

LOOKING FOR A
DEDICATED PARTNER
IN ROAD MARKING?



**“it’s straight-
forward”**

**BORUM
IN
AUSTRALIA**

Borum Sales and Service facilities Down Under

If you live in Australia, New Zealand or Tasmania, it can feel like a long way to Borum in Denmark. But that is no longer the case for Borum’s customers. Borum has just established a partnership with GT Industries, which, as Borum’s representative in Australia, New Zealand and Tasmania, will secure good and close contact with our many customers in the region, and ensure that service and spare parts facilities are of top quality when a Borum machine needs a service check. We are very happy to welcome GT Industries to the Borum family, which, besides Borum’s own highly-qualified staff, also includes Borum’s agents worldwide.



Perry Theophanous, GT Industries Pty Ltd

Training at Borum

All over the world, from Thule in the far north to South Africa, and onwards to Oceania, Borum machines have left their clear traces on roads and airports, in the form of road markings which signal quality and precision. That's what Borum machines deliver, thereby helping to ensure that Borum's customers achieve optimum earnings and returns when they use a Borum road marking machine.

But high-quality equipment is not enough by itself, which is why it is important that the operators are also well-trained in operating the machinery. Borum is glad to help in this task, which can either occur on-site where the machine is to be used, or at Borum's factory in Denmark.

Recently, a group of very interested and enthusiastic operators from a client in the Middle East underwent a thorough course in the operation and maintenance of Borum machines.

It was a great pleasure for Borum to establish close relations with the operators. The course concluded with a diploma certifying the completion of the course at Borum Industry A/S.



Managing director Jan Hannestad awards a certificate for the completion of the training course.



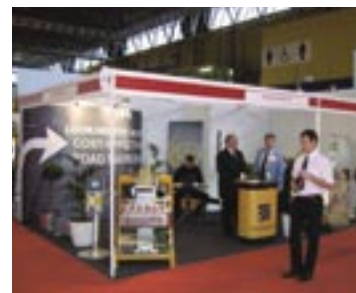
On-site training with one of Borum's South African customers, who has just received a Borum machine, a BM SP T 500-2.

New managing director

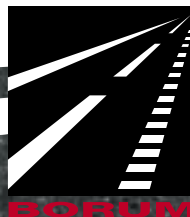
Jan Hannestad has replaced Ole Munch as managing director of Borum Industry A/S, with effect from 1 January 2007. Jan joins a company in rapid growth, and he looks forward to continuing the very positive development that has made Borum a world leader in its product area.

Ole Munch will remain in close contact with Borum as chairman of the board of directors.

Jan Hannestad participated in the Traffex 2007 exhibition in Birmingham together with Borum's general sales manager Karsten Kristensen and Colin Green, Borum's agent in the UK and Ireland. They were very glad to meet Borum's customers from the UK and the rest of the world.



Ready to receive the customers at Traffex 2007



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– it's straightforward

Trade Fairs

Autumn 2007

So far, Borum will be attending the following fairs in Autumn of 2007

TRAFIC 2007

2-5 October 2007 in Madrid

GULF TRAFFIC 2007

10-12 December 2007 in Dubai