

**“Sinalco” Showtruck & Trailer**

Im Jahre 1902 erfindet Friedrich Eduard Bilz ein schmackhaftes Erfrischungsgetränk, die „Bilz-Brause“, die sofort zahlreiche Käufer regelrecht begeistert. Der überraschend gute Erfolg zieht aber auch eine Reihe von Imitationen nach sich. Um diese Nachahmungen markenrechtlich zu unterbinden, wird im Rahmen eines Preisausschreibens ein passender Name gesucht, wobei die Bezeichnung „Sinalco“ als Abkürzung für den lateinischen Ausdruck „sine alcohole“ (ohne Alkohol) ausgewählt wird. 1905 ist der Markenname „Sinalco“ geboren. Schon zwei Jahre später beginnt der Export mit den Schwerpunkten Südamerika und Nahost, Start eines weltweiten Siegeszuges. 1937 kommt der rote Punkt als weiteres Markenzeichen hinzu. Der jetzige Eigentümer von Sinalco, die Sinalco International und deren Unternehmenstochter "Deutsche Sinalco GmbH Markengetränke & Co. KG" mit Sitz im nordrhein-westfälischen Duisburg, feiert 2005 das 100jährige Bestehen dieser ältesten Softdrinkmarke Europas mit zahlreichen Events. Bundesweit kommt dabei ein Truck-Trailer Gespann zu PR- und Werbezwecken zum Einsatz. Die eingesetzte, vielseitige Zugmaschine, ein schwerer „Conventional“ (Haubenlenker), wurde ursprünglich für den Schwerlastbereich konstruiert. Sie ist, je nach Bedarf, mit unterschiedlichen, großvolumigen Motortypen von 400 PS aufwärts ausgestattet.

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In 1902 Friedrich Eduard Bilz invented a delicious refreshing beverage called “Bilz-Brause” that quickly became popular with large numbers of customers. However, this amazing success gave rise to a whole series of imitations. In order to put a stop to these imitations under the trade marks law, a competition was held to find a suitable name. The name “Sinalco” which was an abbreviation of the Latin “sine alcohole” (non alcoholic) was selected. In 1905 the trade name “Sinalco” was born. Only two years later exports started, primarily to South America and the Near East, and the drink became a triumph world-wide. In 1937 the red dot became another trade mark. In 2005 the present owners of “Sinalco”, Sinalco International and their German subsidiary Deutsche Sinalco GmbH Markengetränke & Co. KG with their head office in Duisburg, celebrated the centenary of the oldest soft drink label in Europe with numerous events. Throughout Germany a truck-trailer combination was used for PR and publicity purposes. The versatile tractor used, a heavy conventional cab-behind-engine truck was originally designed for heavy-duty haulage. According to requirements, it can be equipped with various types of powerful engines from 400 hp upwards.





## Benötigte Farben/Used Colors

Benötigte Farben Required colours	Peintures nécessaires Benodigde kleuren	Pinturas necesarias Tintas necessárias	Colori necessari Använda färger	Tarvitavat värit Du trenger følgende farger	Nødvendige farger Необходимые краски	Potrzebne kolory Απαιτούμενα χρώματα	Gerekli renkler Potřebné barvy	Szükséges színek Potrebne barve
<b>A</b> schwarz, seidenmatt 302 black, silky-matt noir, satiné mat zwart, zijdemat negro, mate seda preto, fosco sedoso nero, opaco seta svart, sidenmatt musta, silkinhimmeä sort, silkematt черный, шелковисто-матовый czarny, jedwabisto-matowy μαύρο, μεταξωτό ματ siyah, ipek mat černá, hedvábně matná fekete, selyemmatt črna, svila mat	<b>B</b> aluminium, metallic 99 aluminium, metallic aluminium, métallique aluminium, metallic aluminio, metalizado aluminio, metálico alluminio, metalico aluminium, metallic aluminium, metallic alumiini, metallihiillo aluminium, metallak aluminium, metallic алюминиевый, металл aluminium, metalliczny αλουμινίου, μεταλλικό aluminium, metalik hliniková, metaliza aluminium, metáll aluminium, metalik	<b>C</b> anthrazit, matt 9 anthracite grey, matt anthracite, mat antraciet, mat antracita, mate antraicite, fosco antracite, opaco antracit, matt antrasitti, himmeä koksgrå, mat antrasit, matt антрацит, матовый aluminium, metalliczny ανθρακί, ματ antrasit, mat antracit, matná antracit, matt tamno siva, mat	<b>D</b> grau, seidenmatt 378 grey, silky-matt gris, satiné mat grijs, zijdemat gris, mate seda cinzento, fosco sedoso grigio, opaco seta grå, sidenmatt harmaa, silkinhimmeä grå, silkematt grå, silkematt серый, шелковисто-матовый antracyt, jedwabisto-matowy γκρι, μεταξωτό ματ grí, ipek mat šedá, hedvábně matná szürke, selyemmatt siva, svila mat	<b>E</b> feuerrot, seidenmatt 330 fiery red, silky-matt rouge feu, satiné mat rood helder, zijdemat rojo fuego, mate seda vermelho vivo, fosco sedoso rosso fuoco, opaco seta eldröd, sidenmatt lulipunainen, silkinhimmeä ildröd, silkematt ildröd, silkematt огненно-красный, шелк.-матовый czerwony ognisty, jedwabisto-matowy κόκκινο φωτιάς, μεταξωτό ματ ateş kırmızısı, ipek mat ohnivě červená, hedvábně matná tűzpiros, selyemmatt ogenj rdeča, svila mat	<b>F</b> silber, metallic 90 silver, metallic argent, métallique zilver, metallic plata, metalizado prata, metálico argento, metalico silver, metallic hopea, metallihiillo sølv, metallak sølv, metallic серебрястый, металл srebro, metaliczny ασήμι, μεταλλικό gümüş, metalik ezüst, metaliza srebrna, metalik			

**G**

rost, matt 83  
rust, matt  
rouille, mat  
roest, mat  
orin, mate  
ferrugem, fosco  
color ruggine, opaco  
rost, matt  
ruoste, himmeä  
rust, mat  
rust, matt  
ржавчина, матовый  
rdzawy, matowy  
χρώμα σκουριάς, ματ  
pas rengi, mat  
rezavá, matná  
rozsdá, matt  
rjava, mat

**H**

weiß, seidenmatt 301  
white, silky-matt  
blanc, satiné mat  
wit, zijdemat  
blanco, mate seda  
branco, fosco sedoso  
color ruggine, opaco  
vit, sidenmatt  
valkoinen, silkinhimmeä  
hvid, silkematt  
hvit, silkematt  
белый, шелковисто-матовый  
biały, jedwabisto-matowy  
λευκό, μεταξωτό ματ  
beyaz, ipek mat  
bílá, hedvábně matná  
fehér, selyemmatt  
bela, svila mat

**I**

orange, klar 730  
orange, clear  
orange, clair  
oranje, helder  
naranja, claro  
laranja, claro  
arancione, chiaro  
orange, klar  
oranssi, kirkas  
orange  
orange  
оранжевый  
pomarańczowy  
πορτοκαλί, διαυγές  
portakal, şeffaf  
oranžová, čirá  
narancs, áttetsző  
pomarandžasta, jasna

**J**

rot, klar 731  
red, clear  
rouge, clair  
rood, helder  
rojo, claro  
vermelho, claro  
rosso, chiaro  
röd, klar  
punainen, kirkas  
orange  
red  
red  
красный  
czerwien  
κόκκινο, διαυγές  
kırmızı, şeffaf  
červená, čirá  
piros, áttetsző  
rdeča, jasna

**K**

panzergrau, matt 78  
tank grey, matt  
gris blindé, mat  
pantsergrijs, mat  
plómizo, mate  
cinzento militar, fosco  
color carro armato, opaco  
pansargrå, matt  
panssarinharmaa, himmeä  
kampvogngrå, mat  
pansergrå, matt  
серый танк, матовый  
szary czołg., matowy  
πορτοκαλί, διαυγές  
kırmızı, şeffaf  
červená, čirá  
piros, áttetsző  
rdeča, jasna

**L**

gelb, glänzend 12  
yellow, gloss  
jaune, brillant  
geel, glansend  
amarillo, brillante  
amarelo, brilhante  
giallo, lucente  
gul, blank  
keltainen, kiiltävä  
gul, skinnende  
gul, blank  
желтый, блестящий  
żółty, błyszczący  
κίτρινο, γυαλιστερό  
sari, parlak  
žlutá, lesklá  
sárga, fényes  
rumena, bleskajoča

**M**

staubgrau, matt 77  
dust grey, matt  
gris poussière, mat  
stofgrijs, mat  
ceniciento, mate  
cinzento de pó, fosco  
grigio sabbia, opaco  
dammgrå, matt  
pölynharmaa, himmeä  
støvgrå, mat  
stevgrå, matt  
серый пыльный, матовый  
szary kurz, matowy  
χρώμα σκόνης, ματ  
toz grisi, mat  
prachové šedá, matná  
porszürke, matt  
prah siva, mat

**N**

weiß, matt 5  
white, matt  
blanc, mat  
wit, mat  
blanco, mate  
branco, fosco  
bianco, opaco  
vit, matt  
valkoinen, himmeä  
hvid, mat  
hvit, matt  
белый, матовый  
biały, matowy  
λευκό, ματ  
beyaz, mat  
bílá, matná  
fehér, matt  
bela, mat

**O**

schwarz, glänzend 7  
black, gloss  
noir, brillant  
zwart, glansend  
negro, brillante  
preto, brilhante  
nero, lucente  
svart, blank  
musta, kiiltävä  
sort, skinnende  
sort, blank  
черный, блестящий  
czarny, błyszczący  
μαύρο, γυαλιστερό  
černá, lesklá  
fekete, fényes  
črna, bleskajoča

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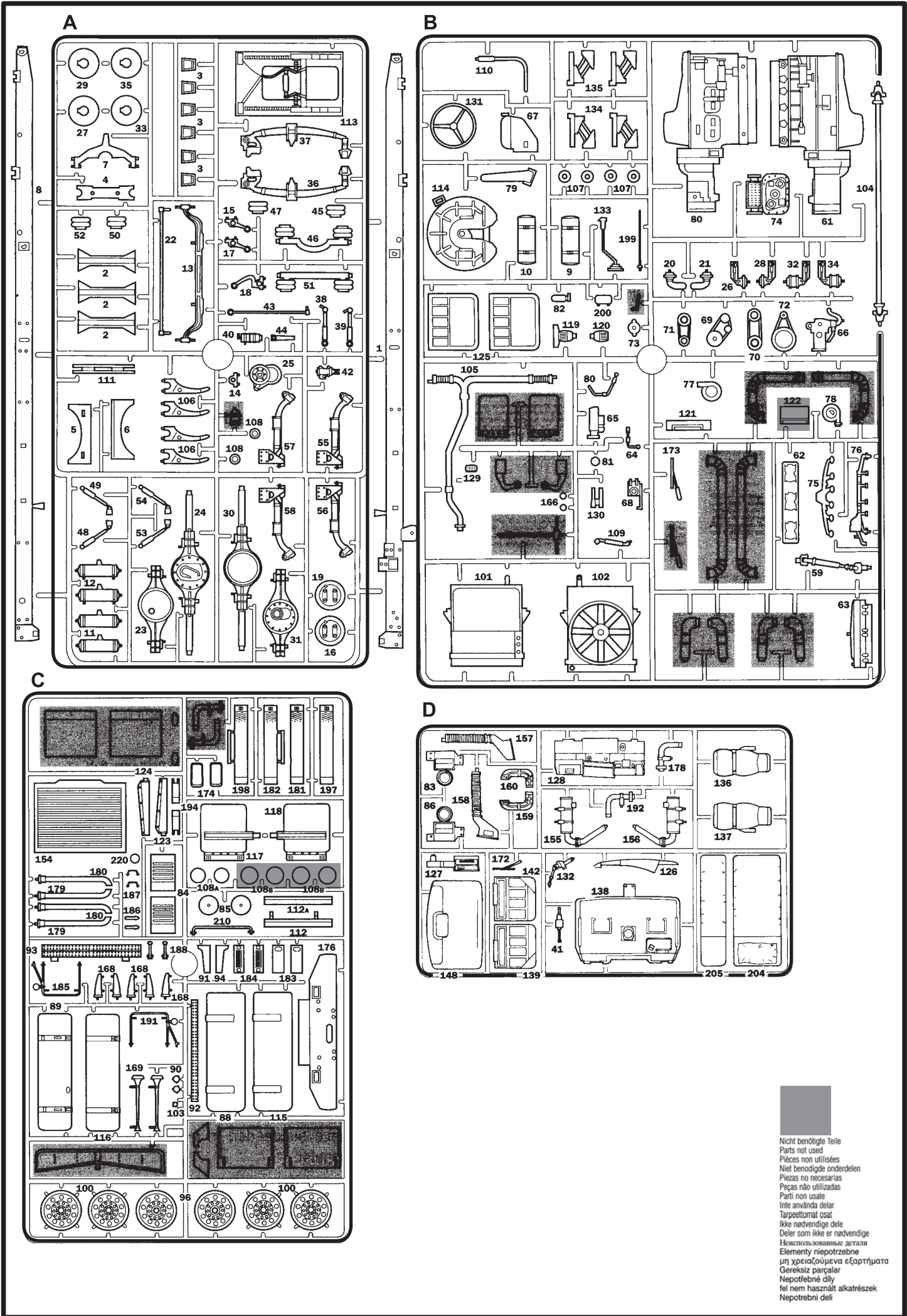
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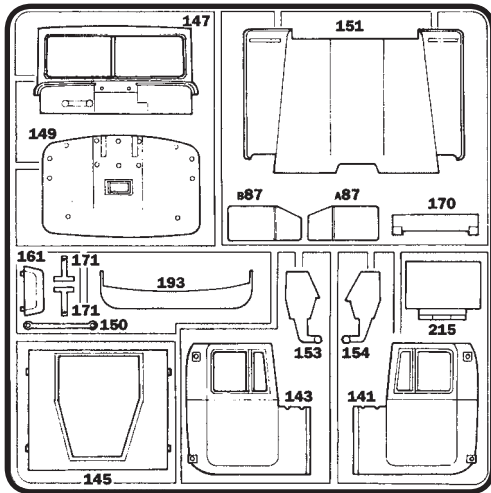
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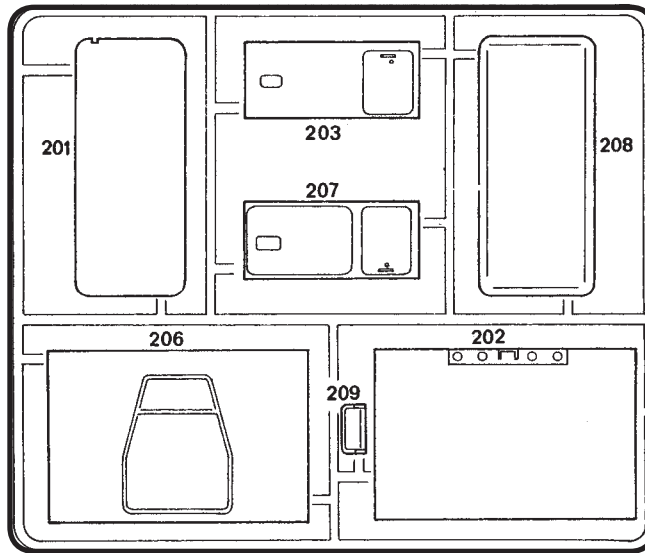


Nicht benötigte Teile  
 Parts not used  
 Pièces non utilisées  
 Niet benodigde onderdelen  
 Piezas no necesarias  
 Peças não utilizadas  
 Parti non usate  
 Iritte användas delar  
 Tarpoottomat osat  
 Ikke nødvendige dele  
 Deler som ikke er nødvendige  
 Нeиспользуемые детали  
 Elementy niepotrzebne  
 μη χρησιμοποιούμενα εξαρτήματα  
 Gereksiz parçalar  
 Nepotřebné díly  
 fel nem használt alkatrészek  
 Nepotrební deli

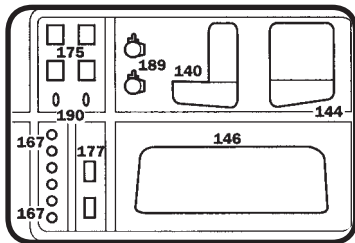
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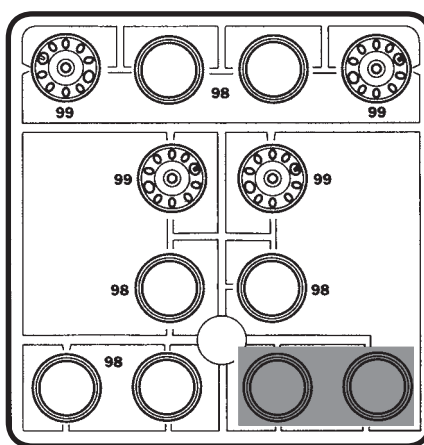
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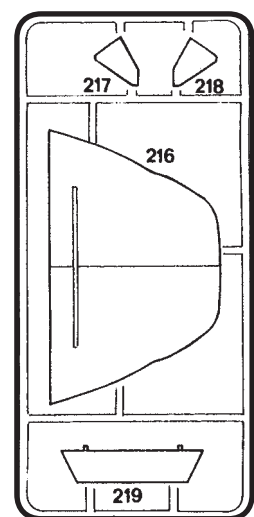
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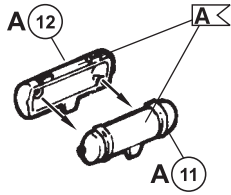
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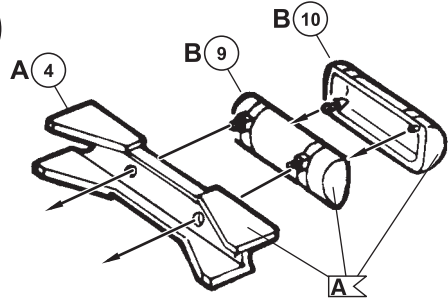
x10

Nicht benötigte Teile  
 Parts not used  
 Pièces non utilisées  
 Niet benodigde onderdelen  
 Piezas no necesarias  
 Peças não utilizadas  
 Parti non usate  
 Inte arvānda daļas  
 Tarpeettomat osat  
 Ikke nødvendige dele  
 Deleer som ikke er nødvendige  
 Неиспользуемые детали  
 Elementy niepotrzebne  
 μη χρειζούμενα εξαρτήματα  
 Gereksiz parçalar  
 Nepotrebné diely  
 fel nem használt alkatrészek  
 Nepotrební deli

