

Essen, March 12, 2018

Final Report

SHK ESSEN 2018 receives top marks from the professional audience

94 per cent of visitors plan to visit again in 2020

Meeting point SHK ESSEN: From 6 to 9 March 2018, more than 44,000 visitors flocked to the first sanitation, heating, ventilation and renewable energies exhibition to be held in Germany this year. The areas of special focus being showcased by approximately 570 exhibitors from 15 countries at Messe Essen included bathrooms to promote well-being which are suitable for all generations, digital heating and hybrid heating systems, energy-saving and smart ventilation and air-conditioning systems as well as new trends in installation technology.

“This year's SHK ESSEN exhibition was a success. It is an industry meeting point with a much wider reach than just its location in North-Rhine Westphalia, and fosters direct contact between manufacturers, tradespeople, architects and planners. SHK ESSEN's strong point is its compact, practical focus”, summarised Oliver P. Kuhrt, CEO of Messe Essen. The exhibition was also a success from the perspective of its sponsors. Hans-Peter Sproten, Managing Director of the SHK NRW trade association stated: “The industry view of SHK ESSEN 2018 is overwhelmingly positive. We are well on the way to establishing the new sequence of events running from Tuesday to Friday. Although the workload within the trade is exceptionally high, contractors and employees still wouldn't miss out on attending such an important industry event. In particular, the events organised by the trade association for younger people working within the industry, the Installer Days on Tuesday and Friday which involve more than 230 installers and the ever-popular Trainee Lounge which is visited by more than 1,100 young people, guarantee that the exhibition fosters enthusiasm and skills amongst the next generation. After all, they are the people who will visit SHK ESSEN in years to come.”

Trade visitors award SHK ESSEN a very high score and intend to return

In a survey, 69 per cent of trade visitors identified themselves as decision makers with purchasing and procurement skills. This percentage is slightly above the level it has been in the past. In addition to sanitation, heating and air-conditioning, topics



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such as drinking water technology, drainage technology and propositions on the topic of customer service are very popular. 93 per cent of attendees were either completely satisfied or satisfied with what was on offer at the exhibition. SHK ESSEN made an even better overall impression with the trade public than before: 95 per cent of those asked said that they were completely satisfied or satisfied with their visit, four per cent more than 2016. 95 per cent would recommend the exhibition to others (2016: 87 per cent) and 94 per cent are planning to return (2016: 89 per cent).

Trending: bathrooms to promote well-being and digital heating

SHK is the exhibition for hands-on people, and is therefore aimed at trade visitors such as tradespeople, architects and planners. The programme of supporting events included practical offerings from the SHK NRW trade association such as the Trainee Lounge and the Installer Days, which included product-neutral talks on safe gas installation, oil plants and sealing sanitary items in line with standards. In addition to this, there was also the Belgium-Netherlands day, a special show featuring modern heating technology on the Federal Association for the German Heating Industry (BDH) stand and the specialist planning and execution forum. The guided trade fair tours which were introduced this year, given “by professionals for professionals”, were particularly successful.

Bathrooms should be comfortable, practical and functional to use for everybody in Germany at every stage of life as well as being a place to relax and enjoy a sense of well-being. This is the outcome of a study commissioned by the Association for the German Sanitary Industry. One development which had an impact on the content of the exhibition: level-access showers, low-maintenance components, warm colours and natural materials were only some of the items trending in halls 10, 11 and 12. Furthermore, manufacturers offered increased comfort in the form of digital fittings for showers, baths and washbasins. Halls 1 and 3 were dominated by heating technology as well as hybrid heating systems, including digitisation of heating technology. Almost all of the manufacturers were presenting solutions related to this, which can reduce energy consumption by up to 15 per cent, according to the BDH (Federal Association for the German Heating Industry). In addition, there was a focus on ventilation and climate control systems. Central to these was, for example, energy-saving and smart technologies that retain warmth and adjust output automatically based on the requirements of the surround atmosphere.

