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Final Report:

INTERNATIONAL HARDWARE FAIR COLOGNE 2014: Satisfaction all the way down the line

- Quality and internationality of the trade visitors sets new benchmarks - 136 countries represented
- 4.5 percent increase in the number of exhibitors
- Its role as an innovation hub has been confirmed

The mood barometer at the 39th INTERNATIONAL HARDWARE FAIR in Cologne, which ended on Wednesday, was positively optimistic. The participants were of the unanimous opinion that the quality of the event was very high. 2,783 suppliers from 53 countries confirmed the positioning of the trade fair as the leading international business and innovation hub of the hardware industry. "We are delighted that we were able to record a 4.5 percent increase in the number of exhibitors compared to the previous event. Furthermore, the number of trade visitors remained stable and the international nature of the fair has further increased," is how Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, described the positive development regarding the quantity and quality at the fair. Including estimations for the last day of the fair, around 50,000 trade visitors from 136 countries visited the INTERNATIONAL HARDWARE FAIR COLOGNE 2014.

Boasting 2,783 exhibitors, which corresponds to a 4.5 percent increase compared to the previous event, the INTERNATIONAL HARDWARE FAIR COLOGNE displayed significant growth. The segments Tools, Industrial Supply, Fasteners & Fixings, Fittings and Home Improvement were represented on exhibition space spanning 142,000 square metres. The fair experienced the largest growth in the segments Tools and Industrial Supplies, among others as a result of prominent suppliers, who had returned to the fair as exhibitors, such as Beta Utensili, Friedr. Dick and Hugo Brennenstuhl.



EISENWARENMESSE –
International Hardware Fair
Cologne
Cologne 2014
9 to 12 March

www.eisenwarenmesse.com

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High-quality international trade visitors

Page
2/5

The exhibitors were satisfied with the quality of the visitors. "The international decision-makers from the industry and retail trade were all there," was the universal feedback in the halls of the INTERNATIONAL HARDWARE FAIR COLOGNE. The independent visitor survey also confirmed this: Almost 73 percent of the interviewees were involved in procurement decisions, indeed 44 percent play a decisive role. The fair was able to convince the trade visitors with its offer. 79 percent of the visitors were either satisfied or very satisfied with the exhibits on offer. This in turn had a positive effect on whether the attendees had achieved the aim of their visit: 78 percent of the trade visitors were either satisfied or very satisfied as far as achieving the aim of their visit was concerned. Thus, more than 90 percent of the trade fair guests would definitely or probably recommend good business acquaintances to visit the INTERNATIONAL HARDWARE FAIR COLOGNE.

J. Wolfgang Kirchhoff, managing partner and CO of the Kirchhoff Group and Chairman of the Advisory Board of the INTERNATIONAL HARDWARE FAIR COLOGNE summed up, "The frequency of the visitors at our exhibition stand was very high over the first three days. The quality of the discussions was very high too. This applies equally for both our German and international partners. Our new products such as the bit collection, the tool kit or the VDE screwdriver proved extremely popular. Overall, the mood within the industry is good. Fortunately, this also applies for countries such as Spain and Greece, where the trough of the crisis appears to have finally been reached."

Rainer Langelüddecke, Managing Director of the Association of the German Tool Manufacturers e.V. (FWI), also emphasized the good mood, "From the association's point of view this year's INTERNATIONAL HARDWARE FAIR COLOGNE was a thoroughly good event. This presumably has something to do with the positive mood on the market, since the forecasts for 2014 are highly optimistic. During the fair, I was able to speak to almost all of our association members. Everybody was satisfied. 'The right customers visited our stand'. I kept on hearing this statement from our members!"