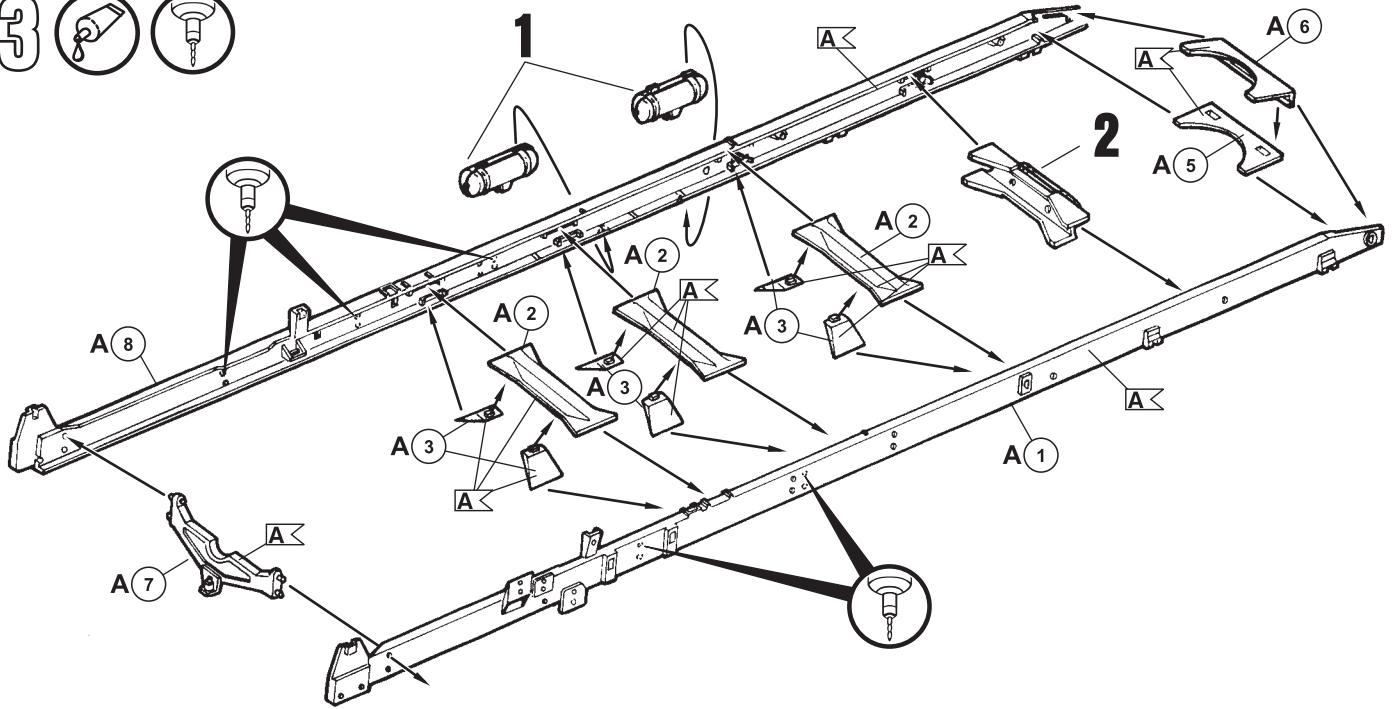
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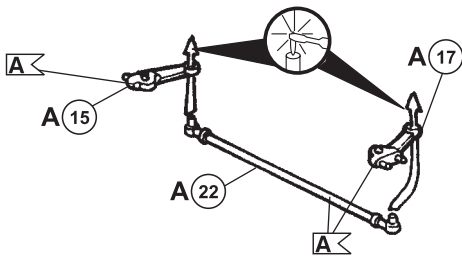
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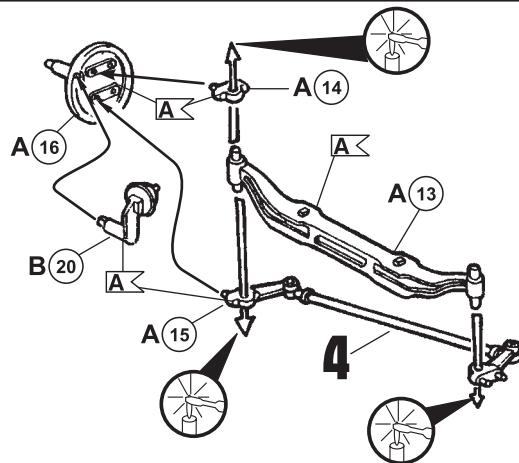
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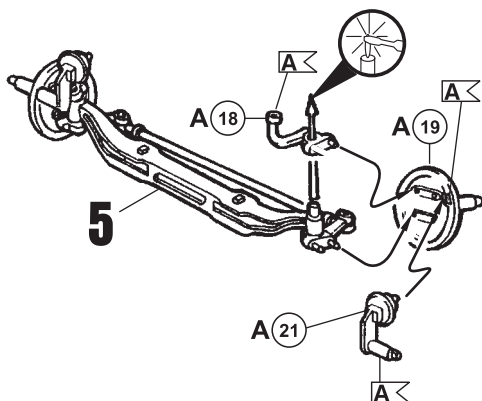
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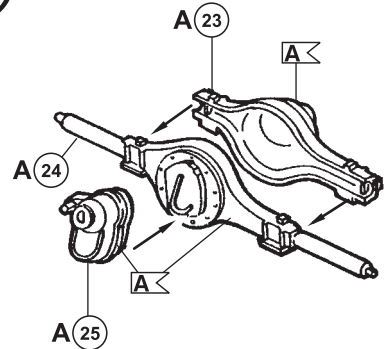
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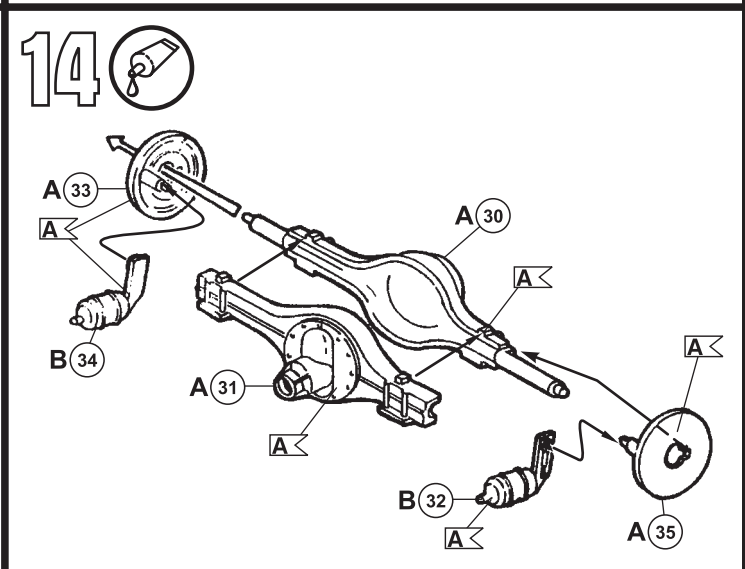
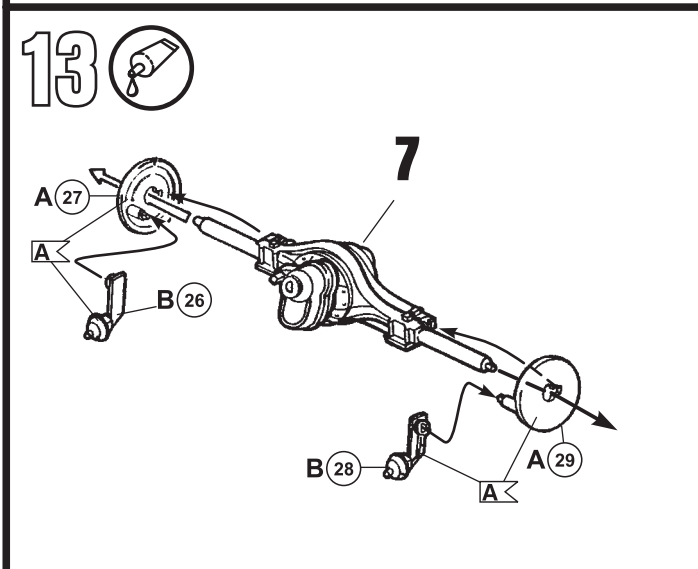
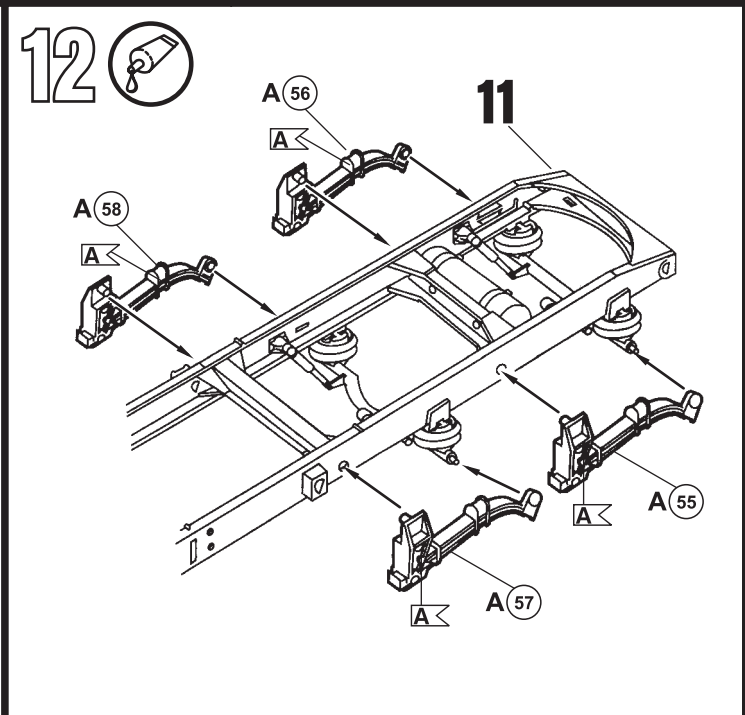
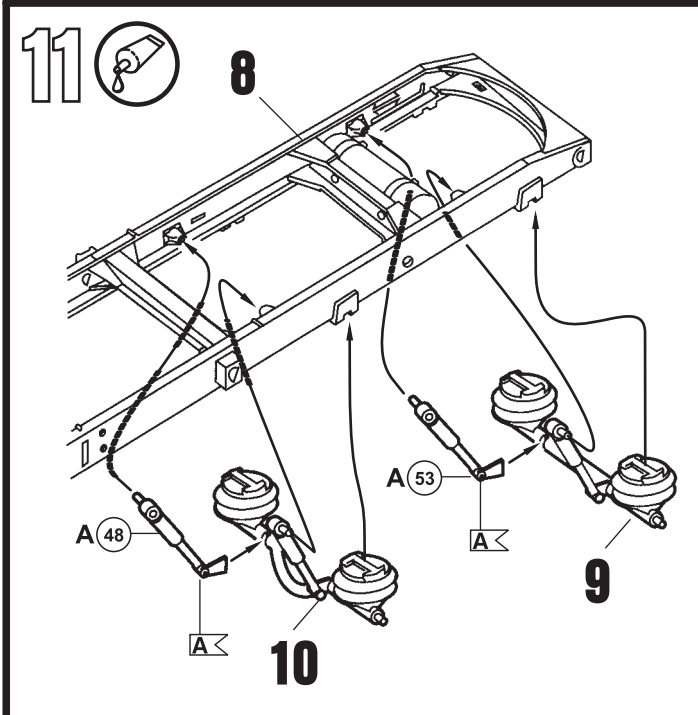
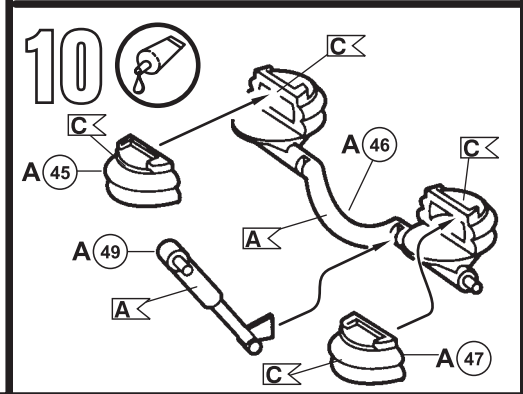
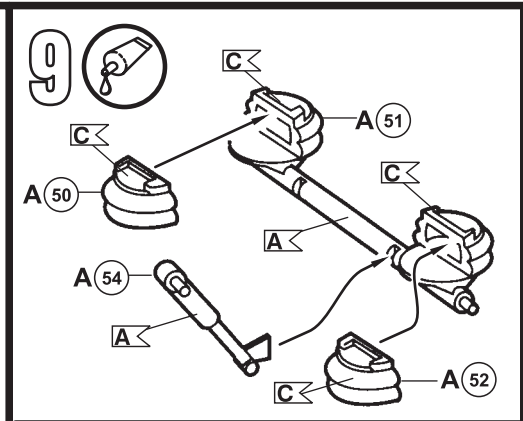
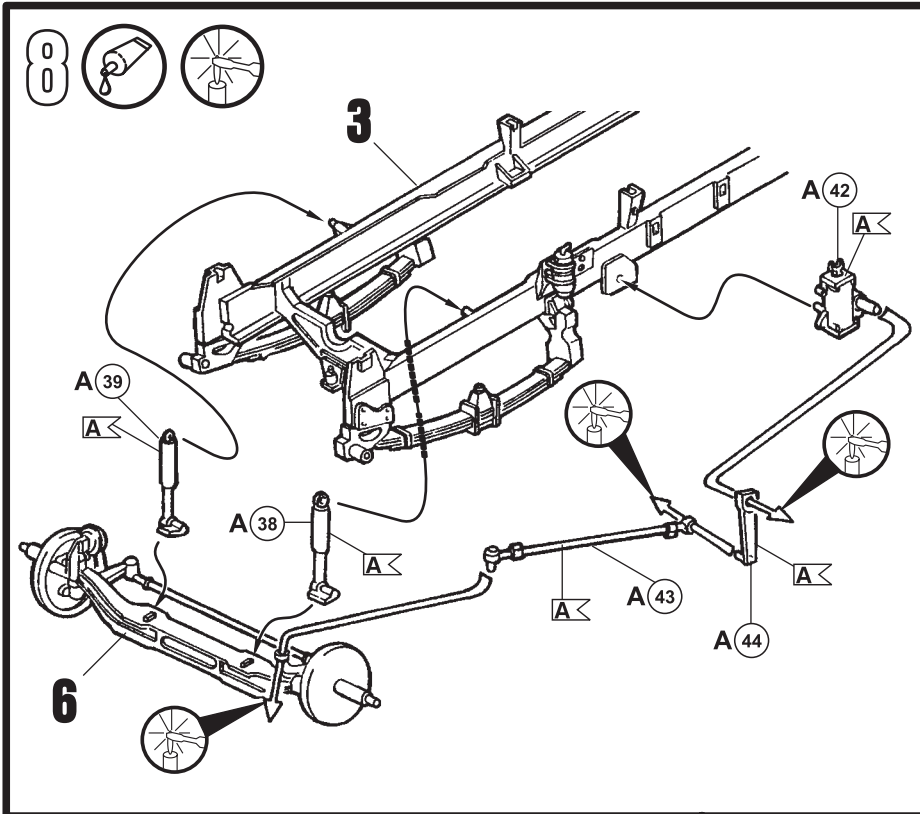


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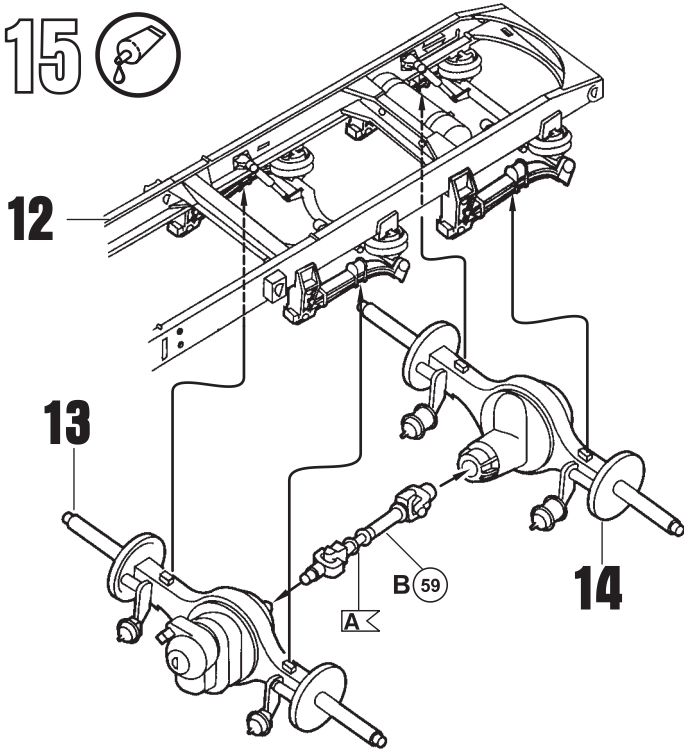
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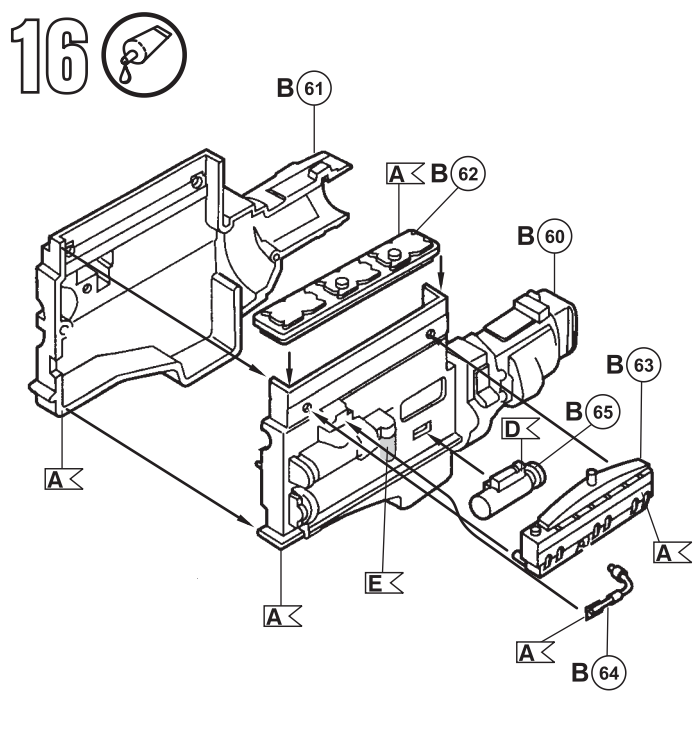




