

Essen, March 3, 2026

Trade fair for sanitation, heating, air conditioning, and electrics

SHK+E ESSEN puts the spotlight on care bathrooms

figawa and ZVSHK are organizing the lecture program on March 17, 2026

From March 17 to 20, 2026, the sanitary, heating, air conditioning, and electrical industries will meet at Messe Essen for SHK+E ESSEN. More than 335 exhibitors from 15 countries will present innovations, products, and services related to building technology, energy efficiency, and sustainable supply solutions. A central theme on the opening day will be the “care bathroom” – a rapidly growing business segment in the wake of demographic change. At the Drinking Water Meeting Point in Hall 6 on Tuesday, March 17, 2026, trade visitors can expect a compact and practical program of presentations initiated by figawa and curated in collaboration with the Central Association for Sanitary, Heating and Air Conditioning (ZVSHK). The presentations will be held exclusively in German.

"Care bathrooms are much more than a niche topic—it is a market with enormous potential for manufacturers and the HVAC trade. With the lecture program at the Drinking Water Meeting Point, we are creating a platform that brings together expert knowledge, practical examples, and digital solutions. Our goal is to provide impetus and initiate new collaborations," explains Torben Brinkmann, project manager of SHK+E ESSEN.

Care bathrooms as a growing market for the skilled trades

The event will kick off with a presentation by the Central Association for Sanitary, Heating, and Air Conditioning (ZVSHK) on the strategic development of the “care bathroom” business segment. The focus will be on economic potential and successful cooperation between specialist trades and care providers in the planning of care-friendly bathroom solutions. This will be followed by a presentation of care-friendly



MESSE ESSEN GmbH

Messeplatz 1
45131 Essen | Germany

Presse-Kontakt | Press Contact
Tom Kraayvanger
Fon +49 201 7244-243
tom.kraayvanger@messe-essen.de

Presse-Fotoservice |
Press Photo Service
Ayben Dürümoglu
Fon +49 201 7244-780
support@messe-essen-
mediacenter.de

www.messe-essen.de
www.shke-essen.de

Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested

bathroom cubicles from wholesalers that have already been implemented. Another item on the agenda will highlight AI-optimized order acquisition for care bathrooms. Digital approaches to process support in the trade and integration into the “Construct-X” research project will be presented.

The moderated interview will also present a best practice example of close cooperation between care counseling and skilled trades businesses. Another contribution is devoted to the development of care-friendly bathroom products and shows what innovations manufacturers have in store for the skilled trades. The event will conclude with a joint discussion round with all participants.

Program overview

11:00 a.m.

Development of the “care bathroom” business segment – Planning care-appropriate bathroom solutions with caregivers and tradespeople

Matthias Thiel, Business Administration, Data Management, and Demographic Change Department, Central Association for Sanitary, Heating, and Air Conditioning

11:30 a.m.

Care-friendly bathroom cubicles installed in the bathroom showrooms of wholesaler Richter + Frenzel

Mathias Schneider, Key Account Manager, Sanitary Products Range, Richter + Frenzel Nuremberg

11:40 a.m.

Development of AI-optimized order acquisition for care bathrooms in connection with the “Construct-X” research project

Burckhardt Bonello, CEO, Meister Systems

12:10 p.m.

Best practice: “Integration of care advice and skilled trades”

12:30 p.m.

Development of care-friendly bathroom products – innovation for the trade

Philipp Fechner, Head of HEWI Competence Center + Architecture

1:00 p.m.

Panel discussion