



Newsletter

July 2007

DISTEC's 4x3 m Scrollers in Slovenia

Europlakat is expanding with assistance of DISTEC products

New DISTEC scrollers have been installed in Ljubljana, the capital of Slovenia.



Topic:

DISTEC's 4x3m
scrollers in Slovenia

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Out-of-Home Media Products
Digital Media - Scrollers -
Street Furniture & More

The DISTEC units designed for Metropolis Media, 4x3 meter scrollers, with capacities of 5 individual and interchangeable posters, are enhancing the advertising landscape within the inner city of Ljubljana.

Three of the scrolling units were placed onto a freestanding triangular structure that can be seen on a major crossroad from every angle, both pedestrian and automotive traffic.

This is a further step in DISTEC strategy and expansion to gain quality client relations and brand awareness. The further project discussions with Metropolis Media and with Europlakat Group in different countries are furthering DISTEC's relations and creating project opportunities.

Europlakat International which is part of JC Decaux acquired the Metropolis Media Group.

With Metropolis, Europlakat is further reinforcing its market leadership in Croatia, Slovenia, and Serbia, thus making a decisive move towards the consolidation of these markets. Additional acquisitions by Affichage Holding were finalized in economically booming Romania, a new member of the European Union since January 1, 2007.

DISTEC's new 4x3 m
scrollers attracting attention
in Ljubljana, Slovenia