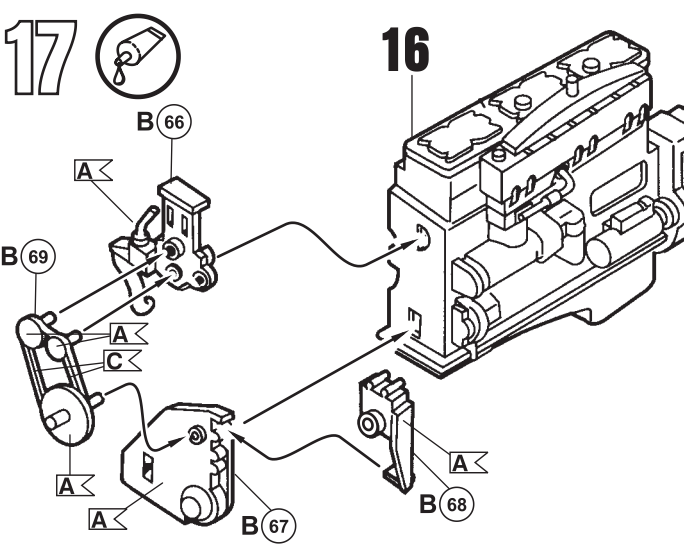
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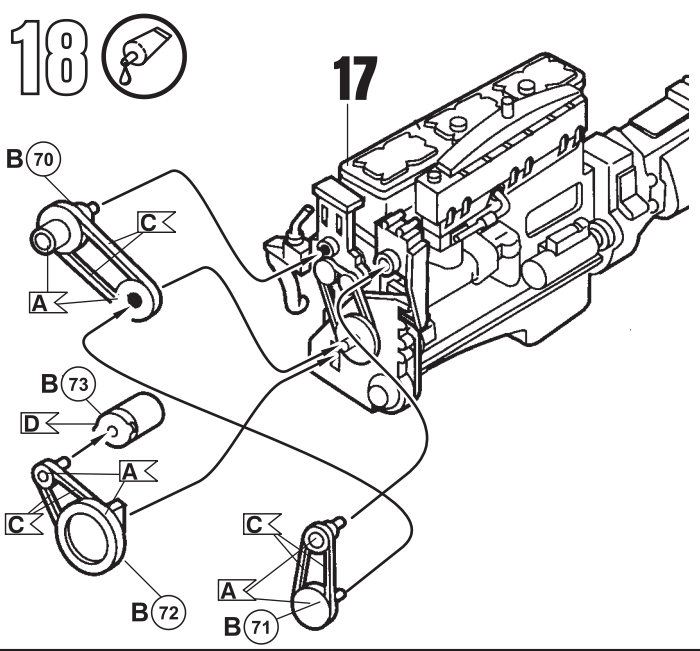
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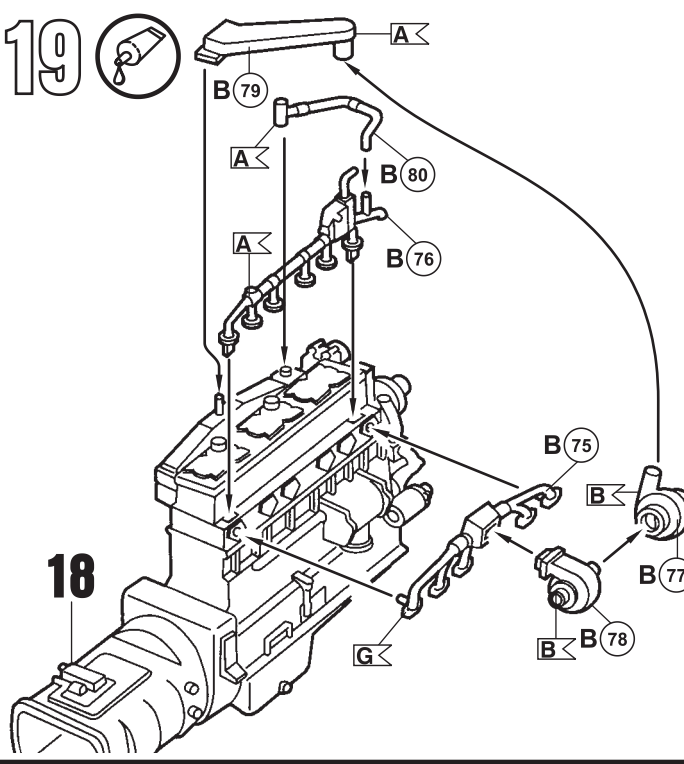
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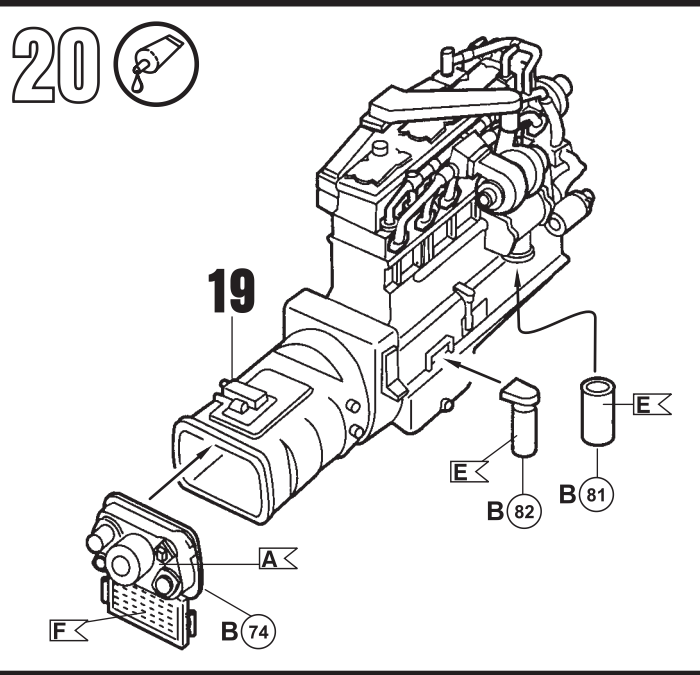
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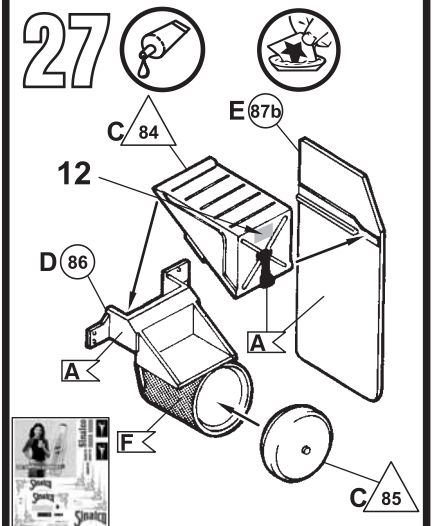
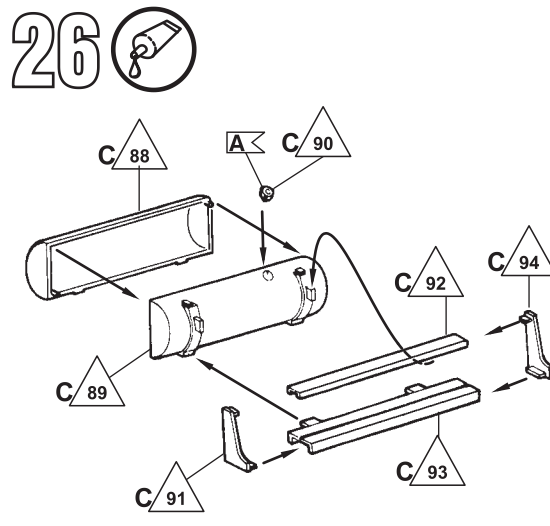
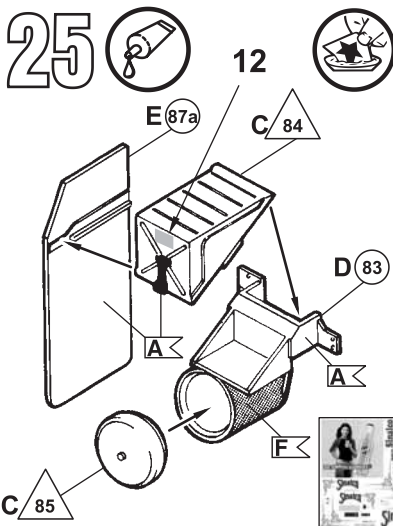
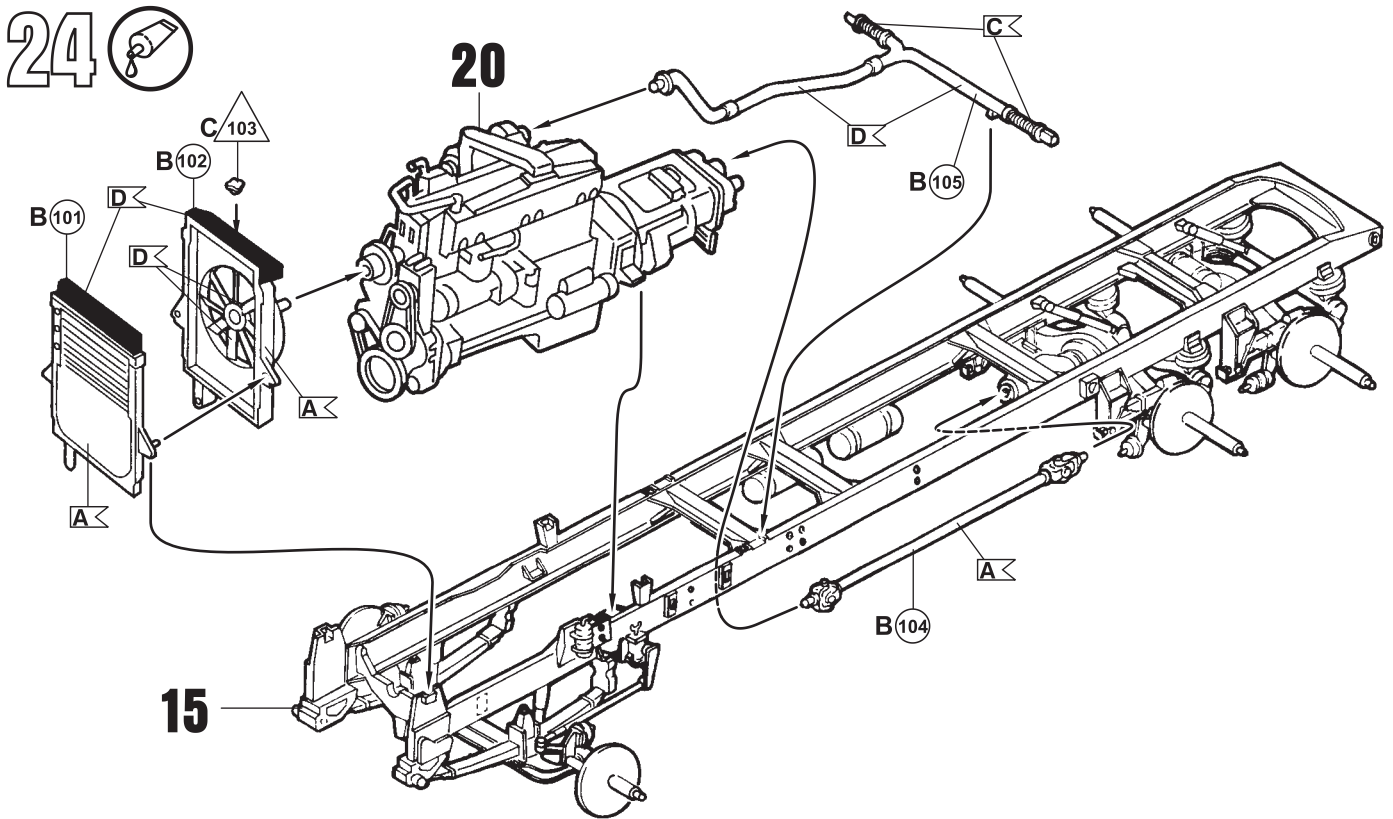
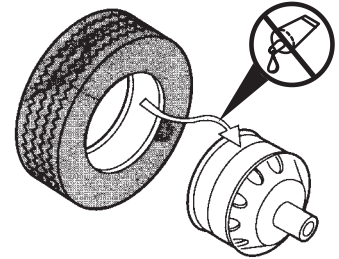
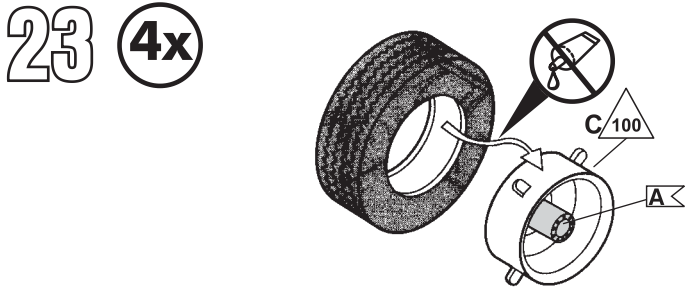
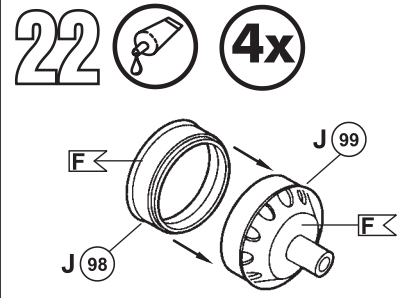
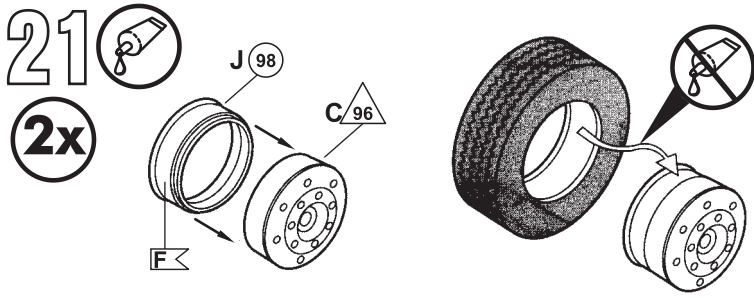


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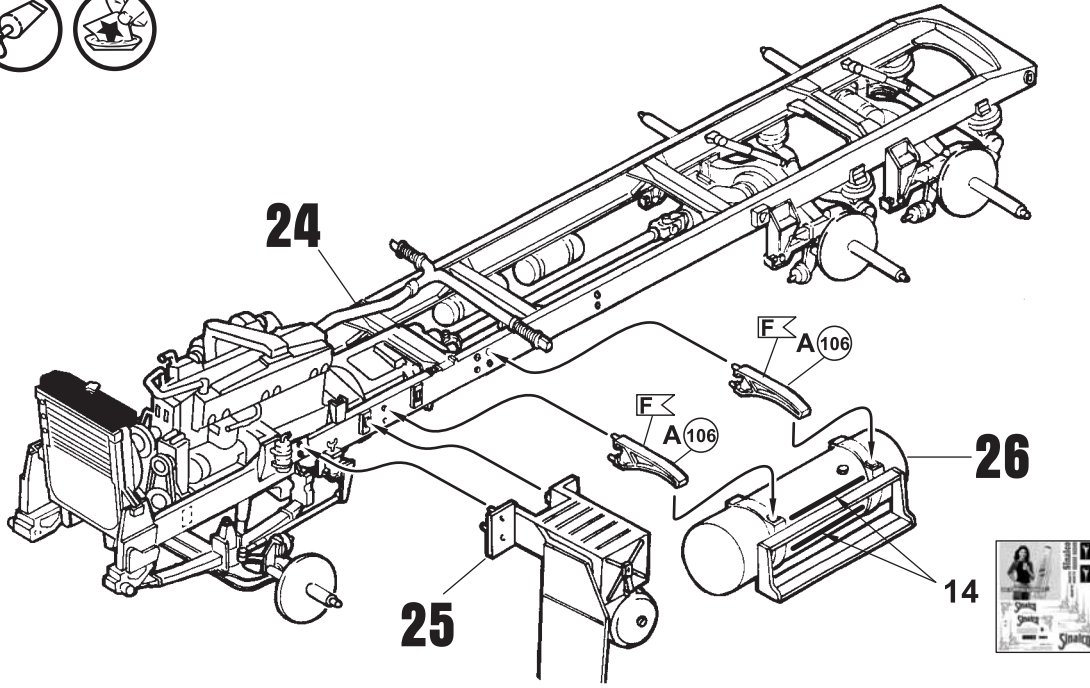


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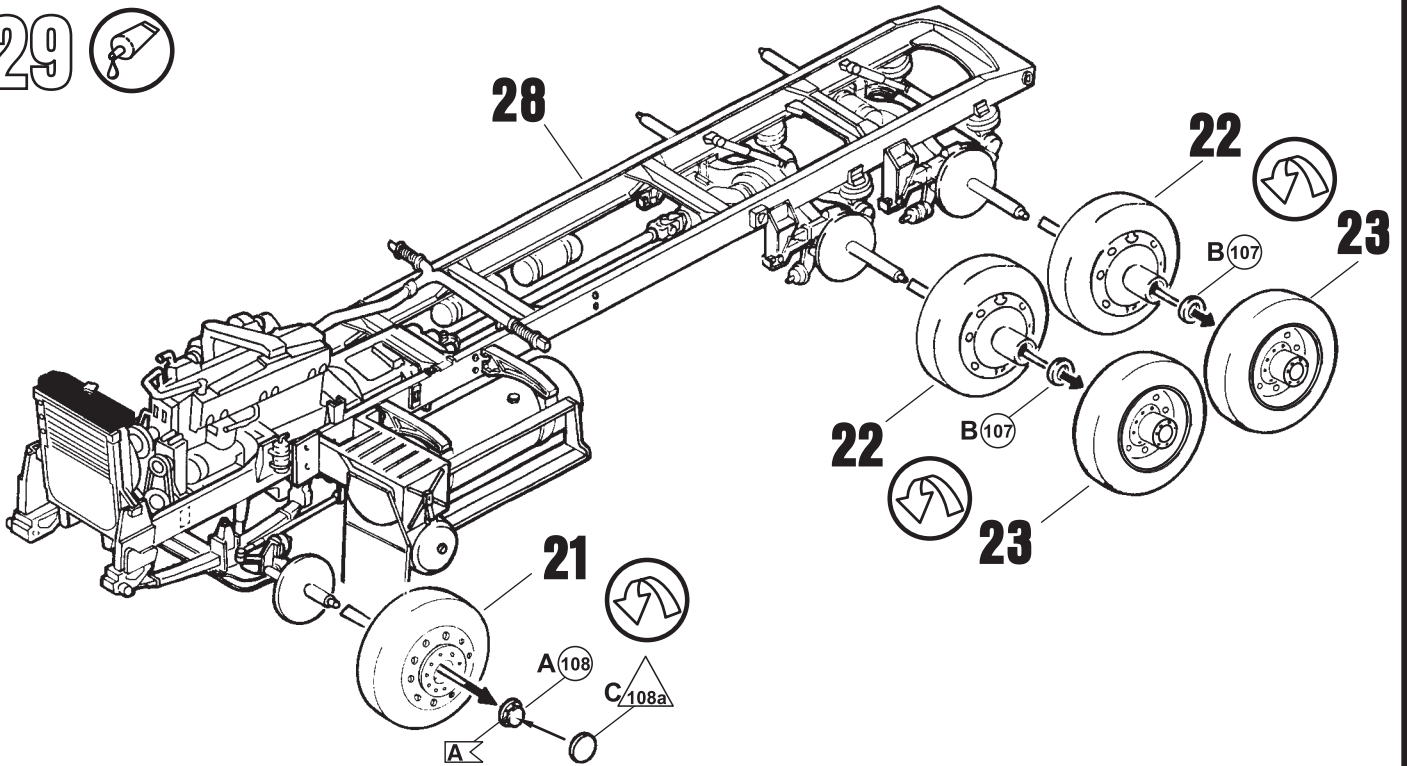




