



Newsletter June 2008

DISTEC produces 800 City-Light-Columns for German Ströer Company

DISTEC achieves major order from Ströer for the production of 800 City-Light-Columns

DISTEC GmbH in Heinsberg-Dremmen, manufacturer of innovative products for the out-of-home advertising and street furniture market, has achieved an order for the production of 800 **City-Light-Columns**.

Customer is the German Ströer Out-Of-Home Media AG located in Cologne.

The columns are made of extruded aluminium profiles. They are motor driven and on top of that are equipped with a GPS receiver and modem to offer extensive means of remote maintenance.

Serial production at DISTEC starts in July. Already by end of the year, all the columns shall be installed in the city of Hamburg. The prototype development was executed within record time.

This major order is the biggest individual order DISTEC has ever achieved in the company history since its foundation.

Michael Schöning, CEO:

„Ströer Out-Of-Home Media AG’s decision to assign this project to DISTEC is the result of our reflatory business strategy combined with the realization of an expeditious and innovative product development.

Together with our further plants in Shanghai and Minneapolis, we can flexibly realize global projects. An example is the equipment of more than 2500 bus shelters in New York or the development of electronic concourses for San Francisco with solar technology.

Besides, we are planning a further platform in Dubai in order to force and accelerate the market entrance there.“

Furthermore, DISTEC is intensively engaging in the development of new technologies. Together with UK based Cambridge university and through an investment company DISTEC is developing a new LCD technology basing on reflection and not using any electricity to display the picture.



Topic:

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