

Essen, May 4, 2023

Trade Fair for Sanitation, Heating, Air Conditioning and Digital Building Management

SHK ESSEN scores as a future platform for sanitation and the energy transition

Sanitation exhibitors finally occupy the entire East Halls again

The SHK sector is making a powerful start to the coming trade fair year: from March 19 to 22, 2024, SHK ESSEN at Messe Essen will be the meeting place for tens of thousands of SHK professionals from Germany and the Benelux countries. 69 percent of them are decision-makers, including tradesmen, architects and building services planners. As the first major industry meeting place of the year in one of Europe's largest metropolitan areas, the trade fair is the ideal platform for exhibitors to present their range of products and services for sanitation, heating, air conditioning and digital building management.

"With just under a year to go before the show, we are absolutely delighted with the response from exhibitors so far. At the moment, registrations are coming in daily, and in addition we are having many discussions with companies that want to return. At the same time, we are starting to plan and allocate space to the exhibitors who have already registered according to their requirements. In addition, we are also planning the special areas and a top supporting program," explains Torben Brinkmann, Project Manager of SHK ESSEN. Since 1966, the trade fair has developed into one of the most important meeting places for sanitation, heating and air conditioning. Interested exhibitors can find the registration documents at www.shkessen.de.

Focus on digital bathroom planning and sustainable use of water

The sanitation industry is finally occupying the entire East Halls 6 to 8 again, which have been fully modernized since 2018. Companies such as Geberit, Grünbeck, Fränkische Rohrwerke, HSK Duschkabinenbau, SCHELL, TECE and VIEGA will be exhibiting sanitation objects, sanitary installations and water technology. Matthias Wunn, Head of Marketing & Communication as well as member of the Grünbeck management board, states: "SHK ESSEN is one of the most important industry trade fairs in Germany for us. For many years, we have been presenting our new products



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there and showcasing our services in the field of water treatment. The personal contact, the interesting discussions and the direct exchange with our customers in the region are close to our hearts."

The top topics in the sanitation industry include software for digital bathroom planning and the sustainable use of water, which starts in production and ends in a long service life. Added to this are high design quality and functionality of sanitation objects as well as the latest installation techniques for greater efficiency in the trade. Interest is high: 61 percent of trade show visitors are particularly interested in the sanitation sector.

Meeting place for the heat turnaround

Sustainable heating and energy systems are the predominant theme in Halls 1 and 3, where the heating industry is presenting itself. Here, exhibitors are focusing on cross-sector solutions for the efficient interlinking of heat, electricity and mobility. The centerpiece is the heat pump, which is becoming increasingly popular. So far, August Brötje, Bosch Thermotechnik, Max Weishaupt, REMKO, Vaillant Deutschland, Viessmann Deutschland and WOLF, among others, have confirmed their participation in SHK ESSEN, whose conceptual sponsor is the SHK NRW trade association. Dr. Frank Voßloh, Managing Director of Viessmann Deutschland, says: "Personal exchange with our partners from the SHK trade is extremely important to us. That's why a format like SHK ESSEN is an optimal opportunity for us – especially after the long Corona abstinence – to maintain contact with existing partners and to inspire new partners for our air conditioning solutions."

In Hall 2, suppliers of tools, operating equipment and mobility will also be presenting themselves, such as WVG Werkzeug-Vertrieb, whose Managing Director Wolfgang Brunner emphasizes: "SHK ESSEN is a must for our company. For the product range 'tools', there is no alternative to the presence events. For this reason, we are happy to be there again in 2024."