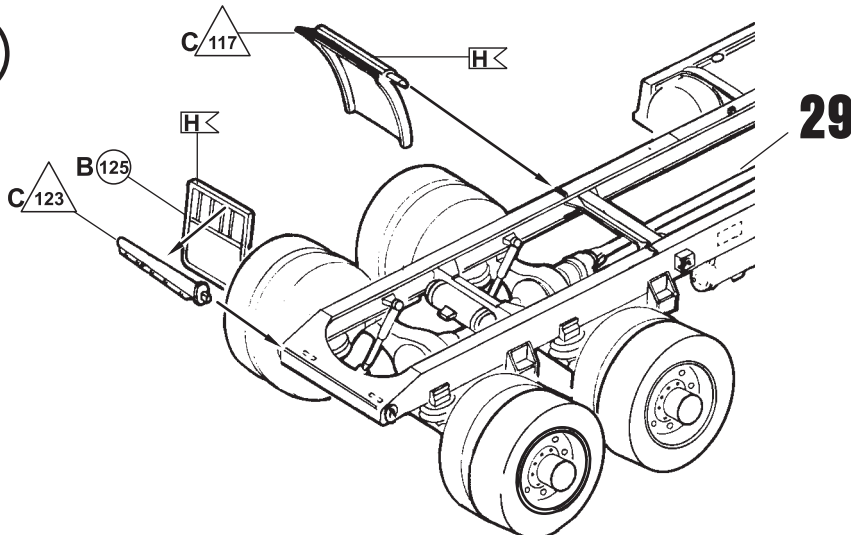
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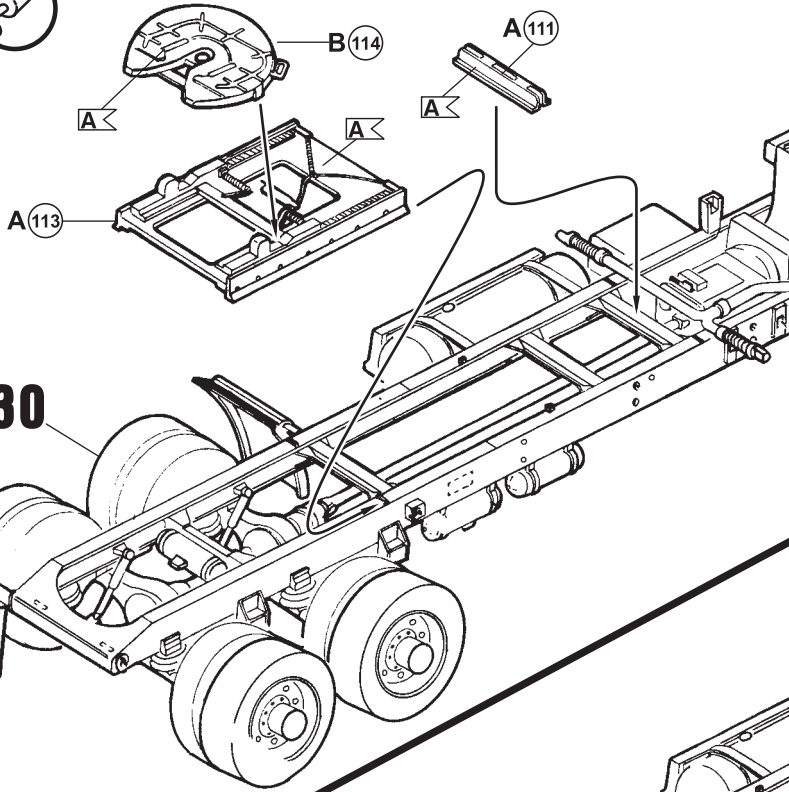
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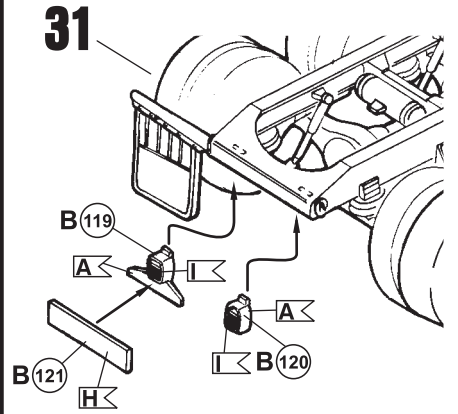
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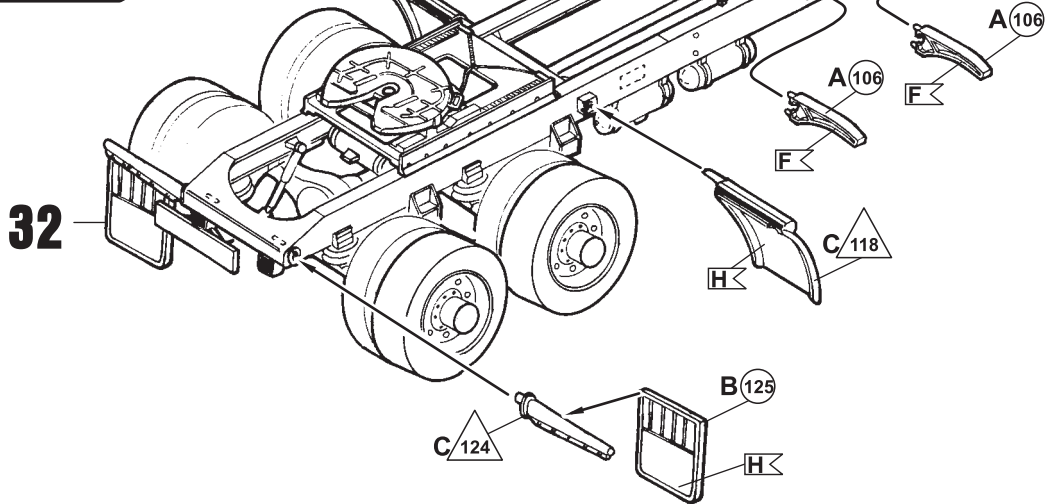
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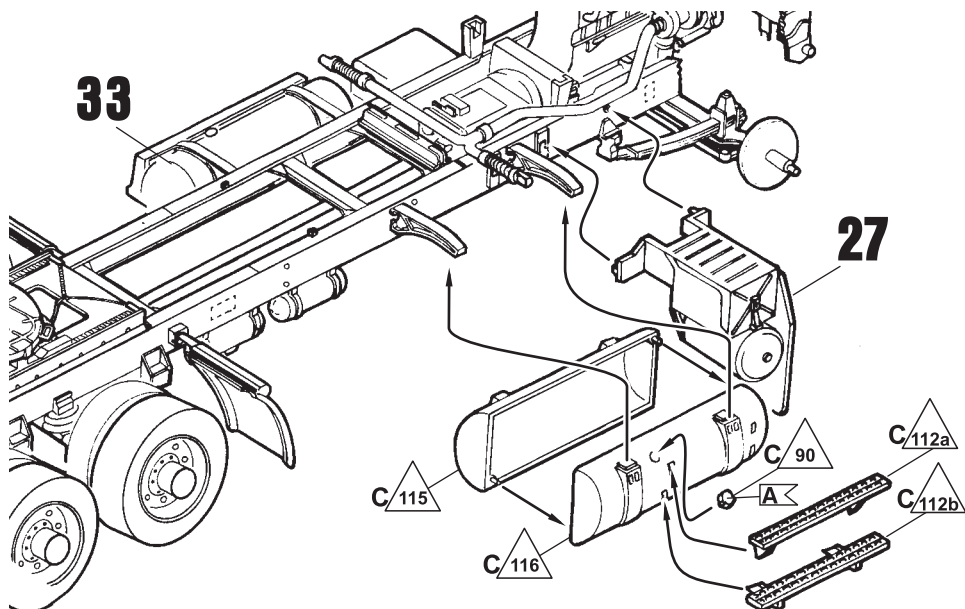
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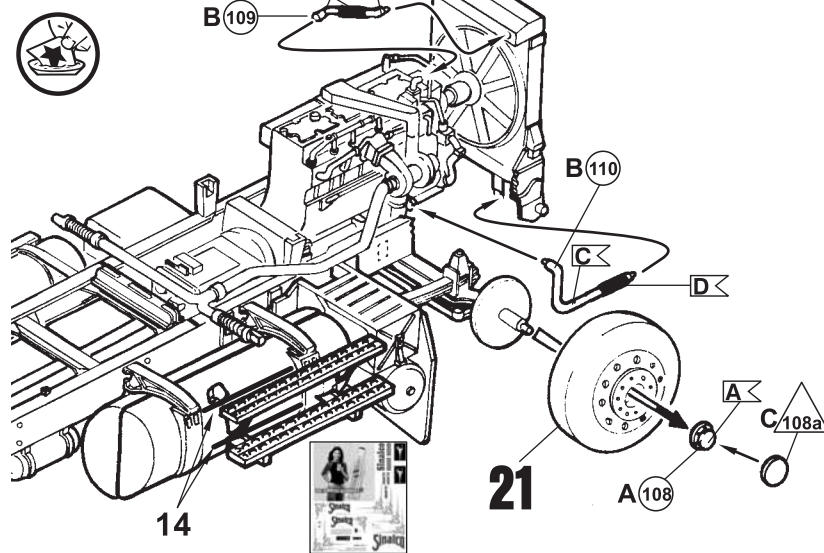
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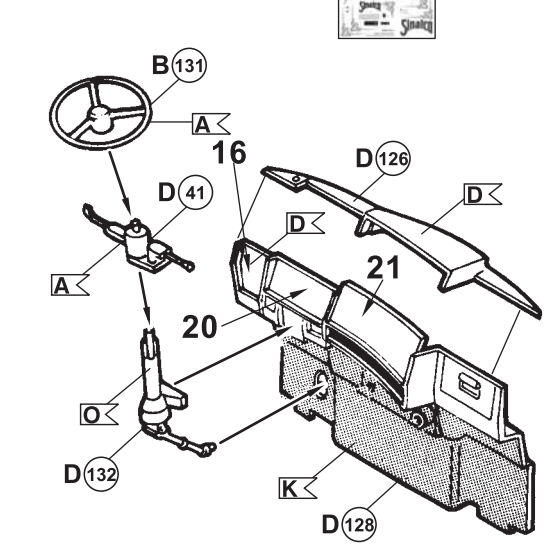
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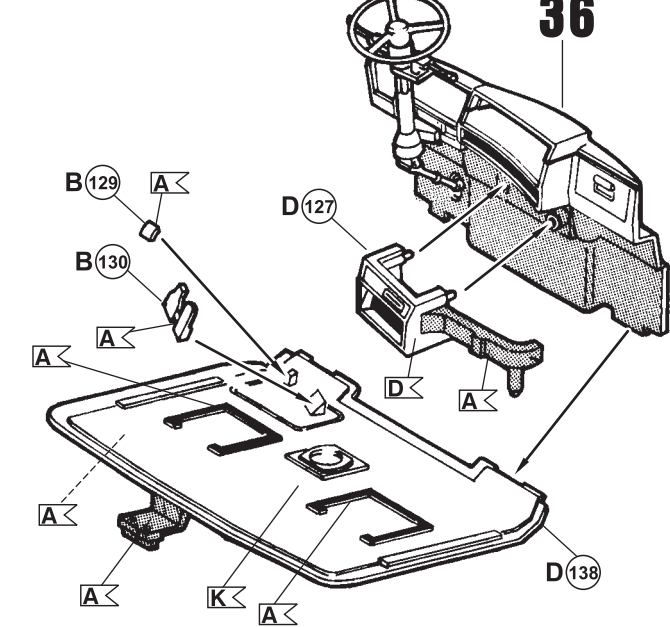
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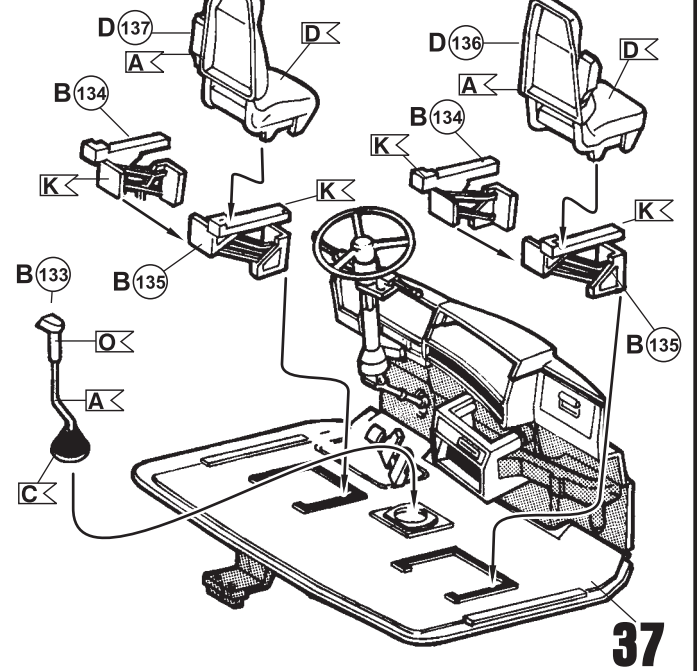
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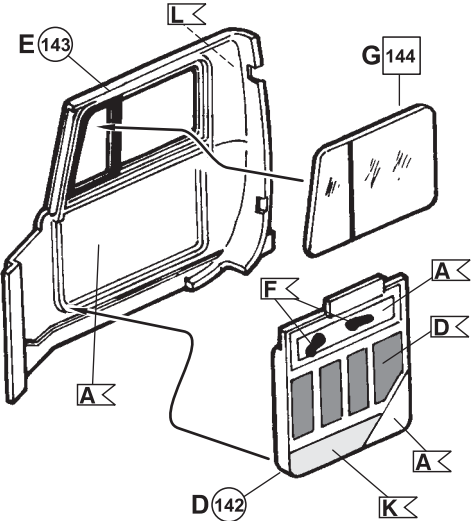
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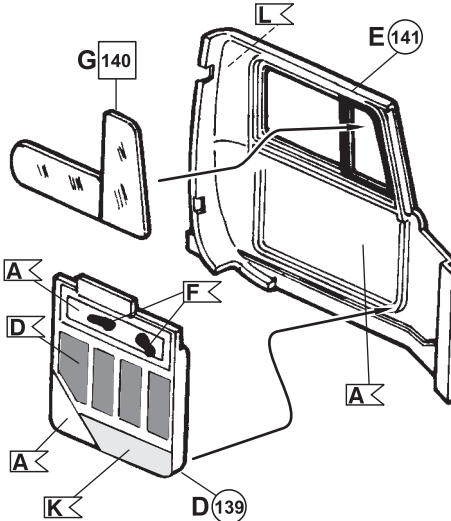
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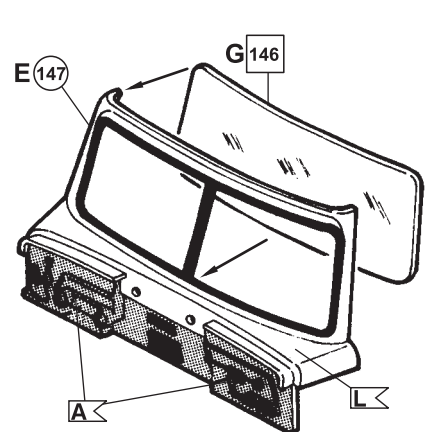
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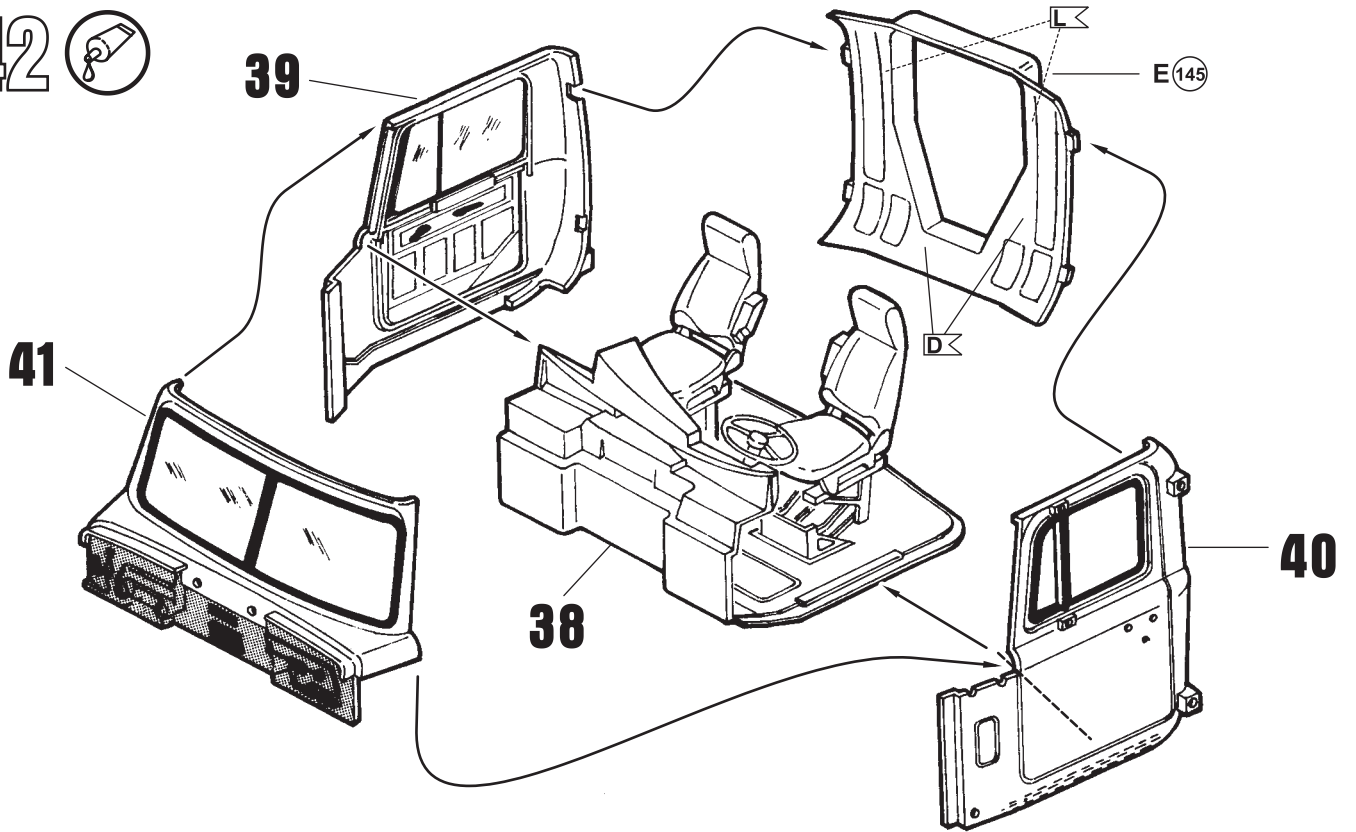
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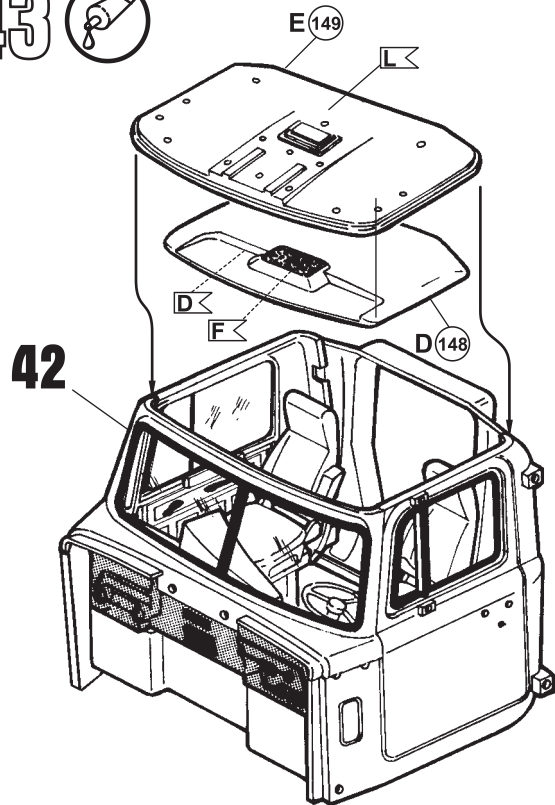
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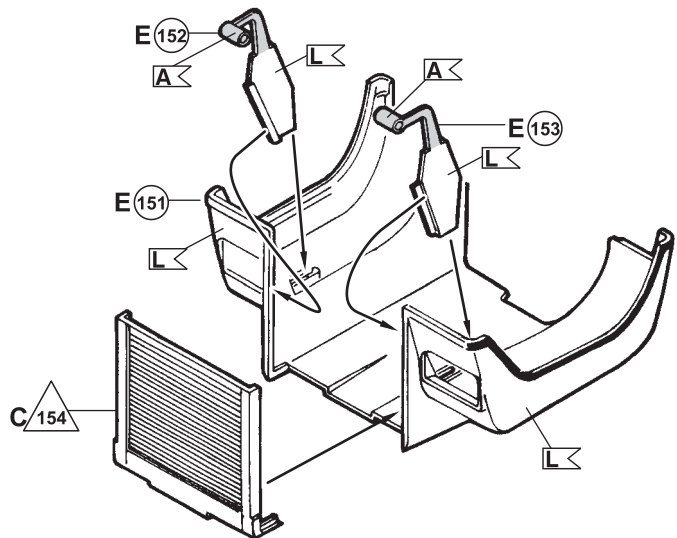
