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Final Report: INTERNATIONAL HARDWARE FAIR COLOGNE 2010

INTERNATIONAL HARDWARE FAIR confirms its position as the leading market place for hardware

Around 56,500 trade visitors from 124 countries – high visitor quality – excellent mood among the 2,686 suppliers from 52 countries

The INTERNATIONAL HARDWARE FAIR COLOGNE closed on Wednesday with good results and satisfied participants. Around 56,500 trade visitors (63,000 trade visitors in 2008) from 124 countries obtained information over four days about the new products and innovations in the sectors Tools, Industrial Supply, Fastening & Fittings, Locks & Fittings and Home Improvement. With 2,686 suppliers from 52 countries the INTERNATIONAL HARDWARE FAIR was once again the world's leading trade platform for the hardware sectors. "During troubled economic times the INTERNATIONAL HARDWARE FAIR has generated positive market impulses for the national and international hardware industry", said Oliver P. Kuhrt, Executive Vice-President Koelnmesse GmbH. "The good mood among the exhibitors shows: the concept work with our partners from the industry and trade is bearing fruit. We want to continue building on this." On the visitors' side the foreign share was 59 percent. "The quality of the trade visitors was very good, in Cologne we met many important national and international decision-makers from both the large retail outlets as well as the specialist trade", was the statement from many exhibitors' stands.

The new product range segmentation at the INTERNATIONAL HARDWARE FAIR covering the five sectors Tools, Industrial Supply, Fastening & Fittings, Locks & Fittings and Home Improvement was positively received by exhibitors



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www.hardwarefair.com

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and visitors alike. "The INTERNATIONAL HARDWARE FAIR has confirmed its status as the leading international platform for the hardware sectors and thanks to its unbroken strong internationality, has exceeded the somewhat subdued expectations held by many participants in the run-up to the event", said J. Wolfgang Kirchhoff, Managing Partner, Witte Werkzeuge GmbH, and Chairman of the Hardware Fair Advisory Board. The largest segment, namely Tools, was strongly represented both in terms of product range depth and breadth. Over 2,000 companies showed a comprehensive range of hand and power tools along with power tools accessories. Industrial supplies/workshop and factory equipment were presented in the Industrial Supply segment by around 300 companies. Innovations were shown by 150 suppliers in the Fastening & Fittings sector, while around 100 manufacturers presented new products and innovations in the Locks & Fittings segment. The product range was further complemented by exhibitors showing builders' and DIY products in the Home Improvement segment.

Over 80 percent of the exhibitors at the INTERNATIONAL HARDWARE FAIR came from abroad to find new business partners in Cologne and to cultivate their global contacts. Of the overseas countries, China, Taiwan, India and the USA were represented with large contingents. Timothy S. Farrell, President and Chief Executive Officer of the American Hardware Manufacturers Association (AHMA): "Participating at the INTERNATIONAL HARDWARE FAIR is the best way for American companies to be involved in the global market." The largest European exhibitor country was Italy, followed by Great Britain, France and Spain.

Sector associations seeking to further extend the platform

The industry and trade sector associations participating at the fair had announced varying results for the previous months. The German tool industry, which in some cases had to contend with heavy declines in 2009, is hoping that the INTERNATIONAL HARDWARE FAIR will generate sales impulses for 2010. "Even after a difficult year in 2009, the German tool manufacturers have demonstrated their innovativeness in Cologne and conducted intensive meetings and discussions with numerous national and international visitors", said Rainer Langelüdecke, Managing Director, German Tool Manufacturers Association (Fachverband Werkzeugindustrie - FWI). In the tool industry, 36 percent of the companies surveyed by the FWI are currently optimistic that

2010 will bring a slight improvement in the economic situation. Thanks to a sales increase last year, the Federal Association of German DIY Stores and Garden Centres (Bundesverband Deutscher Heimwerker-, Bau- und Gartenfachmärkte - BHB) is looking ahead to the future with optimism. Dr. Peter Wüst, Executive Director of the BHB: "The BHB welcomes the fair's focus on quality and innovation. This year domestic and foreign suppliers have presented an extremely large number of innovations. That is why the large numbers of buyers from the BHB member companies were very satisfied. We must make a critical note here of the absence of several key representatives in connection with the product ranges shown. Supporting the fair through a diverse accompanying programme right up to match-making services is a positive step." The member firms from the German Federation of DIY Manufacturers (Herstellervereinigung BAU & DIY) were also able to assert themselves during the crisis year of 2009. "The numerous manufacturers' innovations on the one hand and the good visitor quality on the other were positively emphasized in many quarters of the fair", said BAU & DIY Managing Director Ralf Rahmede. "Together we want to work towards continuing this trend and further developing the INTERNATIONAL HARDWARE FAIR as a trade fair." Thomas Dammann, Executive Director, Central Association of the Hardware Trade (Zentralverband Hartwarenhandel e.V. - ZHH), emphasized the significance of the INTERNATIONAL HARDWARE FAIR COLOGNE as a communication forum for the participating sectors: "The fair is the ideal platform for making contacts and entering into an exchange. The new product range segmentation has been well received. Building on this, the aim now is to extend and further develop the sectors with other key European manufacturers for the trade."

