

Essen, 22 November 2022

Trade fair for sanitation, heating, air conditioning and digital building management

SHK ESSEN presents itself as a strong design-oriented platform for sanitation exhibitors

Brand manufacturers reach their customers at the trade fair

SHK ESSEN heralds the return of the sector to trade fair normality from 8 to 11 March 2022. For sanitation manufacturers, the trade fair is one of the most important platforms in German-speaking countries for reaching tradesmen, architects and bathroom planners. The range of products on show includes sanitary objects in Halls 7 and 8 as well as sanitary installations and water technology in Hall 6. A plus point for exhibitors: almost 70 percent of visitors make purchasing and procurement decisions in their companies. More than half are also particularly interested in the range of products and services offered by sanitation manufacturers. Exhibitors can find the registration documents at www.shkessen.de.

Among others, Dallmer, Duravit, Emco, Geberit, Hansgrohe, Kaldewei, Villeroy & Boch and Vitra Bad have confirmed their participation in SHK ESSEN so far. "For us as a manufacturer of innovative sanitary technology, SHK ESSEN is a must-attend event after three long years without a major trade fair. There is no substitute for the personal exchange with colleagues, partners and customers", explains Harry Bauermeister, Managing Director at Dallmer. The exhibitors encounter an inquisitive trade public: more than half of the visitors come to Essen to find out about new products and to take a closer look at them. "The interest is likely to be all the greater because there have not been any major presence fairs for a while", adds Bauermeister.

New offers to strengthen the sanitary sector

Accompanying the range of products of the big brand manufacturers, next year's SHK ESSEN will include the "Drinking Water Meeting Point" of the Federal Association of Companies in the Gas and Water Trade - figawa in Hall 6. The requirements for the supply of faultless drinking water in particular have increased considerably in recent years. For this reason, technologies and services to ensure hygiene and supply security are among the topics at the specialist forum with accompanying exhibition, along with numerous other aspects. The Drinking Water Meeting Point is part of the



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6th German Indoor Hygiene Forum of the SHK NRW trade association, which is also the conceptual sponsor of SHK ESSEN.

Volker Meyer, Managing Director of figawa, explains: "SHK ESSEN is the perfect industry meeting place to present the important future topic of drinking water together with our member companies and partners and to finally discuss it live again within the sector. We are looking forward to exciting discussions and personal exchanges." As a cooperation partner of SHK ESSEN, figawa bundles and represents the technical concerns of manufacturers and service providers of gas and water applications.

Targeted offers for architects and planners

Along with the trade, architects and planners make up a considerable proportion of the visitors at SHK ESSEN. In the sanitary sector, for example, they expect creative design possibilities and solutions as to how sanitary objects can be harmoniously integrated into the building structure. In order to make a visit to the fair even more attractive for these visitor groups, Messe Essen and its partners are currently planning guided tours and an architecture day with lectures on the subject of bathroom planning.

Further information: <https://www.shkessen.de>