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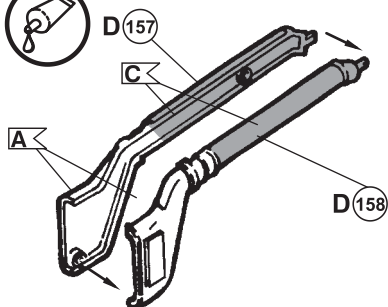
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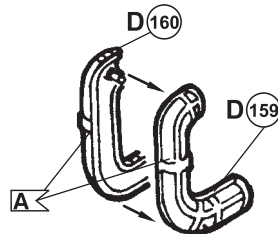
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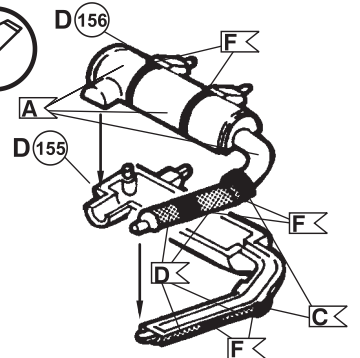
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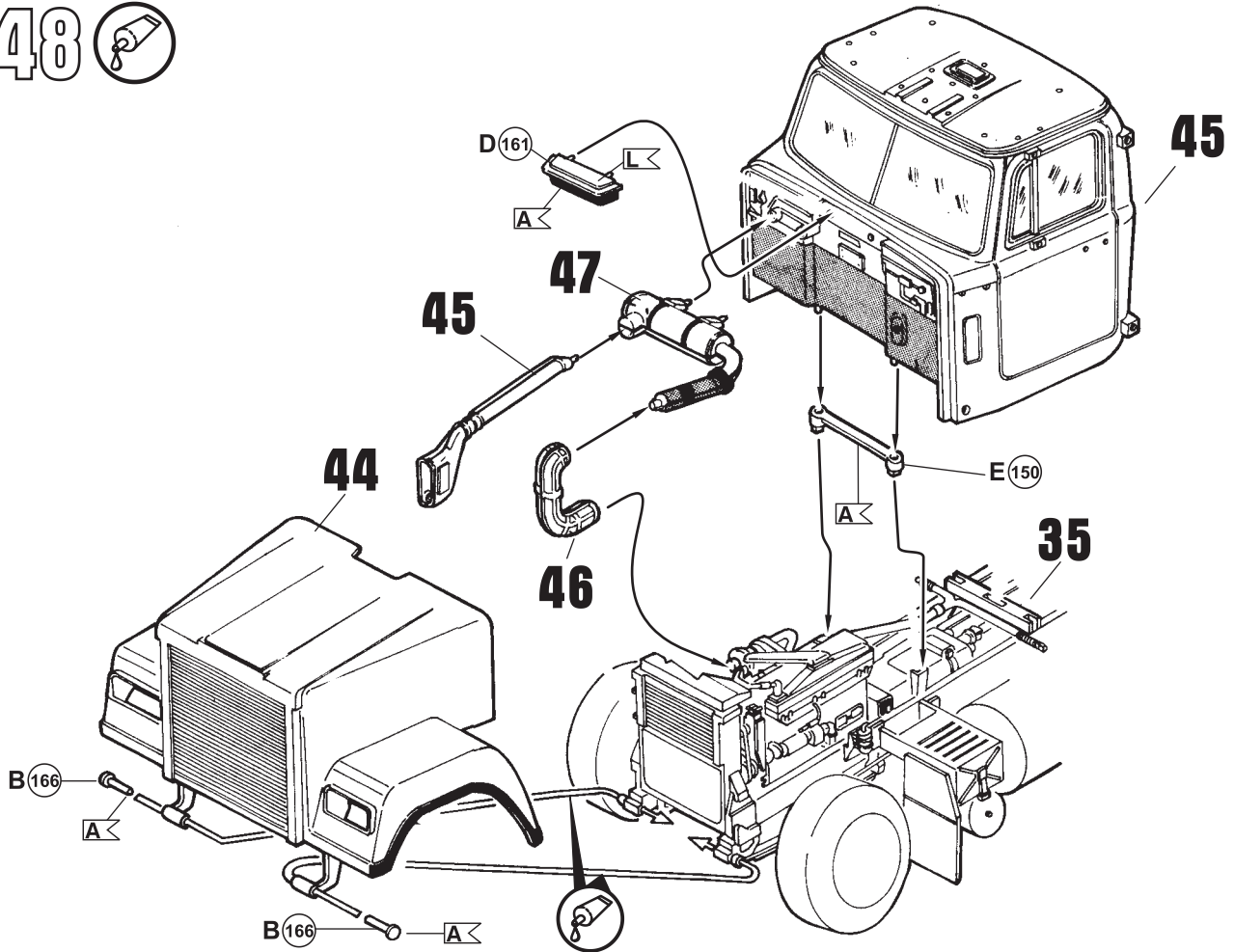
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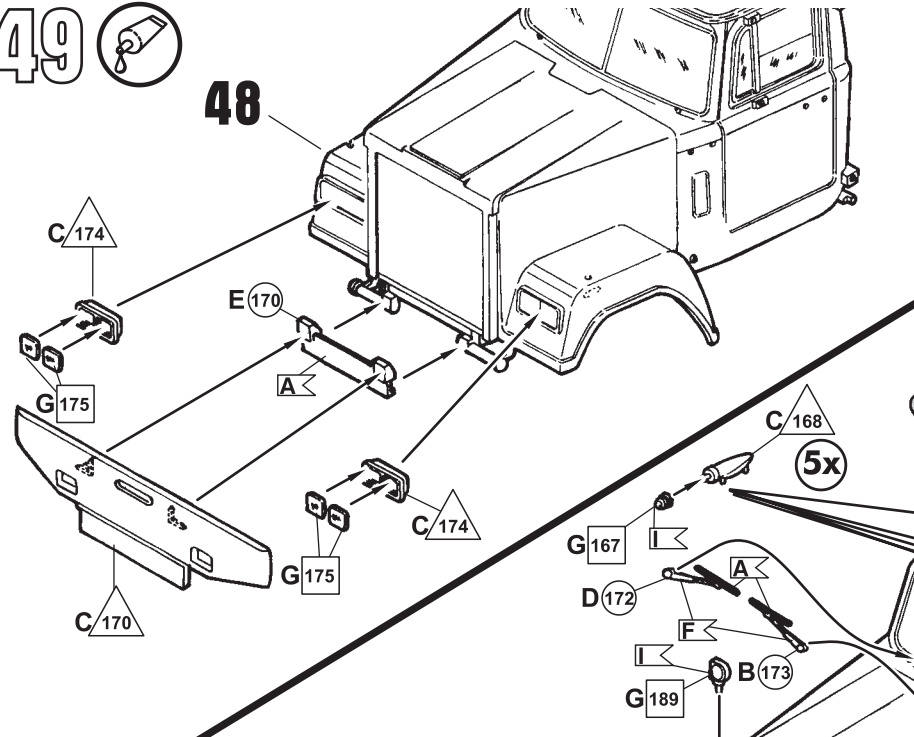
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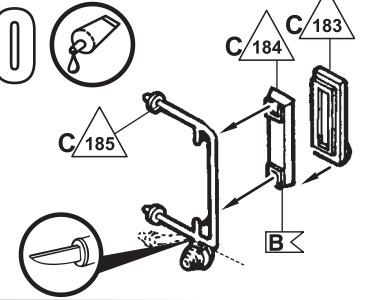
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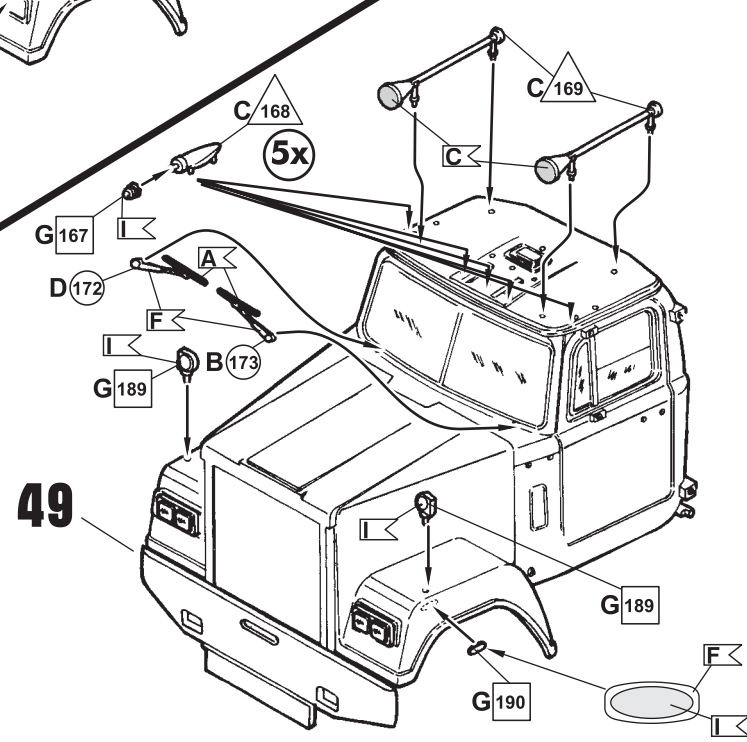
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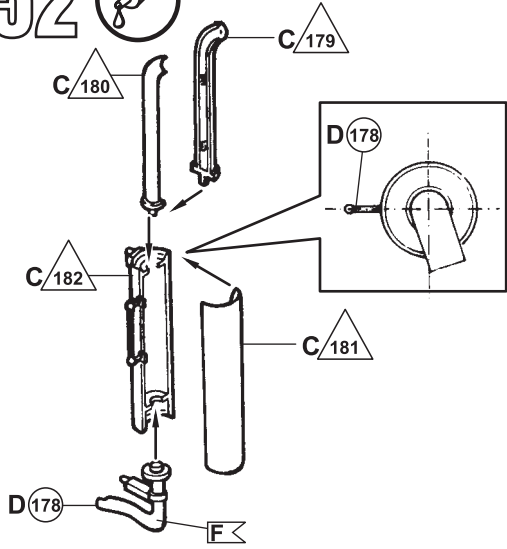
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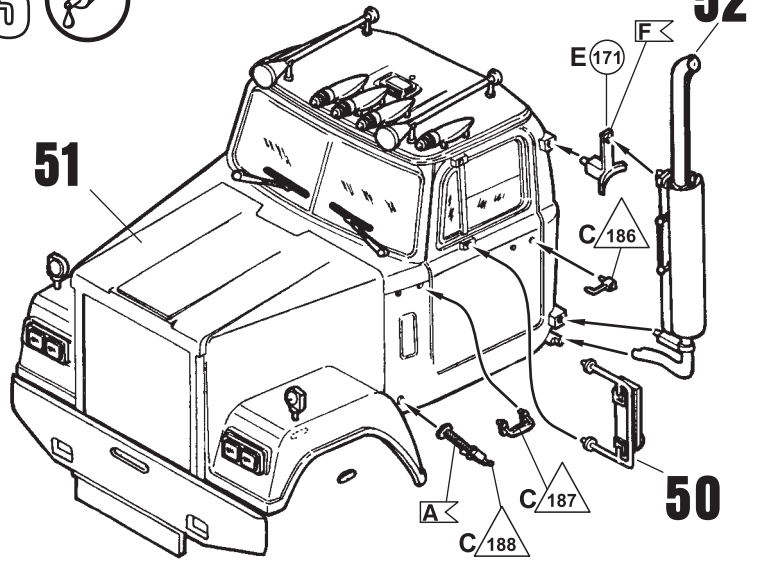
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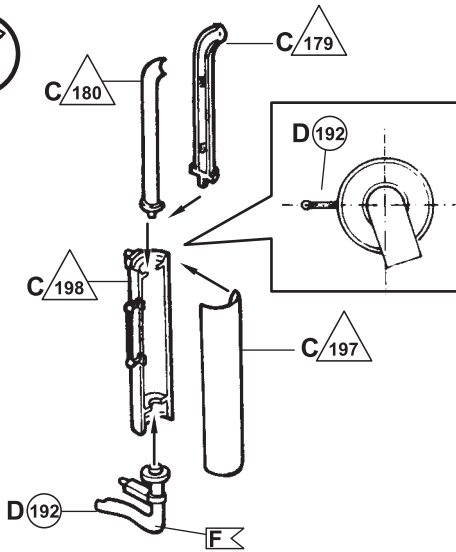
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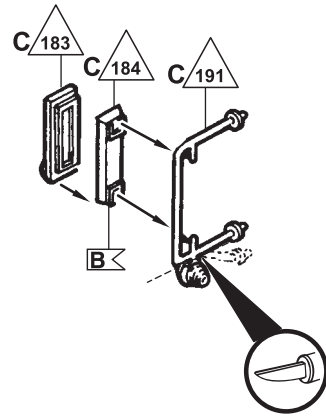
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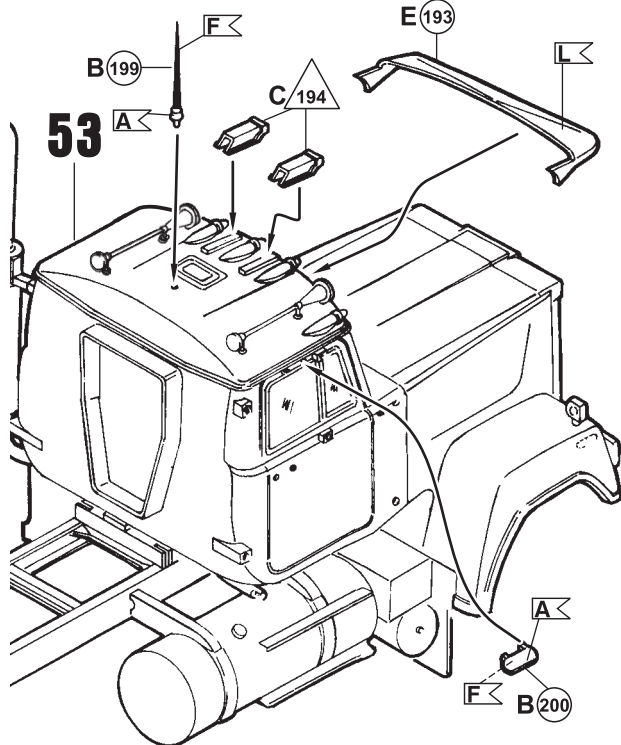
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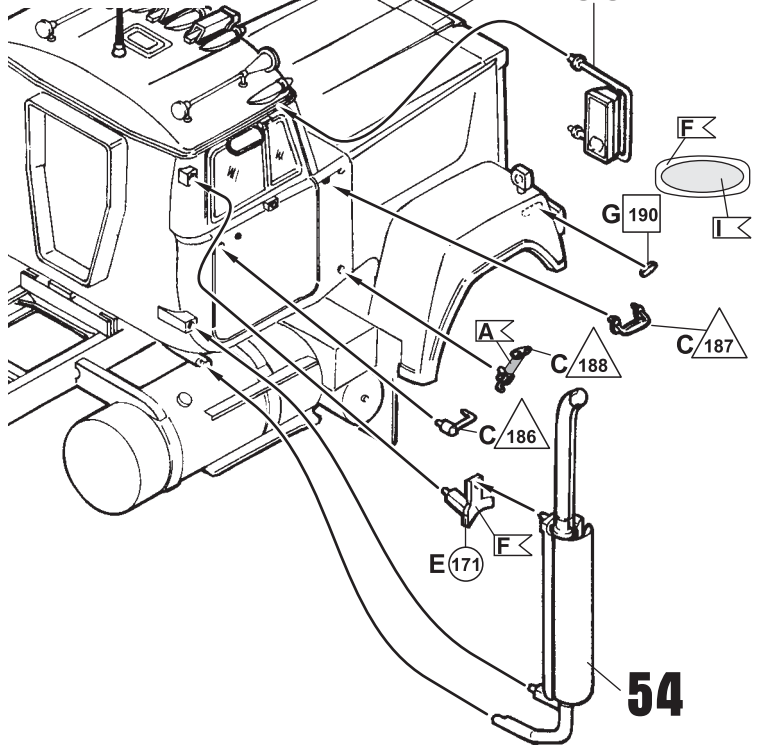
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56