SHK ESSEN 2018: Figures in detail

567 exhibitors (2016: 556) from 15 (15) countries exhibited at SHK ESSEN 2018. It was projected that 35,500 (FKM-)registered trade visitors were present on the last day of the fair. As well as visitors, there were also members of the press, participants of the loyalty scheme, guests of honour and delegations as well as local authority representatives at the event.

Before and after the exhibition: SHK ESSEN 2020 will open its doors from 10 to 13 March

SHK ESSEN will welcome visitors from 10 to 13 March 2020, showing off a gleaming new look. Once the modernisation of Messe Essen is complete, visitors and exhibitors can expect to find one of the most technologically-advanced exhibition facilities in Germany, with five new halls in the northern area, which will be even larger, better connected and with a clearer structure. In addition, digital facility management shall be strengthened as another focus in the portfolio of SHK ESSEN.

Further information: www.shkessen.de

Views from exhibitors and partners

Yvonne Dallmer, CEO Dallmer:

“We are very satisfied with our appearance at the fair and pleased that our products have sparked so much interest. SHK ESSEN has also given us the opportunity to foster and intensify our contacts in the region.”

Nicole Dunker, Head of Marketing and Communication, Vaillant Deutschland:

“All things considered we are very happy with how SHK ESSEN has gone. Interest from specialist tradespeople in our product and service innovations has been very high again this year. SHK ESSEN has in our view cemented its position as the second-strongest fair along with the ISH for all decision-makers from the specialist target groups. Compared to the other days of the fair, only the opening day had considerably fewer visitors. We would like Messe Essen to communicate this more clearly in the run-up to the next SHK ESSEN in 2020.”

Georgios Kabitoglou, Chief Business Officer Hansa:

“Hansa believes in the trades. We have clearly demonstrated this on our stand: with our new programmes, our new look and our new Brand Ambassador, Sandra Hunke. For us, the exhibition has been a great success. We are very satisfied with our presence at the exhibition and are now already eagerly anticipating SHK ESSEN 2020.”

Andreas Lücke, Managing Director of the Federal Association for the German Heating Industry (BDH):

“SHK ESSEN has spectacularly confirmed its status as an unbeatable showcase for the heating industry in western Germany. With a catchment area of around 20 million people, this exhibition is an attractive platform for the industry, where it can present its products. German heating manufacturers were also very well represented; they maintain direct contact with tradespeople at SHK ESSEN. The most prominent trends included high-efficiency gas and oil condensing boilers combined with solar thermal energy. Heat pumps were also well represented, and are an attractive solution for new builds and renovation projects. In addition, digital heating technology systems were a strong focus. These systems mean greater cost savings and offer users increased comfort.”

Otto Mann, Regional Sales Director, Theo Förch:

“We are very pleased with the results from SHK ESSEN 2018. This felt like our debut appearance at the fair, due to the fact it has been 11 years since we were last here. At the moment we are expanding in the area of metal building technology – and SHK ESSEN is a good place to do this. There was particular demand for our fire prevention products, which is probably due to the fact that this is an omnipresent topic in public discourse. In the last few days we were able to make many new client contacts, which was our aim.

Jan Matthes, Head of Sales for Germany and Austria, KAMPMANN:

“For Kampmann, SHK ESSEN is one of the most significant platforms for making and enhancing contacts with regional and national specialist tradespeople, planners and specialist wholesalers. As there are so many trade visitors, we are able to benefit from a good number of high-quality discussions over a short period of time, and this has a positive long-term effect on our business.”

Jan Nideggen, Branch Manager, Sales for the Western region, TROX:

“For us, SHK ESSEN is one of the key events in our calendar. As the exhibition is so well attended, it is the ideal platform for presenting innovations to a broad trade audience. The numerous visitors to our stand expressed great interest in our further development of the central air-conditioning appliance XCUBE with outlet sound absorber, XCUBE control system and the connection to XTAIMINAL and the latest filter technology. Many of the targeted discussions we were able to have reconfirmed how close we are to the expectations and wishes of our customers. For us, SHK ESSEN therefore remains an important marketplace for products and opinions.”

