

## Track 12 Unit 2 E 2 Exercises a., b. and d.

### Part 1

*Presenter:* Good morning, everyone. Are we ready to begin? I'd like to introduce myself. My name is Peter Haas and I'm a partner in the Weindler-Haas Design Consultancy. Today I'm going to talk about a success story that has grown and grown in only a few years. I'm going to speak for about ten minutes, and I've divided my presentation into three parts: firstly, some key facts about the partnership, secondly, a couple of outstanding achievements for this year, and finally some reasons why we think that we should be considered for the Company of the Year Award. If you have any questions I'll be pleased to deal with them at the end of my presentation.

So, let's start with who we are. Here on the slide you'll see our partnership logo and three key milestones in our development. Martin Weindler and I studied together at college, and after we left in 2003 we started to work on several design projects. They proved very successful, so we formed a partnership and opened our office in Munich. Then, in 2005, we set up the Weindler-Haas Interactive Studio, which allows customers to work with us directly online to create designs for packaging and brands. Then, in 2007 we extended our activities outside Germany and opened offices in London and Paris.

Now let's look at our recent achievements. This year has been a remarkable one for us, and I'd like to focus on two particular projects in particular. The first was to design a range of packaging for a food retailer that would look like plastic but which could be composted after use. This 'Green Genie' concept has been successfully tested and is now being used in many supermarket chains. The second project, also a first in design, is the 'Jet Pak' cosmetic aerosol spray<sup>i</sup>, which is also 100% recyclable. We'll show you some samples<sup>ii</sup> after the presentation, so you can see what they look like and how they work.

So why do we think we should be considered for the Company of the Year Award? Well, first of all, we believe we have an excellent record<sup>iii</sup> for innovative packaging. We have a strong commitment to the environment, so our packaging is also environmentally-friendly<sup>iv</sup>. I'm sure you'll agree that this is a major breakthrough<sup>v</sup> in design and technology. Secondly, we are ideally located to expand into the lucrative European market. And finally, there can be no doubt that we are well on the way to becoming a leader in packaging and brand design. This is reflected in our healthy profit margin<sup>vi</sup>.

Thank you for your attention. And now, if you have any questions, I'll be happy to answer them.

### Track 13 Part 2

Woman 1: I have a question. You said your company started as a partnership of two people. But now you have opened offices in London and Paris. So how many people work for you now?

Presenter: Thank you for the question. In fact, we now have a staff of fifteen. But the company is still run by the two original partners, Martin Weindler and myself.

Man : You mentioned that you recently designed packaging for a food retailer. Don't you think there is too much packaging in the food industry?

Presenter: That's a very good question. I'm sure we all agree that packaging on food items should be reduced, and that is why we've worked so hard on the 'Green Genie' solution which is consumer-friendly as well as helping the environment.

Woman 2: I'd like to follow up on the green aspect. There has been a lot of negative publicity about aerosol sprays damaging the environment, and yet you're designing them for the cosmetics industry. How do you explain that?

Presenter: I think the issue about aerosol sprays is an important one, you're right. What we've done is completely revolutionize the design of the spray can. If you'd like more information on this, you'll find the technical details on our website.