With a view to the trade fair participation of his industry association, Dr. Peter Wüst, Chief Executive of the Association of the German DIY, Building & Garden Specialists e.V. (BHB), also drew a positive balance for this year's INTERNATIONAL HARDWARE FAIR COLOGNE. "From the BHB's point of view, we are extremely satisfied with the outcome of the fair. We were able to present our BHB service world, which outlines the association's range of services perfectly, at our exhibition

stand that had been expanded again in 2014 in comparison to the previous years, while at the same time offering a valuable point of contact and a communications platform for the retail trade and industry, but also for service providers from the logistics and consulting sectors as well as for the trade press. An offer that many visitors gladly took advantage of throughout the duration of the fair. As such, the exhibition stand once again also provided the ideal setting for our annual press conference." Page 3/5

Business communication at its best

In addition to the opportunity for first-class business, the INTERNATIONAL HARDWARE FAIR COLOGNE 2014 offered a successful platform for business communications in the scope of the EISEN Forum. As a trusted format, the BHB Forum, featuring the award-ceremony, the BME Buyers' Day and the 'President Council' comprising international buying groups such as Canadian Tire, Hornbach and KWB, went down very well again this year with the trade audience. For the first time the dialogue was actively promoted through the formats 'Expert Talks' and the 'Speakers' Corner'. In this format, excellent speakers shared their valuable expert know-how with a wide trade audience and exhibitors presented their companies. Thomas Dammann, Chief Executive of the Central Association of the Hardware Trade e.V. (ZHH) is convinced that the fair is on the right course: "A good mood and top quality discussions are what characterised the INTERNATIONAL HARDWARE FAIR COLOGNE this year. Many exhibitors travelled to Cologne again with new and innovative products, which turns the INTERNATIONAL HARDWARE FAIR COLOGNE into a source of ideas for the industry. Events such as the EISEN Award or the election of the PVH Partner underline this positive overall impression." The programme was rounded off by special exhibitions, including 3D printers and the 'Trainees' Day'.

Analogue was yesterday! Digital is in!

The trends at the INTERNATIONAL HARDWARE FAIR COLOGNE moved in the direction of improved efficiency, ergonomics and digitality across all segments. The providers of **power tools** presented more and more often brushless motors, which make the tools increasingly more lightweight and powerful, while at the same time more maintenance-free. This goes hand in hand with an improved battery pack technology. The emphasis was placed on efficiency and comfort in the **Lamps** sector. At the very forefront: LED technology, because on average the new LEDs use up to 80 percent less energy than conventional light sources while

offering a service life of up to 50,000 hours. Among the **accessory products**, lockable padded compartments as well as powerful brakes for the increased stability of workshop trolleys are currently very popular. Furthermore, extremely anti-slip retrofit kits that are simply clipped onto the ladder provide extra stability for the tradesmen themselves. Even spirit levels have been improved through the introduction of integrated finger grooves. In the **house and building technology** sector the trend is moving towards functions of mobile communications: Impressive technology was presented ranging from a control app for the plug socket through to energy-saving radio technology for blinds and marquees.

Technical innovations en masse

Innovations and a sustainable approach assure the future and competitiveness of an industry. Together with the ZHH and BHB, Koelnmesse thus distinguished the best solutions from the innovative product developments and corporate social responsibility sectors of the hardware industry with the 'EISEN 2014'. The Innovation Award powered by ZHH was presented to the companies Alulock, P.F. FREUND & CIE., GEDORE Tool Center and Leica Geosystems. The CSR Award powered by BHB was presented to IZAR CUTTING TOOLS und KNIPEX-Werk C. Gustav Putsch.

**In 2016, the
INTERNATIONAL HARDWARE FAIR COLOGNE will be held from 6 to 9 March.**

The INTERNATIONAL HARDWARE FAIR COLOGNE 2014 in figures

2,783 companies (2012: 2,665) from 53 countries (2012: 50), 87 percent of whom (2012: 85) came from abroad, participated in the INTERNATIONAL HARDWARE FAIR COLOGNE 2014. Including estimates for the last day of the fair, the INTERNATIONAL HARDWARE FAIR COLOGNE 2014 attracted around 50,000 trade visitors (2012: 53,500) from 136 (2012: 132) countries, of which around 63 (2012: 61) percent came from abroad.*

* All figures are calculated according to the guidelines of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) and are subject to audit by a certified auditor (www.fkm.de).

For 90 years, Koelnmesse has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. During its anniversary year of 2014, Koelnmesse is bringing its history to the public's attention through numerous activities, publications, and exhibitions.

Page
5/5

Note for editorial offices:

Photo material from the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR COLOGNE 2014 as well as the logos can be found in our online image database in the "Press" section at www.eisenwarenmesse.com.

Press information is available at www.eisenwarenmesse.de/presseinformationen

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