

# PRESS RELEASE

Press release for EISENWARENMESSE – International Hardware Fair  
Cologne 2021

## **Do-it-yourself industry profits from new desire for change.**

Members of Herstellerverband Haus & Garten e.V. report increasing sales in first half of 2020

**The immense economic importance of international trade fairs became clear this year, especially because of the corona-related cancellation of virtually all trade fair events. This means that there were no venues for presenting and experiencing product innovations and applications live or networking with important national and international trade and industry partners .**

The DIY sector is therefore all the more pleased that the EISENWARENMESSE – International Hardware Fair, which was postponed by one year, will once again take place in Cologne in February 2021. Many members of Herstellerverband Haus & Garten e.V. (HHG/German Association of Home & Garden Manufacturers) are once again focusing on the DIY Boulevard, for which more than **60** companies have registered. The companies will not only provide an overview of their latest product developments in a compact, practical area but also display innovative presentation concepts directly on the DIY store shelves. International exhibitors will also be taking part in the DIY Boulevard for the first time. Along with member companies of HHG, which once again make up the majority of exhibitors, companies from France, Spain, Italy, Belgium, Sweden and



**Contact:**

Herstellerverband  
Haus & Garten e.V.  
Ralf Rahmede  
General manager  
Deutz-Mülheimer Str. 30  
50679 Cologne  
Telephone: +49 221 279801-12  
rahmede@herstellerverband.de  
[www.herstellerverband.de](http://www.herstellerverband.de)

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other countries will also be exhibiting along the main aisles of Hall 11.1. What all of these exhibitors have in common is their membership in the Home Improvement Manufacturers Association (HIMA), an international network of manufacturers of home improvement, building and garden products.

The industry partners in the do-it-yourself sector have also demonstrated their performance capabilities in the past weeks and months. Since DIY retail stores were allowed to remain open in most German states even during the lockdown and it quickly became apparent that many people were starting to embark on renovation and DIY projects, demand for the respective products grew enormously. At the same time, many international supply chains were interrupted or significantly delayed due to corona-related restrictions. For manufacturers, this posed a two-fold challenge which they navigated successfully overall when looked at in hindsight. In the current crisis situation, it also became immediately clear how crucial it is for trade and industry partners to work together in a spirit of cooperation and trust. The gain for both sides is considerably greater with respect and mutual consideration as the guiding principles.

HHG members were still very cautious at the beginning of April with regard to their outlook for the rest of the 2020 fiscal year. However, the expectation took hold that the industry as a whole would be able to continue the positive development from the beginning of the year.



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This is also confirmed by the trend statements of a member survey on the first half of the year. With regard to the German market, sales in almost all main product groups grew compared to the corresponding period of the previous year. For product ranges such as paints and accessories, hardware and security technology, and building materials, this increase was in the double digits. The results of the association's half-year survey showed overall sales growth of 9.3%.

The situation until the end of June is clearly different for the European market. In this regard, HHG members could not build on the results from the previous year with their foreign sales, but are rather slightly below. These figures reflect the different situation for the retail sector in the various European countries where DIY store retailers also had to remain closed for several weeks. In the meantime, outside of Germany a new desire for home improvement and the increasing importance of the living space can be seen, which is likely to be reflected in the results of the next survey.

## *About the association*

The German Association of House & Garden Manufacturers (HHG) is a network of leading manufacturers of building, house and garden products in Germany, Austria and Switzerland. In its over 30-year history, the association has specialised in sales-oriented issues relating to the sales channels of DIY stores, garden centres and specialist retailers.

As an association of non-food consumer goods manufacturers across product ranges, it is able to differentiate itself from other associations through



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its sales focus, providing a clear added value for its members.



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