

## **P R E S S   R E L E A S E**

### **alphamesh goes BIG 5**

Last year promesh and the alphamesh products were hugely successful after an impressive appearance at BIG 5 in Dubai. Reason enough to visit the largest trade fair for architecture and construction in the Middle East again in 2010. In the hall with the fairy tale name Zabeel, it's the German pavilion (stand M121) whose artistic highpoints once again include the presentation of the alphamesh ring mesh and the alphamesh scale mesh.

For Jörg Ritter, manager of promesh GmbH and his sales team BIG 5 at the end of 2010 is both a definition of position and an indicator for the coming year.

"With alphamesh we deliver the basis for solutions which do not stand still in the area of usual building materials, but rather enter new artistic and creative terrain and literally challenge new products." And so the newcomers of last year want to continue their own success story. If we were still surprised in 2009 at the large amount of interest and the level of certainty with which architects, planners and designers accepted the innovative ring mesh, then this time we must keep the promises of the last year. "Because" explains Jörg Ritter "we have already been able to realise some projects in the past months, which had their origins in BIG 5 last year. Indeed there were also many discussions which we were able to take up again and many questions that we could answer now".

What is completely new is the exhibition concept, with which the diverse alphamesh ring mesh and alphamesh scale mesh is presented on the Arabian Peninsula in 2010. The task for the trade fair planner was to present the use of the mesh in such a way that it would be seen as a creative invitation by architects and planners. The people in charge of promesh will only know if this has been successful after four exciting days of the trade fair on 25th November 2010.