Trade visitor quality at a high-level

The exhibiting companies said they were very satisfied with the quality of the trade visitors as was also confirmed by the visitor survey. Over 76 percent of respondents stated that they shared responsibility in purchasing and procurement decision-making or were even involved decisively in that area, around 50% even hold management positions in their respective companies. Over 50% of the trade visitors come from different trade forms, around 35 percent of the trade fair guests are industrial buyers. 88 percent of those interviewed would recommend visiting the INTERNATIONAL HARDWARE FAIR COLOGNE to a business associate.

Good response to lectures, the special show and Innovation Centre
Panel discussions, lectures and product demonstrations: the sector forum "Tools live – Highlights on stage" with its mix of information and entertainment covering all aspects of the tool theme, was once again very well received by the trade fair visitors. The special show "Modern power tools for more Productivity, Safety and Ergonomics", in which exhibits from 17 power tool manufacturers were shown in cooperation with the German Tool Manufacturers Association (Fachverband Werkzeugindustrie – FWI) and the German Tool Museum (Deutsches Werkzeugmuseum), attracted a great deal of interest and attention. New products, innovations and trends in fastening and fitting technology presented by a total of 19 companies were shown in the Fastening Technology Innovation Centre, organized in cooperation with publishing house Verlag Siegfried Rohn. Those taking their place on the winner's podium this year were Heco-Schrauben with the HECO-UNIX full-thread screw with extra-tightening and contraction effect, the Austrian company Vinzenz Harrer with its wood connector SHERPA®-Verbinder XL along with British company Chervon Europe and its Hammerhead™ electric hammer.

Multi-functional, efficient, energy-saving: product trends in five sectors

Tools: In Cologne the tool makers from Germany and abroad presented numerous new products and further developments. Among the trendsetters are multi-functional tools which perform several work cycles, saving time and energy in the process. A screwdriver and hammer all in one is now possible thanks to a new multi-function ratchet. A power tool combines the plane with a grinder. The new products and innovations also included modified screw tools, further developed sanders or a new generation of diamond cutting discs especially developed for use in structural and civil engineering. A high degree of work progress coupled with minimal effort is offered by a functional percussion drill with vibration-damped handle, in which the optimum pressure load is indicated on the appliance's own display.

Industrial Supply: In the area of workshop and factory equipment the trend is towards optimizing work processes. Workshop workplaces are being increasingly designed to ensure the worker always has all his/her important items within touching distance, without having to make unnecessary trips thus saving time. For many manufacturing companies the theme of process cost optimization is right at the top of today's priorities. Computer-controlled tool and material

supply is also increasingly asserting itself in smaller and medium-sized companies. In the area of ladder technology there is a clearly evident trend towards products offering much higher stress resistance. In addition, there are special foot caps for ladders providing particular protection for different floor types.

Fastening & Fittings: The current generation of screws presented at the fair comes in a special quality and material hardness and thus with an unprecedented stability. There is also a trend among the manufacturers towards smaller containers. With so-called tailored product assortments such as dowels, other fastening elements or construction-chemistry products, the aim is to ensure the customer receives a greater value-added from his supplier in the specialist trade.

Locks & Fittings: Magnetically operating door handles and latches, automatic window closing systems, new damper systems: numerous innovations were also presented in the locks and fitting segment in Cologne. Especially in the area of furniture fittings there are for example new hinges with integrated damping. As far as functional fittings for drawers are concerned, new pull-out systems are coming on to the market. New materials, forms and colours are transforming door handles into attractive eye-catchers.

Home Improvement/ DIY: Practical solutions for the home, wrapped up in exquisite and elegant design, were presented at the INTERNATIONAL HARDWARE FAIR in the Home Improvement segment, in this connection for example ladders, waste collectors and pedal bins in the latest bold trend colours. Also in demand are retro-style photo murals or wallpapers, for example in "birch bark" look. As far as work lamps and lighting are concerned, the trend is towards modern LED illumination while new power socket systems are helping to save energy. A new mechanical laminate cutter also makes DIY easier for beginners. A further key focal point in this segment is the theme of product presentation in the self-service area with new concepts for packaging and presentation walls.

In 2012 the INTERNATIONAL HARDWARE FAIR COLOGNE will be held from 4th to 7th March.

