeführt hat und aufrecht erhält. Der Nachweis wurde mit Auditbericht-Nr. A12041154 erbracht.

Dieses Zertifikat ist gültig vom 14.11.2012 bis 13.11.2015 Zertifikats-Registrier-Nr.: 91112669

Ueilag
DEKRA Certification GmbH
Stuttgart, 14.11.2012



READY FOR LANDING!

2W unwinds

Ever since computers became a part of most every profession, many people now complain about headaches, as well as neck, back and arm pain at the end of the business day. Almost 80% of people who work more than 3 hours a day in front of a computer report exactly these symptoms. This comes from the German Federal Institute for Occupational Safety and Health (BAuA).

To help counteract stress and prevent physical ailments, 2W engaged two yoga instructors for the last employee assembly. They demonstrated exercises that could be easily incorporated into the everyday office routine.

Yoga is very effective and has been proven to increase concentration and boost energy levels quickly, and it also helps to improve your well-being for the long-term. Practising yoga on a regular basis brings inner peace and improves physical coordination. Your entire musculature becomes more flexible and stronger. Positive effects include improved mobility, improved endurance and a natural spinal curvature. The autonomic nervous system is stabilised, breathing and blood circulation are improved and natural bodily functions are supported.

Nowadays, many companies have begun offering their employees yoga courses. And the yoga exercises offered at the 2W employee assembly were met with much enthusiasm.

