

NEWS FLASH

SPRING/SUMMER 2018

nissenTM
ROAD SAFETY SOLUTIONS.

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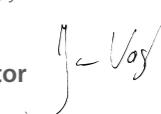


Editorial

Dear readers

Last year we invested in our brand and I am pleased to be able today to present to you our first NEWSFLASH in our new corporate design. The focus is, of course, on the Intertraffic Amsterdam at which we were again represented this year. Many customers and other interested parties came to visit us and I would like to thank everyone for the fascinating exchange of views that was possible. I would like to take this opportunity to remind you now to note the following dates in your calendars: this year's German Day of Roadworks fair – DeuSAT – an event co-initiated by Nissen, will be taking place on 27 – 28 March 2019. It will obviously become the number one event in this sector in Germany. But for the moment, just sit back and read this latest issue of NEWSFLASH. I hope you enjoy it!

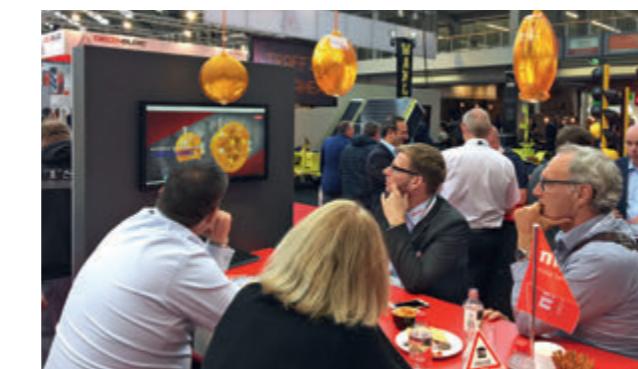
Jan Vogt
Commercial Director



In a new look at Intertraffic

At last the time had come. Equipped with an eye-catching stand in our **new corporate design** our Nissen representatives hit the road for Amsterdam. We had deliberately decided not to take examples of our products with us to the fair as our range has become so extensive that it is impossible to give a balanced overview of it using just a few examples. Instead, we determined to place an emphasis on providing personal advice to and interacting with those who visited our stand. For this purpose, we prepared our own software programme that would enable us to provide customer-friendly presentation of our company, products and their technical aspects.

"**The response was fantastic,**" is how Sales Manager Rainer Götsche and Head of Exports Sascha Düspohl assessed the outcome of our visit to Amsterdam. "We were



able to welcome a large number of guests to our stand and had interesting and fruitful conversations with them. And when we consider the demands that need to be met nowadays, it is clear that we are taking absolutely the right path in terms of our new developments."

Welcome to the Nissen Group!

Our expansion continues: Nissen acquired the majority shareholding in the Austrian road safety specialist Neuhauser Verkehrstechnik in 2017.

For more than 30 years, this business has been offering safety solutions for stationary and moving traffic. Its portfolio ranges from road signs and attachment systems through winter road maintenance, local authorities and measurement equipment for vehicle parking and access control products. The two companies had already been closely linked over a longer period - Neuhauser Verkehrstechnik had been acting as Nissen's general distributor in Austria since 2004.



Therefore it came as no surprise when Markus Neuhauser, who up to then had been the sole shareholder, decided to place the future of his business in the tried-and-trusted hands of his partners Nissen based in northern Germany. Ing. Dietmar Radler, who has acted as Managing Director of Neuhauser for many years, will continue to be in charge on-site. As a long term close collaborator with Nissen, he is pleased that the group has taken on his old company: "We share the same values, have the same aims and have an identical philosophy. And we will both benefit from major strategic synergies and an excellent basis for the further expansion of our activities."



Managing Director
Ing. Dietmar Radler

Safety on a solid footing

Tönning, March 2017: The result of Nissen **General Manager Dieter Wade's** inspection of the first baseplate made in the new production facility is more than satisfactory: "**The quality is great – this was a really worthwhile investment.**"

The investment that Dieter Wade is referring to is now the third production hall that Nissen has constructed at its headquarters in Tönning. The brand leader decided to extend its output and now manufactures under the name Nissen Plast plastic components such as baseplates, safety-barriers, beacons and all injection moulded parts for lighting equipment. The demand for these high quality products is so great that the facility is in operation 24/7.

Plant Manager Michael Sievers is proud to report: "We have a very skilful team, excellent materials and outstanding equipment. The feedback we get from our customers shows just how good our products are."



A new face for North Bavaria

Nissen continues to extend its sales team: **Patrick Stern** was **appointed Regional Manager North Bavaria** on the 1 March. He will be happy to respond to all your enquiries relating to mobile road safety equipment. Holding a qualification in Business Administration, Patrick Stern worked for 10 years as a buyer and vehicle fleet manager for a traffic safety business, during which time he was able to acquire valuable experience in the sector. He is excited about his new responsibilities: "The team was incredibly welcoming. I am certain that together we will be able to find the best possible solutions for our clients irrespective of what their needs are." Born in Nuremberg, outside work he enjoys private life with his wife and two daughters. His other major passions are automotive technology and vehicles. **"I am simply fascinated by the concept of mobility – and there is no doubt that what a world in motion needs is safety."**



Simply fantastic: new PHAROS for Germany

The level of heavy goods traffic on our roads is increasing.

The Federal Ministry of Transport and Digital Infrastructure (BMVI) estimates that by 2030, this will have grown by 38% more than in 2010, in Germany alone.

Of course, this has a knock-on domino effect as far as mobile road safety is concerned. On roads frequently used by HGVs, experts recommend the use of high level signage, such as provided in the form of Nissen's PHAROS range. Following the successful introduction of PHAROS 2.0 in Austria and Switzerland, Nissen has now launched PHAROS 2/39, the first mobile overhead system approved of its kind by the

German traffic regulations 39/2 (StVO). In this model, the upper sign does not fold to the side. Both models



are 7 m in height when fully extended and have powerful dynamic LED displays that show text and symbols.

LEGAL NOTICE

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