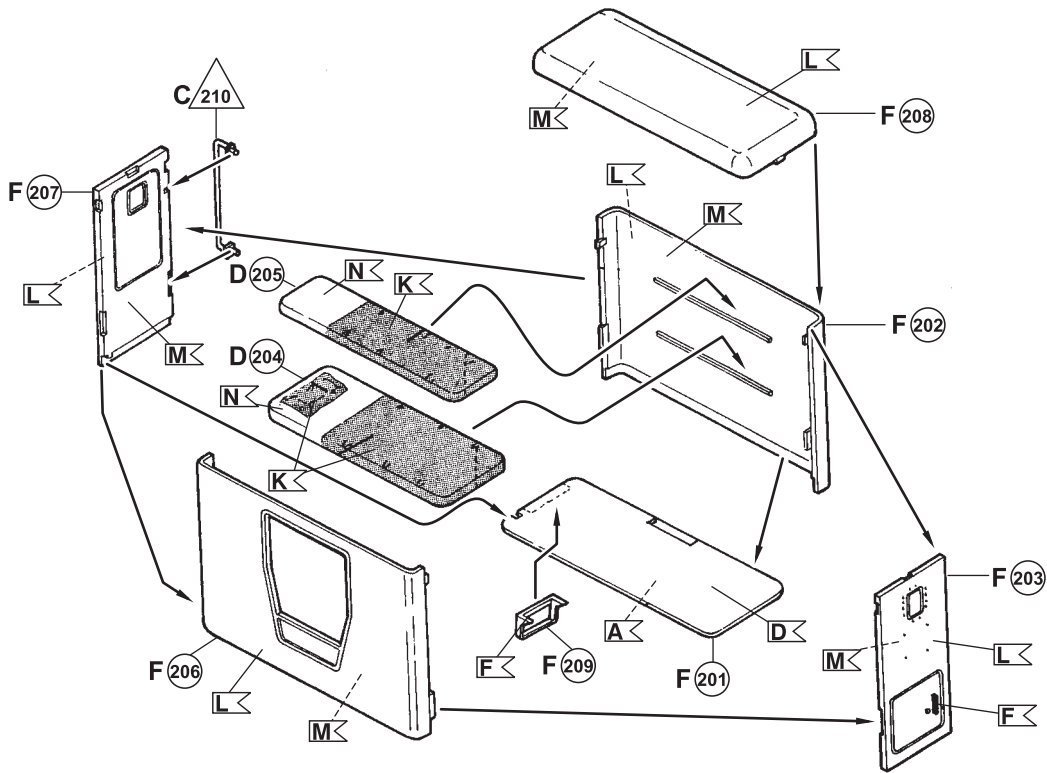


57

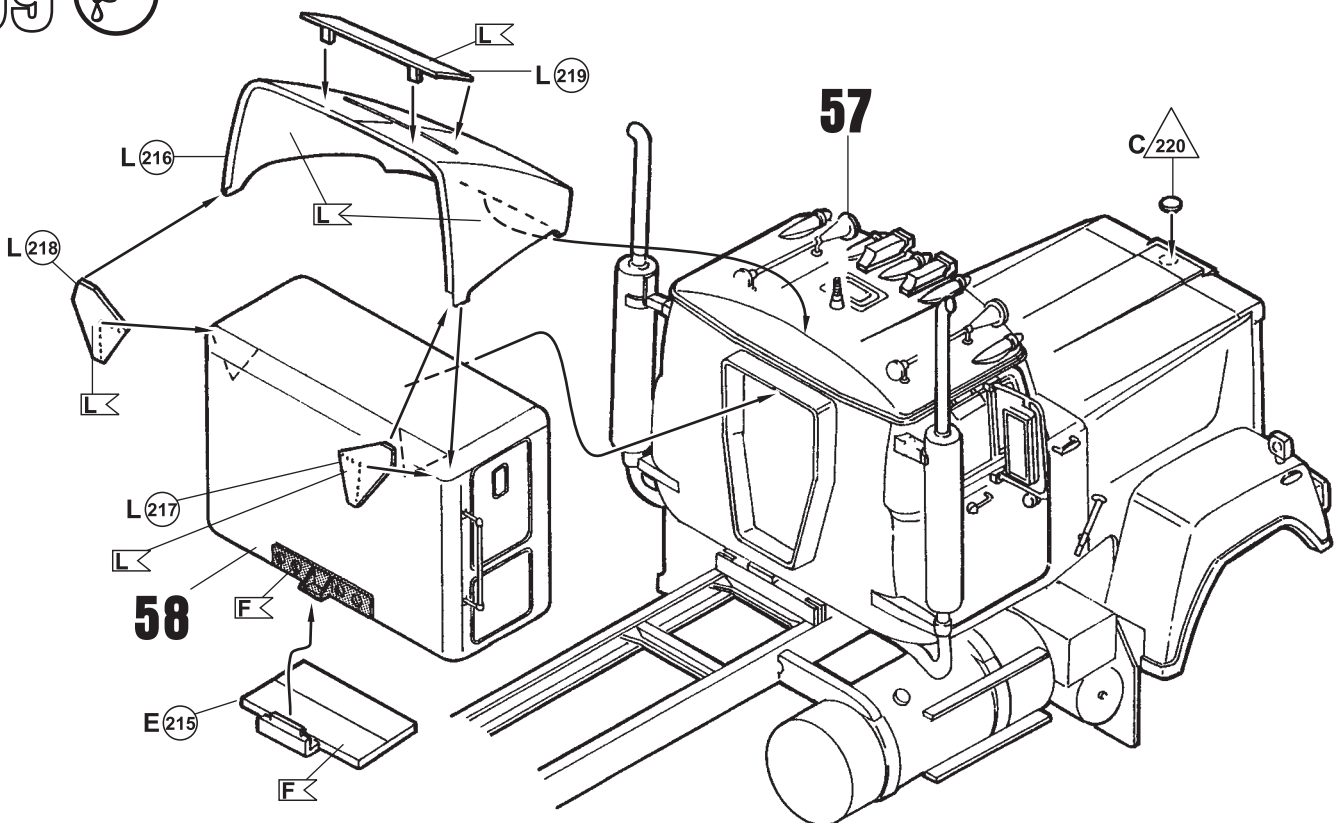




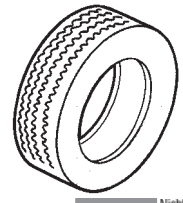
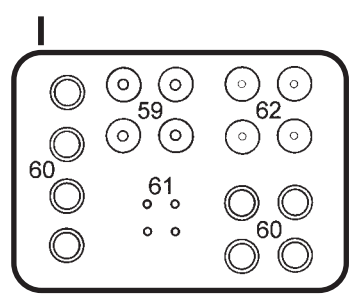
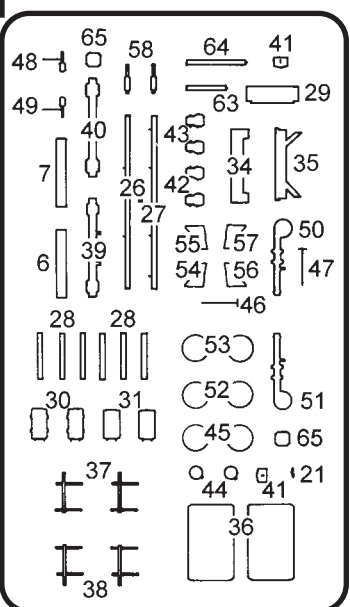
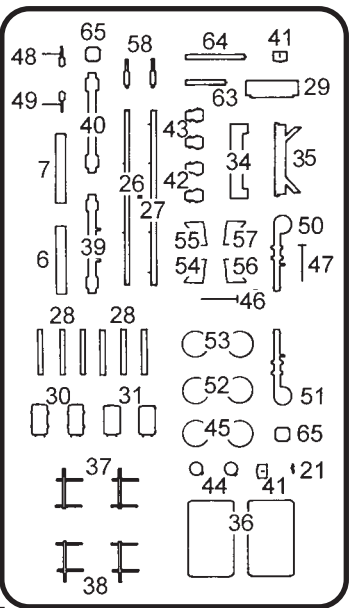
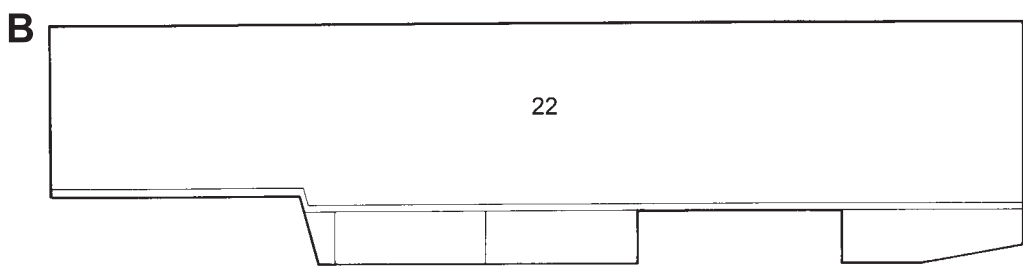
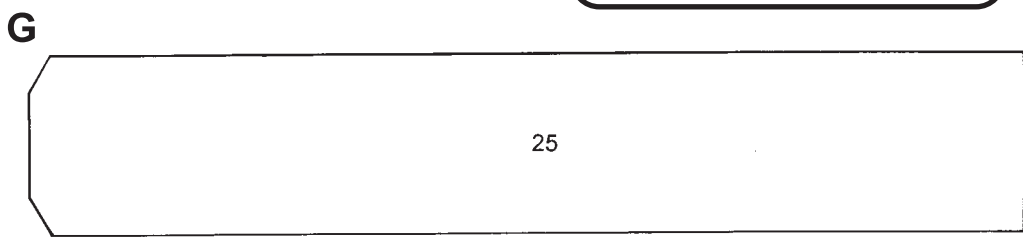
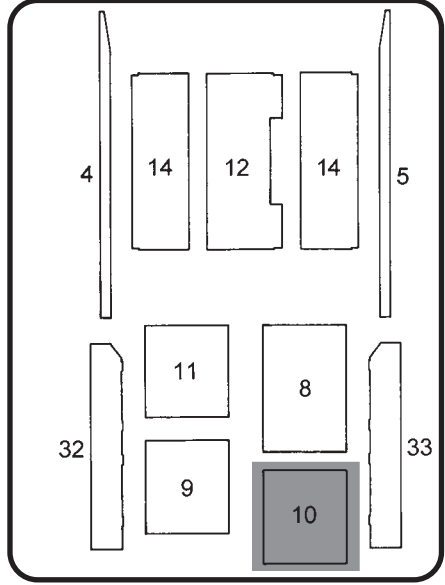
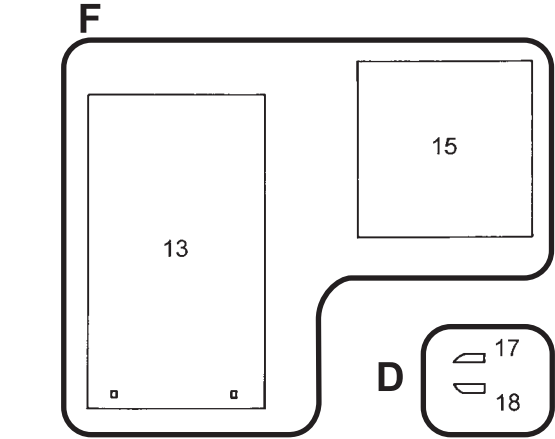
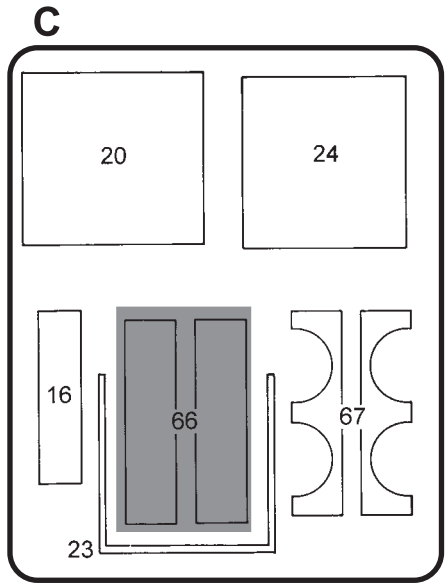
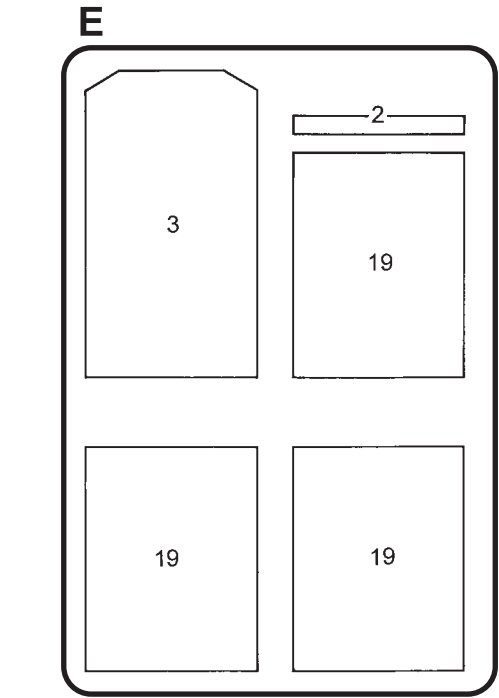
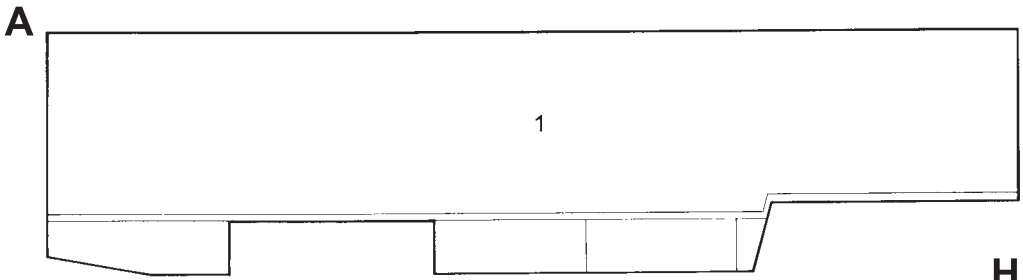
# 58



# 59



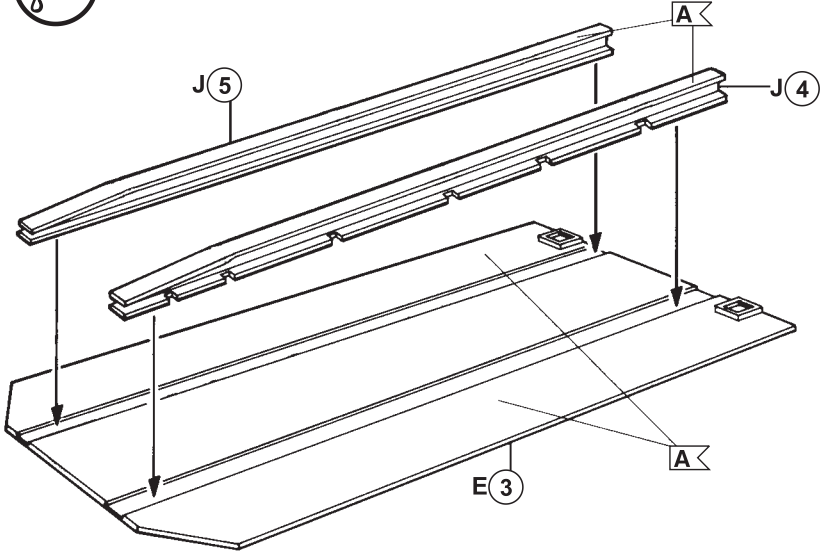
# 2. Trailer



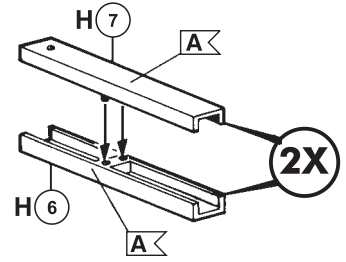
**8x**

Nicht benötigte Teile  
 Parts not used  
 Pièces non utilisées  
 Niet benodigde onderdelen  
 Peças não necessárias  
 Peças não utilizadas  
 Parti non usate  
 Inte använda delar  
 Tarpeettomat osat  
 Ikke nødvendige dele  
 Deler som ikke er nødvendige  
 Неиспользуемые детали  
 Elementy niepotrzebne  
 μη χρησιμοποιούμενα εξαρτήματα  
 Gereksiz parçalar  
 Nepotrebné diely  
 fél nem használt alkatrészek  
 Nepotrební deli

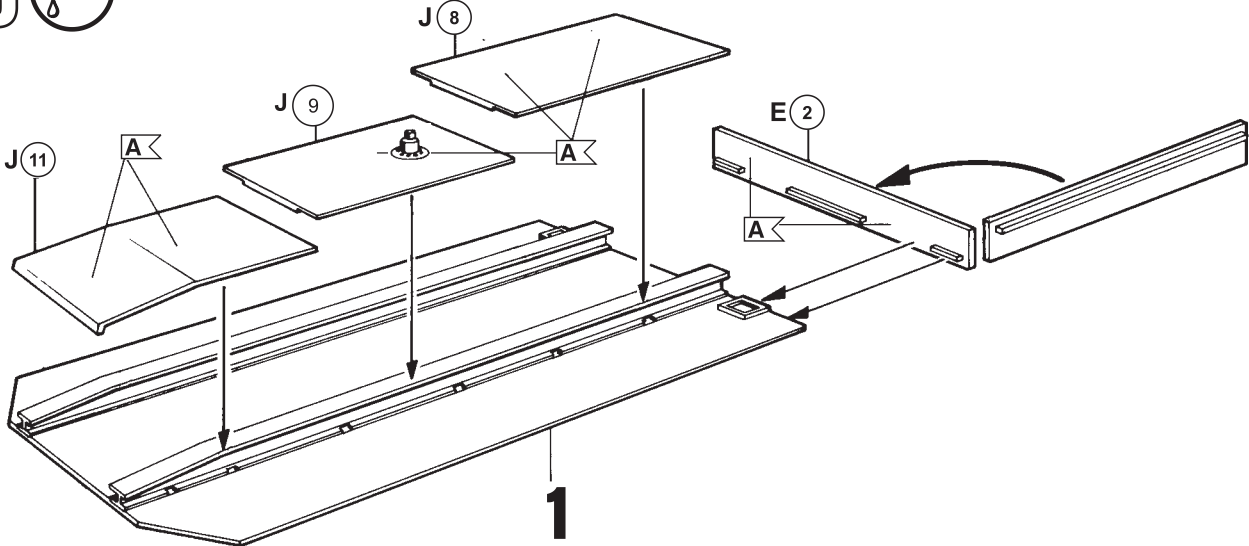
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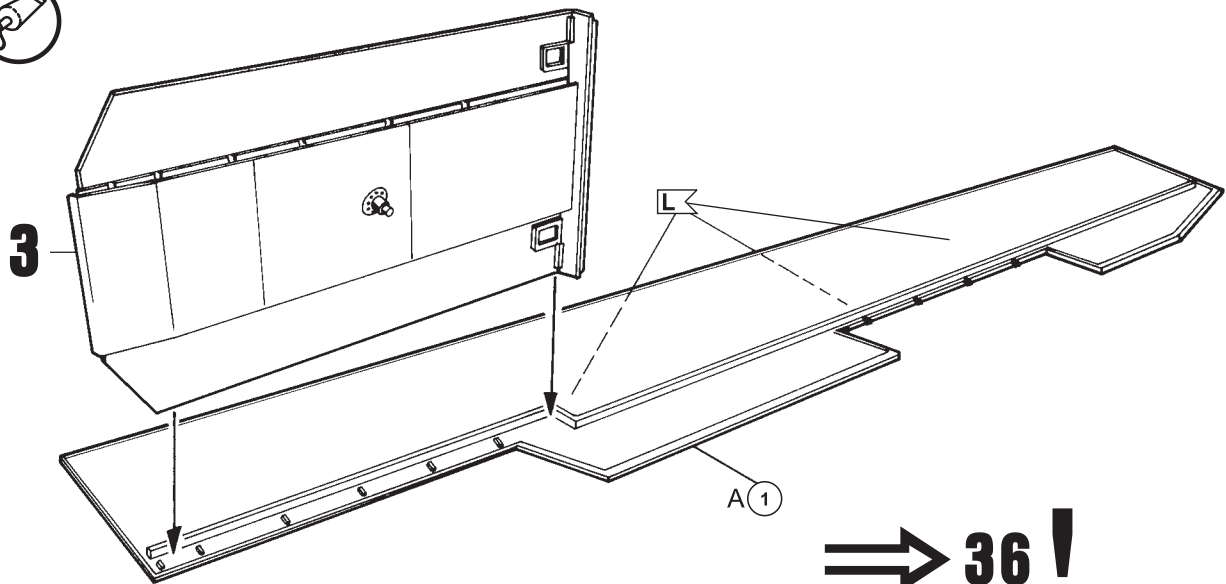
2 



3 

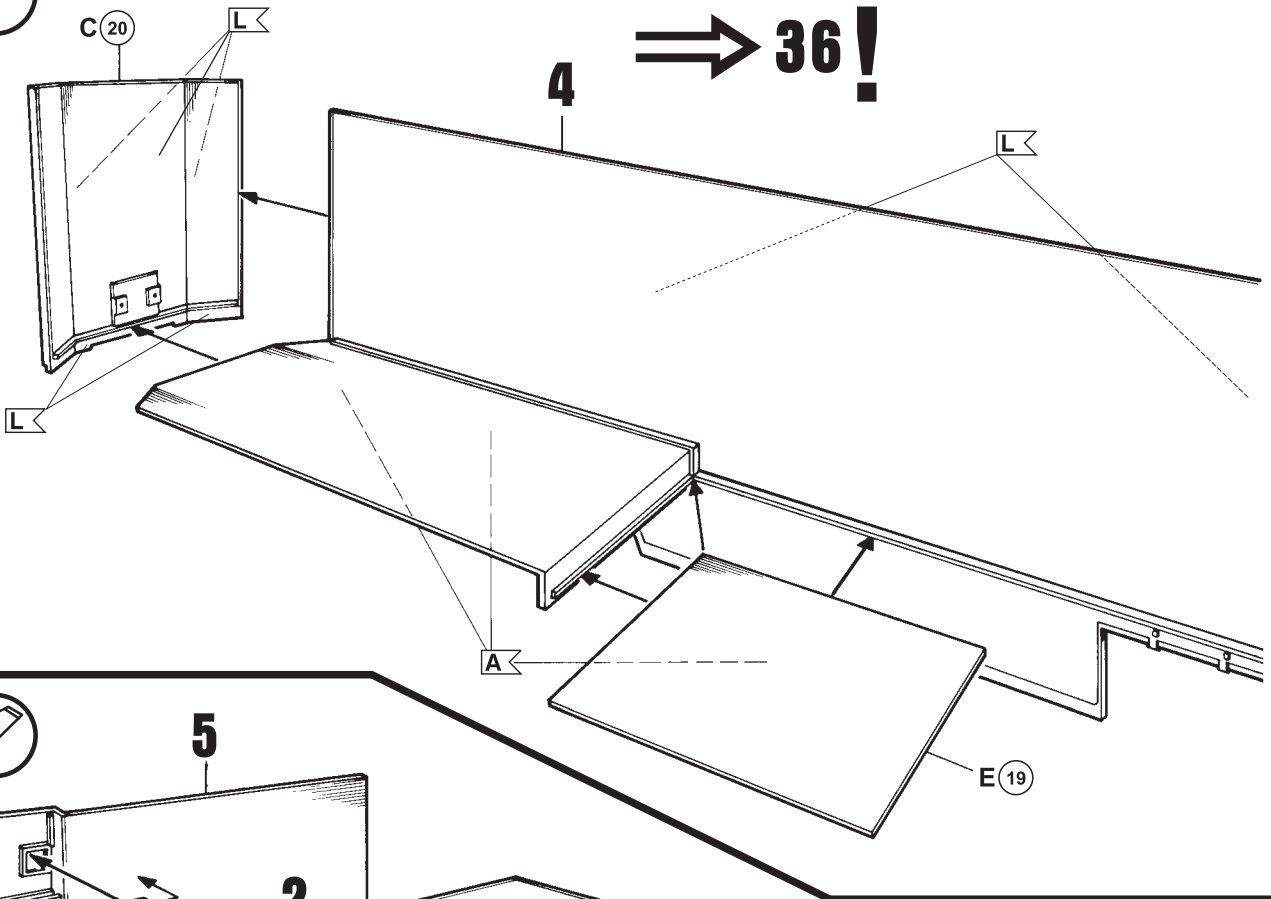


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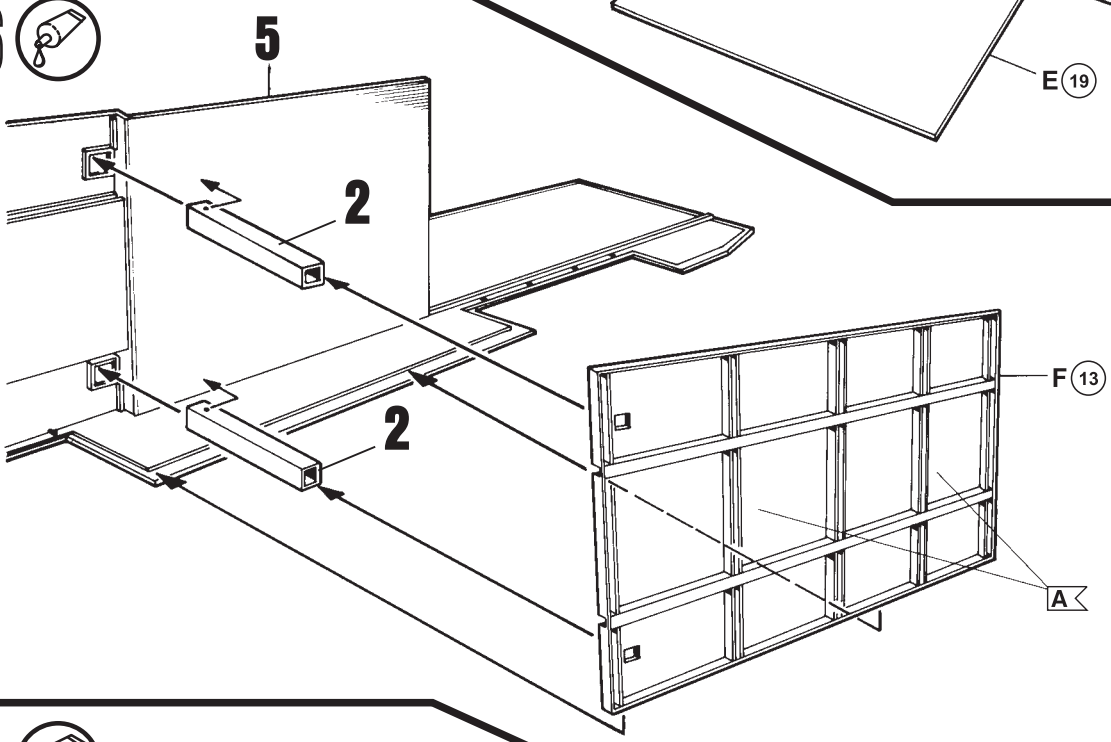


⇒ **36!**

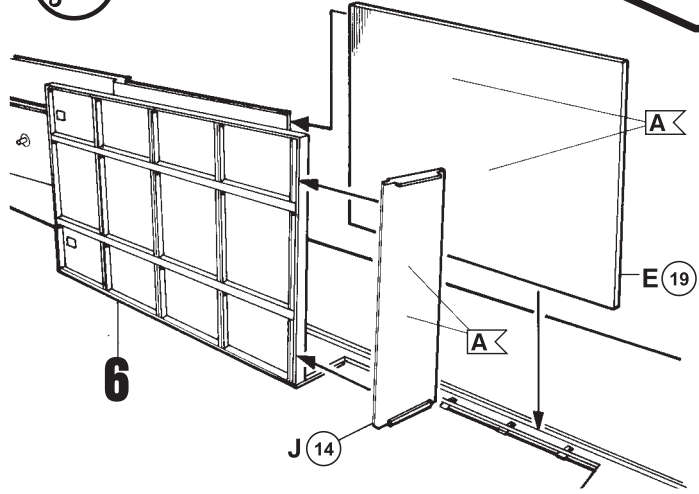
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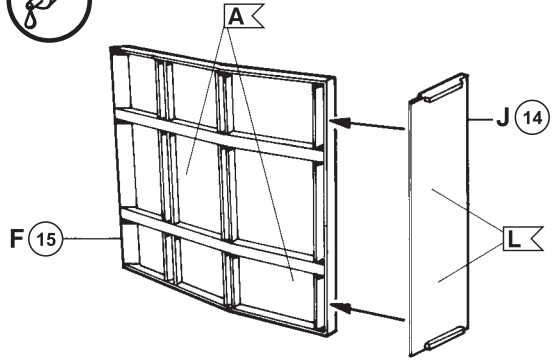
6 