Thilo C. Pahl, Chairman of IndustrieForum Sanitär e.V. und Executive Partner at Bette:

“SHK ESSEN was again an event that produced many positive discussions. After a quiet Tuesday, Benelux day on Wednesday was a resounding success with many visitors from the Netherlands and Belgium. Visitor numbers were high on Thursday too. Once again, SHK ESSEN proved itself to be a fair that is central for maintaining good relations with contacts.”

Volker Röttger, Head of Marketing Communications, Geberit

“Geberit is increasingly regarded as a specialist in the design of sanitary facilities, not just for reliable “behind the wall” product and system solutions, but also bathroom furnishings and ceramics. Our discussions with customers at SHK ESSEN 2018 confirmed this. On both Geberit stands – one with a technical focus, the other concentrating on design – meetings with customers were of the highest quality. The main focus in terms of new products was the hygienic flushing system Rapid and washbasin range Keramag VariForm. We impressed our visitors in our specialist areas of competency: fire prevention, noise reduction, drinking water hygiene and drainage hydraulics, as well as on topics such as the industrial pre-fabrication of sanitary walls as an answer to the urgent shortage of skilled craftsmen in the SHV area.”

Dirk Thielker, Head of Global Marketing, Viega:

“SHK ESSEN is and remains an integral part of our communications mix. In 2018 the trade fair again offered us a proficient platform for dialogue with our partners in the market. As the most important exhibition site in this highly populated German state, Essen is vital for us, even if feedback on the first two days of the exhibition was slightly muted. Absence due to illness at the present time, full order books, the abrupt end to the freezing weather and the fact that Tuesday is still not quite in people’s minds as the first day of the trade fair were all contributing factors. But the quality of discussions we had was at a very high level, as usual. We have already scheduled SHK ESSEN 2020 into our calendar – and then in a new Messe Essen, which we are really looking forward to.”

Dr. Frank Voßloh, Managing Director of Viessmann Germany:

“Numerous, very positive professional discussions with the visitors to our stand once again emphasised that SHK ESSEN is a significant meeting place for our industry. We successfully used the exhibition as a platform to showcase our new products and customer-oriented system solutions to the trade public. In addition to our digital services range, which specialist tradespeople can use to develop their own range of services and create increased customer loyalty, our new fuel cell heating appliances, heat pumps and condensing gas boilers stimulated a great level of interest.”

Stefan Weber, Head of Sales for Western Region, Buderus:

“Overall we are very satisfied with the discussions and feedback from trade visitors. We felt that there was a very positive mood in the sector. As the most important regional trade fair, SHK ESSEN demonstrated that pioneering heating solutions are highly sought-after – particularly in association with connectivity. Buderus is in a very strong position in this field: our innovations such as the Logamax plus GB192i gas condensing boiler with combustion control, the new Logamatic MC110 control unit for all floor-standing boilers up to 300 kW and the Logaflow HSM plus modular system for hydraulic modules attracted great interest. Visitor numbers were pleasingly high, particularly on Wednesday and Thursday. The decision to open on Tuesday as well was correct, in our view, but the day still needs to become a bit more established.”

Dr. Alexander Wuthnow, Head of Sales Junkers Bosch for Germany, Switzerland, Luxemburg:

“As Germany’s most important regional trade fair for sanitation, heating and ventilation, SHK ESSEN is a fixed point in our annual calendar. We have had many positive discussions on the Junkers-Bosch stand this year, the general mood was thoroughly positive. We had the most visitors on Wednesday and Thursday, but because Tuesday is a new day for the trade fair, trade visitors haven’t quite become aware of it yet. In terms of products, our digital solutions for end users and trade customers were the focus. We received a lot of positive feedback particularly for the new electric water heater and heat pumps, the new EMMA energy manager and our smart EasyControl control unit.”