



**INTERTRAFFIC  
2008**

**Amsterdam  
Stand Nr. 04.112  
Hall 4**

*See you again at Intertraffic 2008*

## **See you at Intertraffic 2008 in Amsterdam**

You can visit the Borum stand, no.04.112, at Intertraffic 2008 in Amsterdam from 1 - 4 April, where you will be able to chat with Borum's personnel and partners from all over the world about how to secure optimum profit and cost-effectiveness by investing in Borum machines - known for their operating

reliability, maximum up-time and of course good comfort for the operator of the machine.

Borum will be exhibiting and demonstrating a Borum City model for cold paint (BM C 250-2), a Borum Highway mod-

el for thermoplastic spray and extrusion (BM SP T 350-2), and the latest Borum MegaRoad truck (BM TR 1000).

## Borum Truck Intro

Partners from all over the world took part in Borum's Truck Intro 2008.

Close attention was paid, and there were many very good questions for Borum's development manager, Ingo Hansen, who outlined the technical details of the new truck that Borum has just launched for its customers worldwide.

Borum's partners listened attentively to a comprehensive theoretical description of the new truck, including the models for materials consumption. The session was followed up and supplemented by a practical test run of the new truck, which is especially well-suited to marking tasks in which the operator and his equipment must move quickly from one job to another.

"For Borum it is gratifying to see that our partners

have taken an active part in the training and are now well-prepared to give our customers qualified advice on our new product," said Karsten Kristensen, general sales manager, adding that the positive response from Borum's partners in the market indicates that the new product has been warmly received by both current and future Borum customers.



## Borum strengthens its customer-oriented organisation



*Helle and Dan are already well advanced in their hands-on experience and training in the many functions of a Borum machine.*

As more and more road marking machines roll out of the Borum factory destined for customers all over the world, the company has naturally also had to adapt to match the higher level of activity. The latest alteration was in the customer-oriented organisation, for which Dan Nielsen was appointed export sales manager on

1 March. Dan has worked for many years in international sales. "Together with the rest of Borum's sales organisation, I am looking forward to supporting the many partners that Borum already has, and to help to develop contacts in new markets," he said.

Helle Johansen is another new face in the Borum family. Helle will primarily be working with production planning and co-ordination, and will participate in the implementation of a new warehouse control system.

## Trade Fairs

### Spring/summer 2008

So far, Borum will be attending the following fairs in the spring/summer of 2008

#### INTERTRAFIC 2008

1 - 4 April 2008 in  
Amsterdam  
Stand no 04.112  
[www.intertraffic.com](http://www.intertraffic.com)

#### ROAD SAFETY IN THE 21ST CENTURY

13-14 August 2008  
Coffs Harbour, NSW,  
Australia

### See our FAQ at [www.borum.as](http://www.borum.as)

A new FAQ feature at the Borum website will in future address the most general and relevant technical questions received by Borum's customer service department. Check out Borum's website at: [www.borum.as](http://www.borum.as)



Borum Industri A/S  
Hejvangsvej 10  
Hadbjerg  
DK-8370 Hadsten  
Phone +45 87 613 213  
Fax +45 87 613 214  
[www.borum.as](http://www.borum.as)

**- it's straightforward**