The INTERNATIONAL HARDWARE FAIR COLOGNE 2010 in figures
At the INTERNATIONAL HARDWARE FAIR COLOGNE 2010, 2,686 (2008: 3,360) companies participated from 52 (2008: 61) countries, 85 (2008: 77)

percent of them from abroad. They included 395 (2008: 599+30 additionally represented) exhibitors from Germany along with 2,291 (2008: 2,671+60 additionally represented) exhibitors from abroad. Including estimates for the last day of the fair, the INTERNATIONAL HARDWARE FAIR COLOGNE 2010 attracted 56,500 trade visitors (2008: 63,000 trade visitors + 7,000 end-consumers) from 124 (2008: 129) countries, 59 (2008: 58) percent of them from abroad.*

* All figures have been compiled according to the guidelines set by the Society for Voluntary Control of Fair and Exhibition Statistics (Gesellschaft zur Freiwilligen Kontrolle - FKM) and are subject to control by an auditor (www.fkm.de).

Exhibitors' statements on the INTERNATIONAL HARDWARE FAIR 2010

ABAC Air Compressors, Mr Alain Lefranc: "On our stand we registered an increase in visitors and in the process, in addition to existing customers, also made new contacts. Our aim of arousing visitors' interest in our brand was a complete success at this year's INTERNATIONAL HARDWARE FAIR and we are particularly delighted that in this connection our new products and innovations enjoyed great popularity and demand."

American Hardware Manufacturers Association (AHMA), Timothy S. Farrell: "A pavilion at the Hardware Fair in Cologne is the very best way to get involved in the global market place. In terms of attendance, traffic and international visitor structure it is *the* place and date to be."

Cologne Bonn Business, Dr. Sylvia Knecht: "Once again the INTERNATIONAL HARDWARE FAIR is a highlight for the sector. Particularly nowadays the significance of such a far-reaching communication platform increases enormously. Our assessment: very good discussions, many new contacts, a lot of valuable information."

Hailo-Werk Rudolf Loh GmbH, Winfried Czilwa: "The INTERNATIONAL HARDWARE FAIR is the perfect platform enabling us to correspondingly communicate and convey our brand presentation and statements to our target

group. The quality of the visitors was spot on once again. Cologne is a superb trade fair platform!"

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Hettich FurnTech GmbH, Swen Zacharias: "The Hardware Fair 2010 was a successful event for us. We were able to successfully implement our main objectives of customer cultivation and customer loyalty along with new customer acquisition. In this process Koelnmesse once again made its contribution through excellent organization and un-bureaucratic service."

Keter Plastic Ltd., David Grun: "The INTERNATIONAL HARDWARE FAIR is a great opportunity to meet different clients from all over the world. Besides talking to a lot of European retailers we also had good contacts to major retailers from North America."

Knipex-Werk C. Gustav Putsch KG, Ralf Putsch: "The Hardware Fair 2010 has more than exceeded our expectations. Of the encouragingly large numbers of international trade visitors, it was particularly the high number of visitors from overseas we had not really expected prior to the event, that was especially striking. We also saw that in periods of economic crisis we can tangibly feel the customers' wish for reliability, stability and innovativeness. In these points the Hardware Fair has once again confirmed its good reputation as a contact, communication and new products platform. In particular, the innovations, which the sector and customers live from, were very successfully presented in Cologne."

KUKKO-Werkzeugfabrik, Kleinbongartz & Kaiser, Michael Kleinbongartz: "Our assessment of the INTERNATIONAL HARDWARE FAIR 2010 is very positive. The fair impressed once again as *the* presentation and new products/innovations platform, where we were able to meet our most important customers from all over Germany and abroad. Even sector participants, who just before the start of the fair still did not want to attend, were at the event after all. In addition, with our new products we were able to generate a great many new impulses in the market and present ourselves to our customers as a reliable and innovative partner at this time."

ROTHENBERGER Werkzeuge GmbH, Andreas C. Erler: "At this staging of the INTERNATIONAL HARDWARE FAIR we noticed that its significance as an international market place has once again clearly increased."

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weka Holzbau GmbH, Frank Albertsmeier: "Once again participation at the fair has been completely worthwhile. In this connection the increased quality of the trade visitors was particularly striking, even though we felt that overall numbers had declined slightly."

Wera Werk, Hermann Werner GmbH, Detlef Seyfarth: "Our stand at the INTERNATIONAL HARDWARE FAIR was consistently well frequented, in this connection the quality of the national and international trade visitors was absolutely right. In particular, the large numbers of visitors from abroad show that the Hardware Fair in Cologne is still *the* location and *the* platform for the entire industry. The cooperation with Koelnmesse was this year once again first class."

wolfcraft GmbH, Stefan Weigel: "The clear concentration and positioning on the hardware segment has a tangible positive effect. The visitor frequency and quality are right. In addition, the INTERNATIONAL HARDWARE FAIR has once again confirmed its reputation as a first-class new products and innovations platform. We were able to present new products to our visitors in a correspondingly eye-catching way."

Note for editorial offices:

You can find photos from the INTERNATIONAL HARDWARE FAIR COLOGNE in our image data base on the Internet at <http://www.hardwarefair.com> in the "For the press" section.

Voucher copy kindly requested