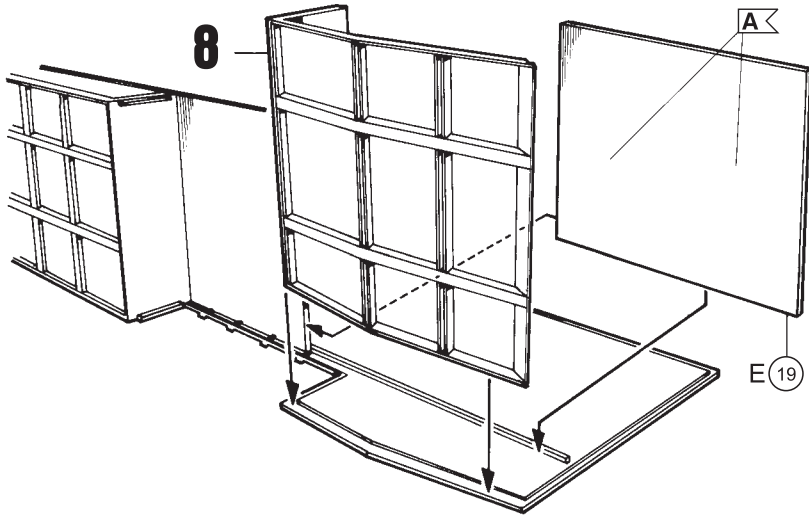
7 



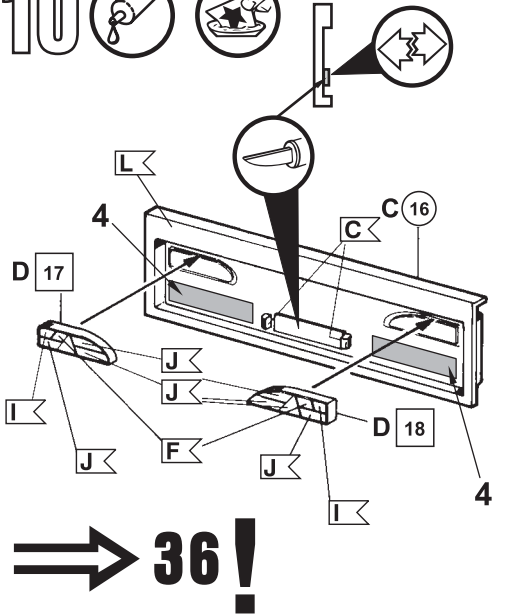
8 



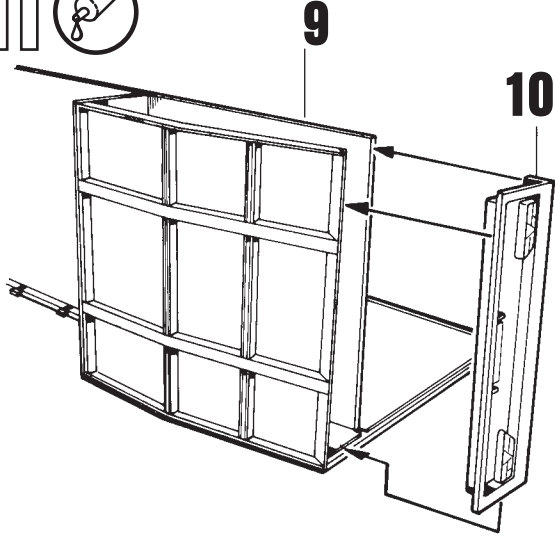
9 



10  

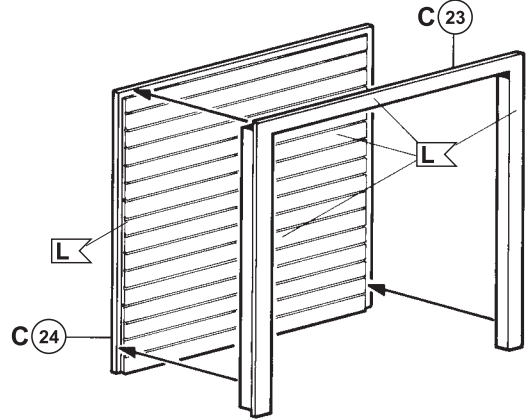


11 

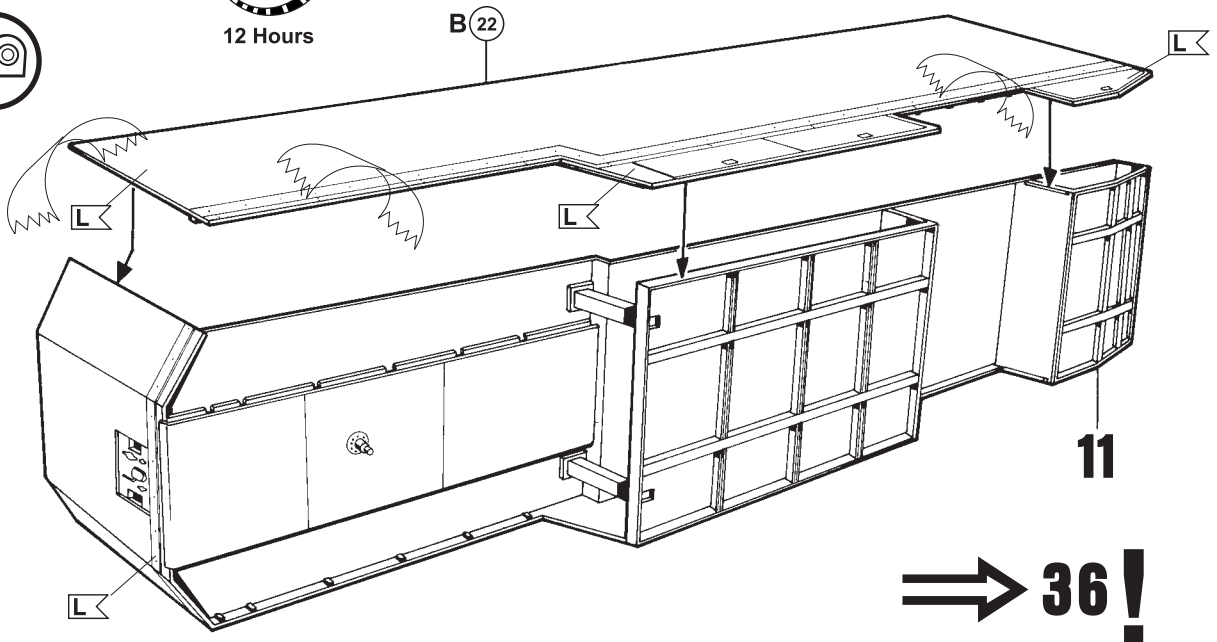
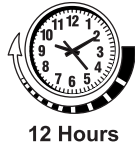


12  

⇒ 36!



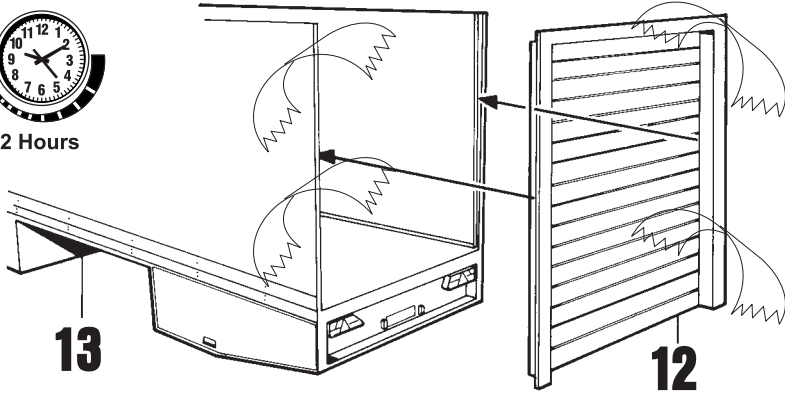
13 



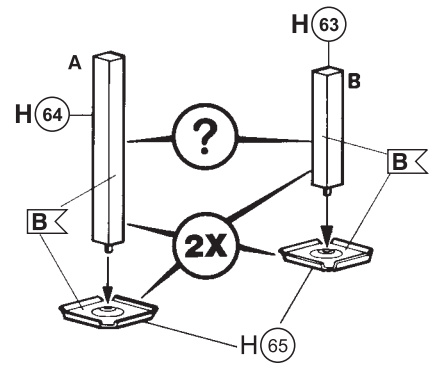
# 14



12 Hours



# 15



# 16



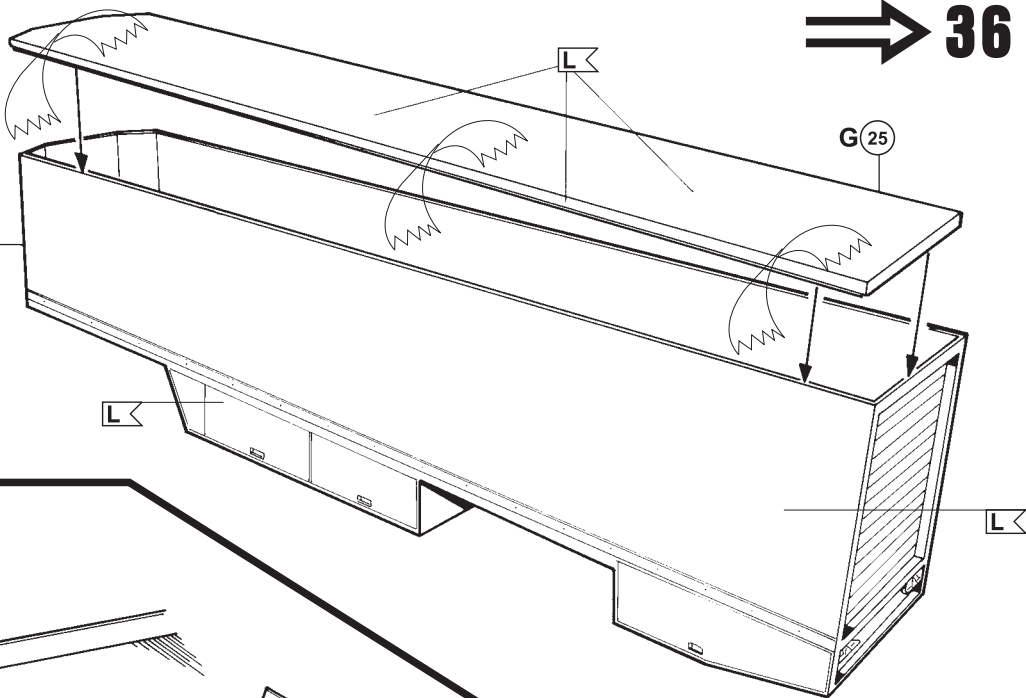
## ⇒ 36!



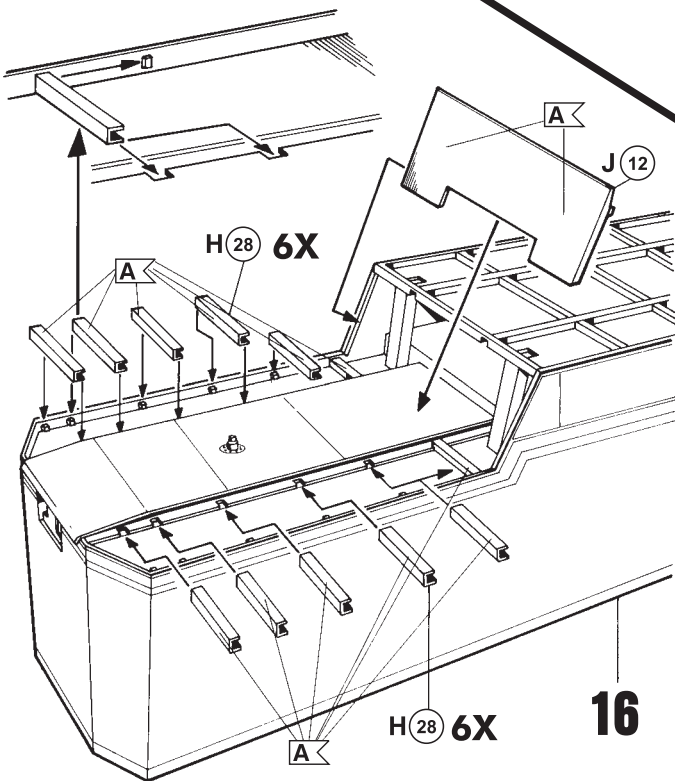
### 14



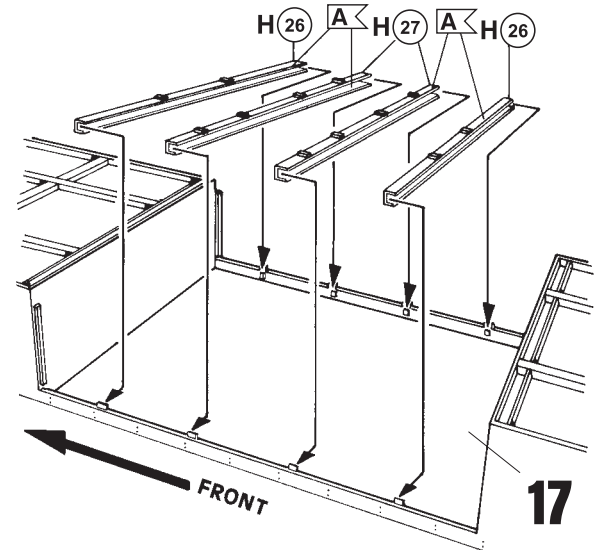
12 Hours



# 17



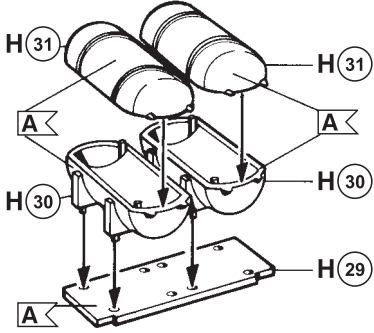
# 18



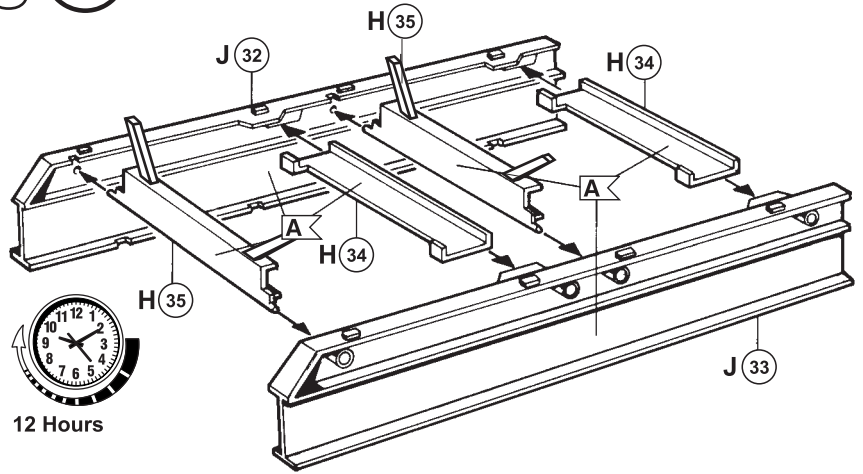
19



2X



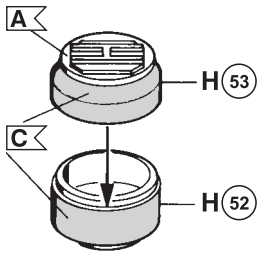
20



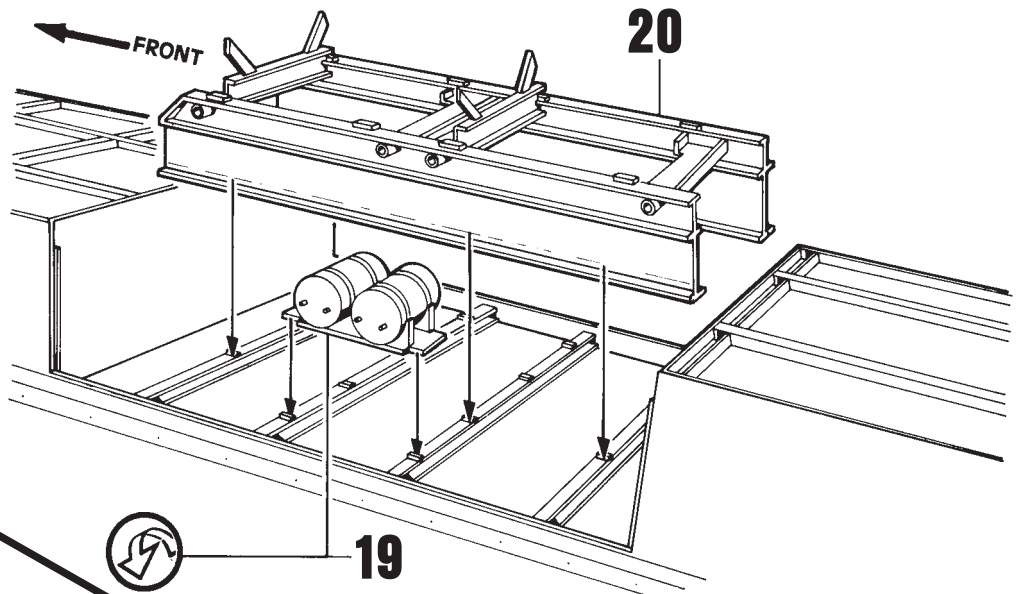
21



4X



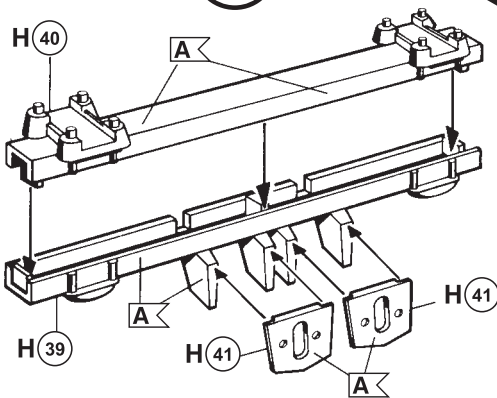
22



23



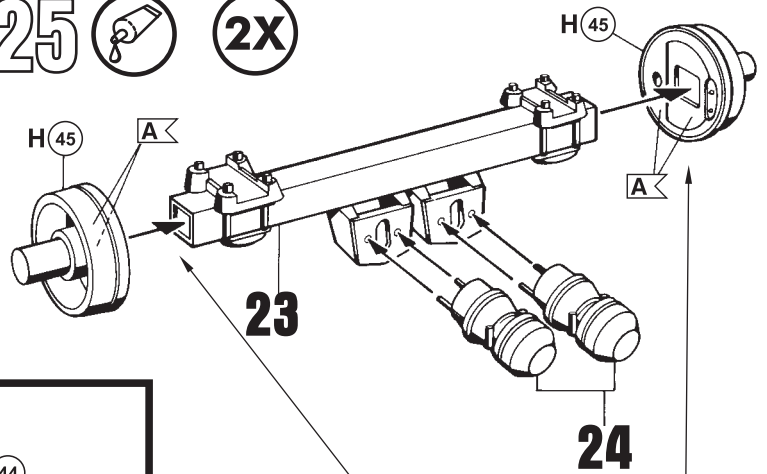
2X



25



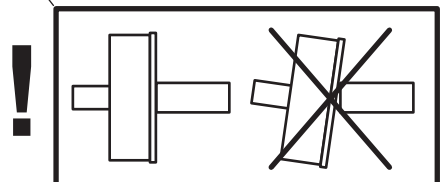
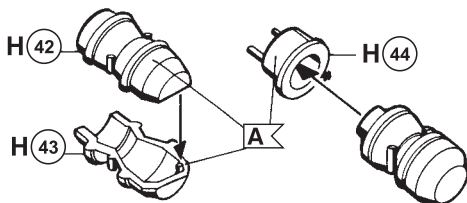
2X



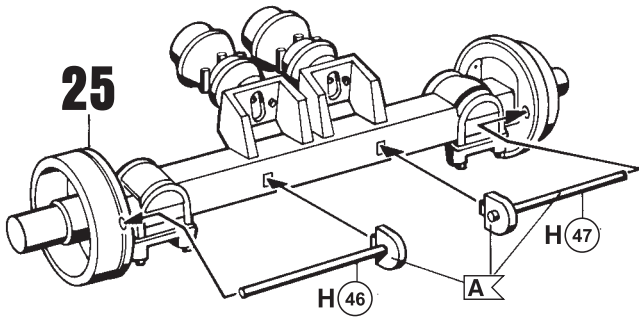
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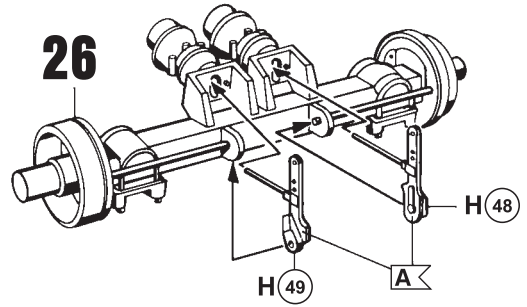
4X



26  2X

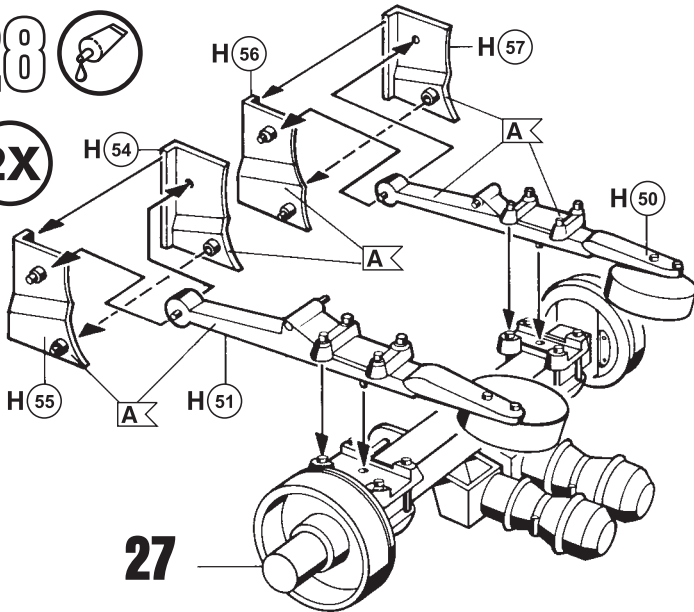


27  2X



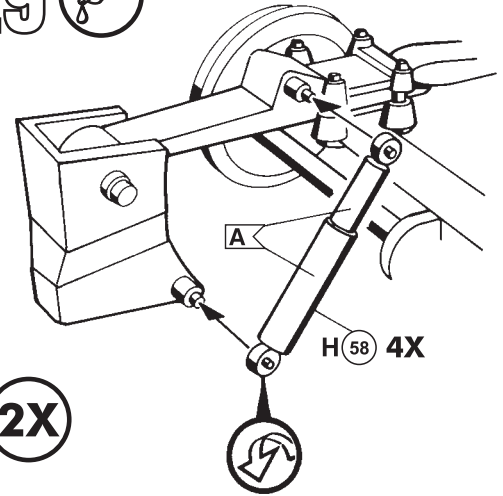
28 

2X



29 

2X

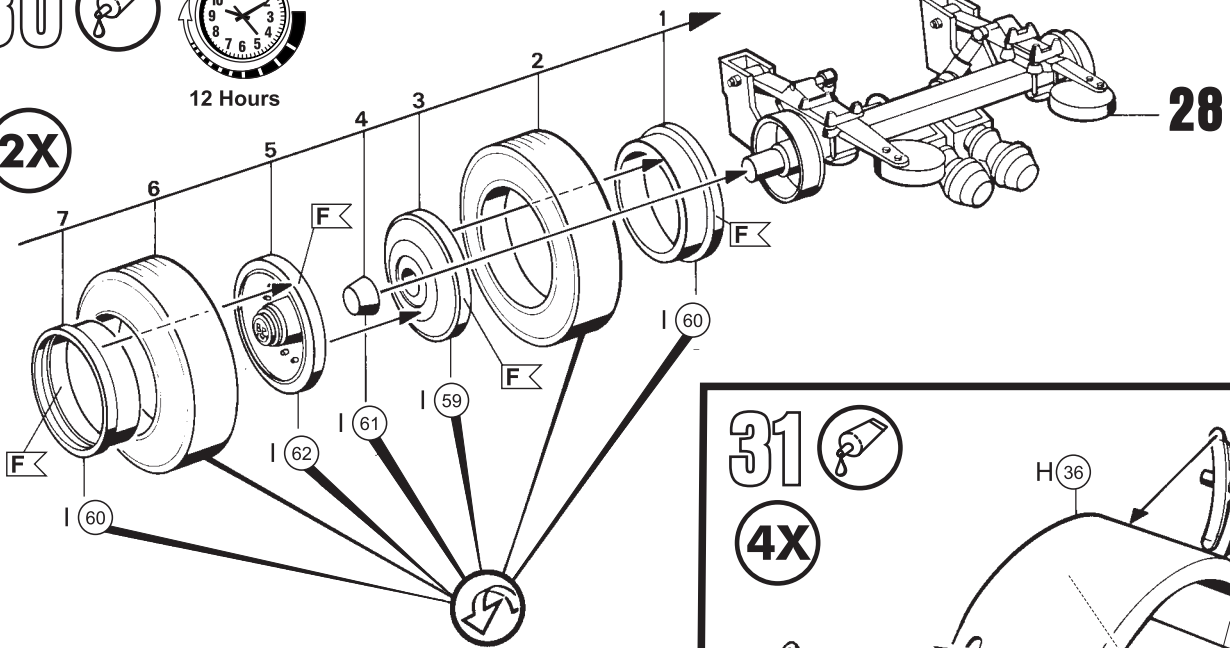


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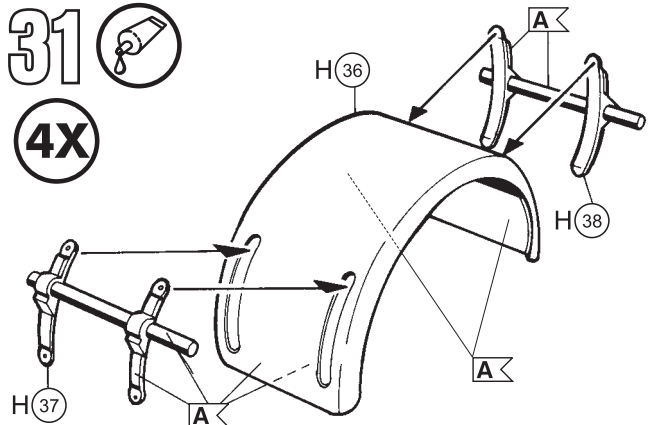
12 Hours

2X



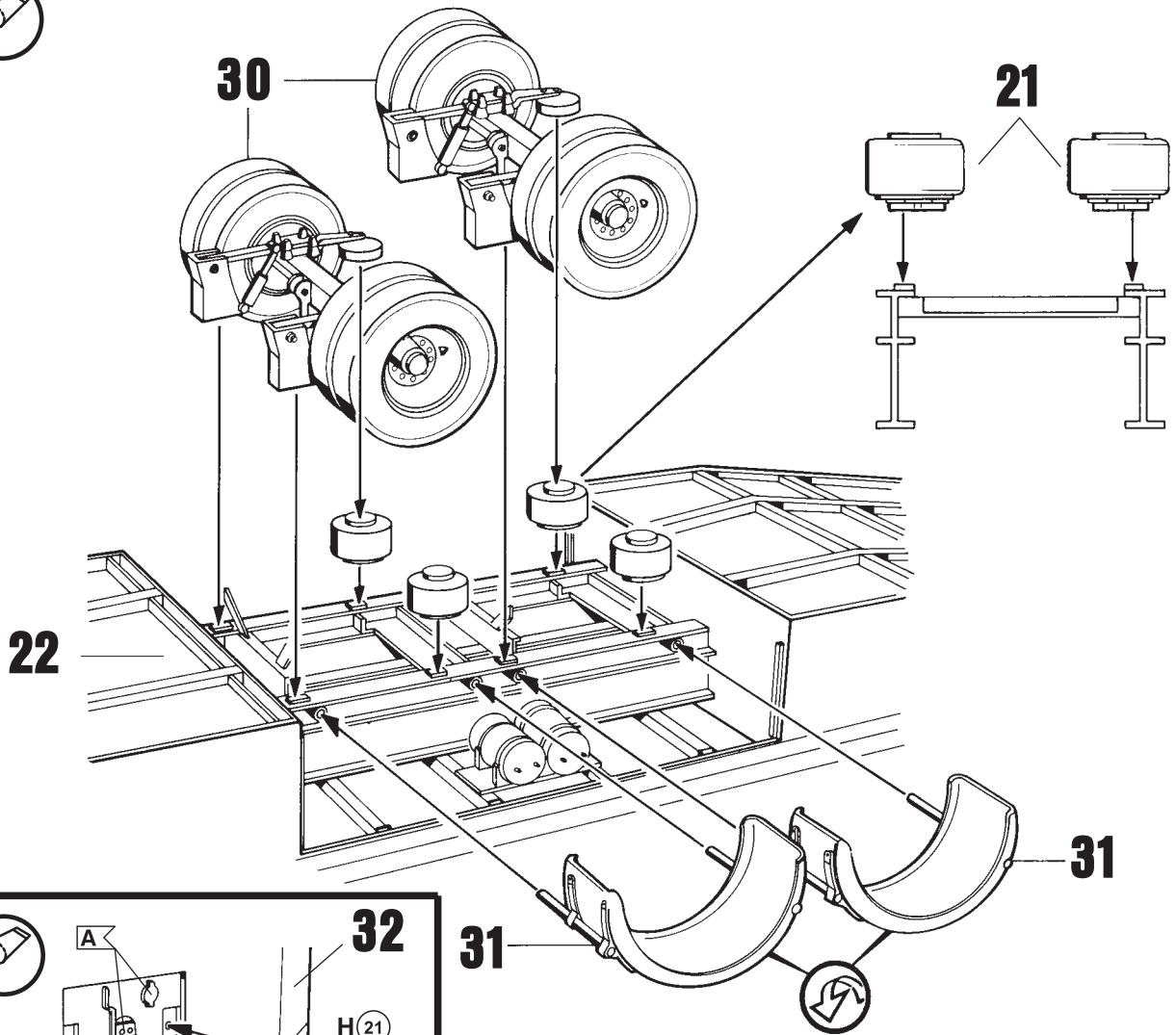
31 

4X

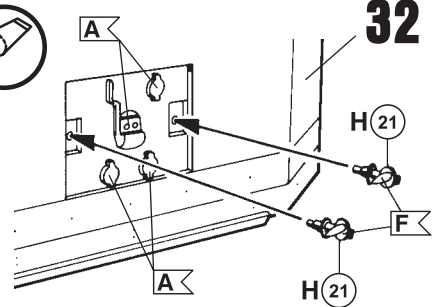




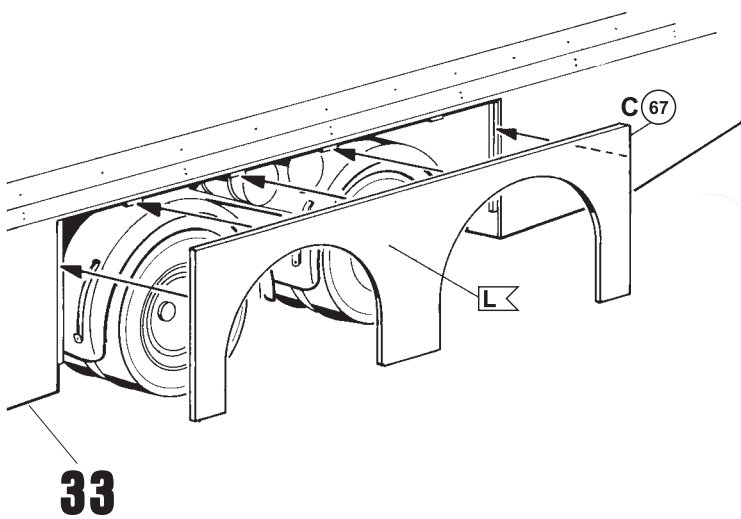
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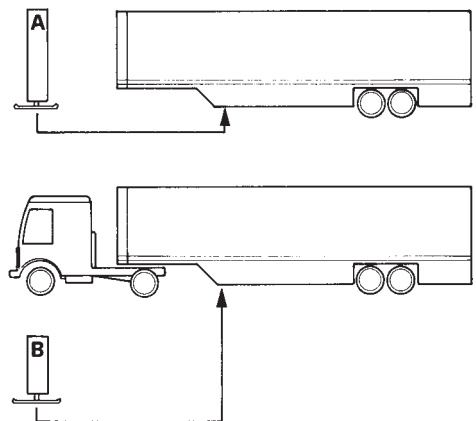
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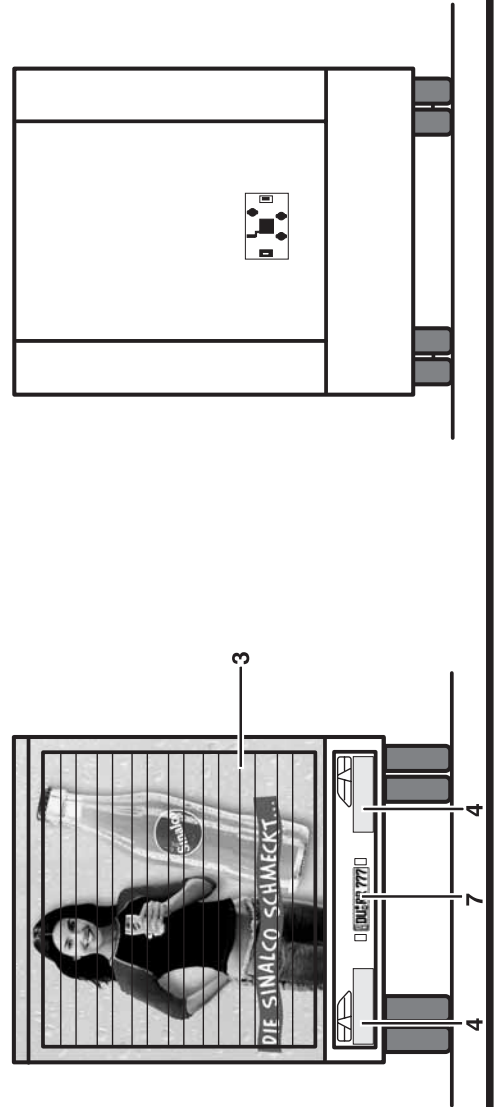
34 



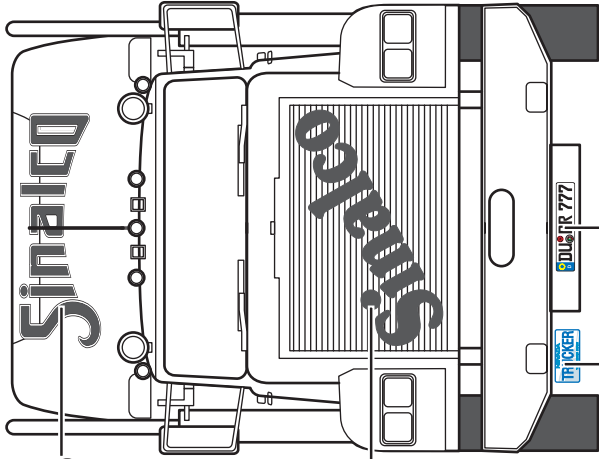
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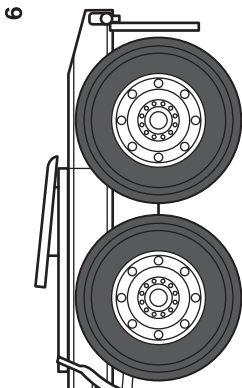
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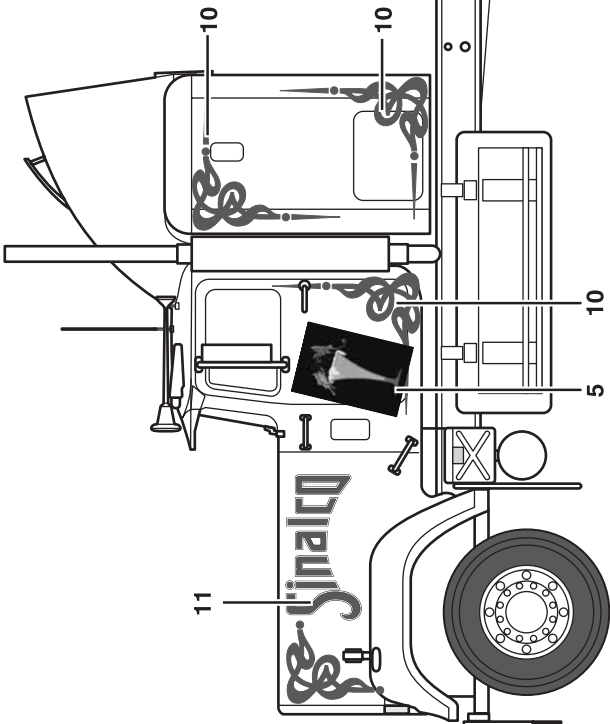
37



19



6



11

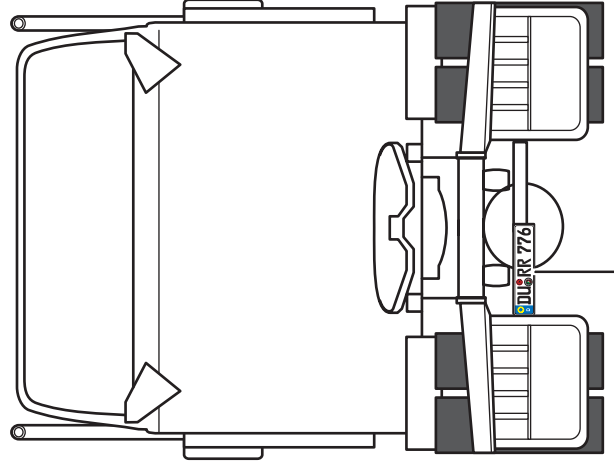
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10

10

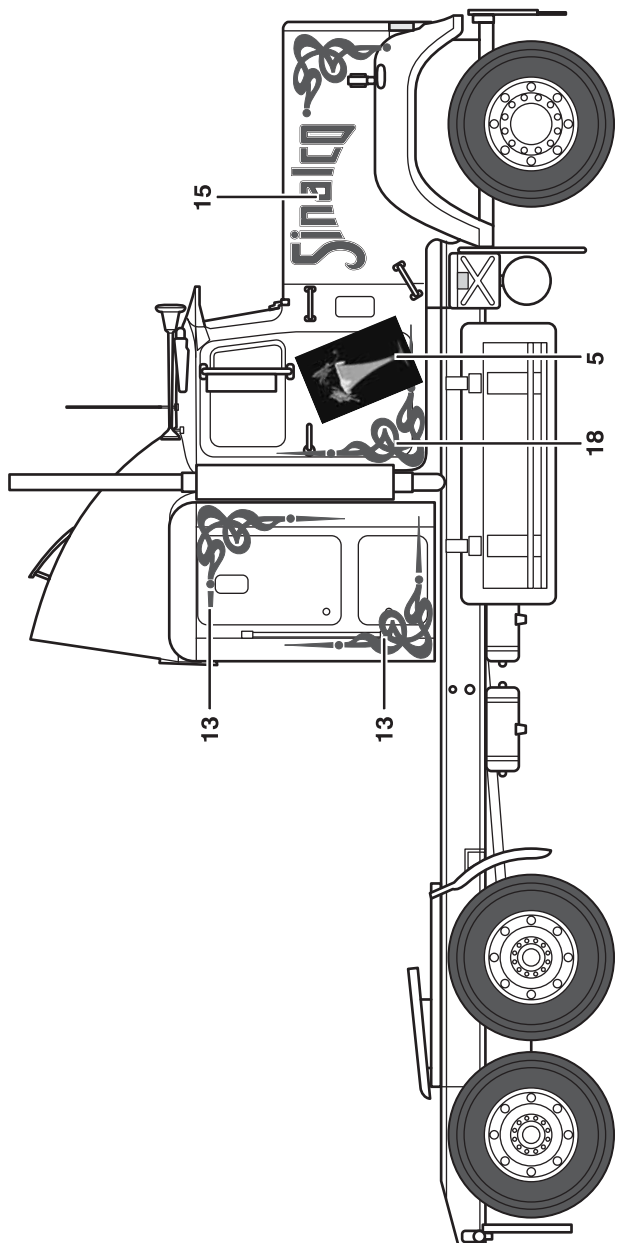
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