

Media Kit EISENWARENMESSE

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EISENWARENMESSE -
International Hardware Fair
03.03. - 06.03.2024
eisenwarenmesse.com

Press Conference

EISENWARENMESSE - International Hardware Fair 2024
19 June 2023. 5:00 PM, Koelnmesse Congress-Center North, Conference Room D



EISENWARENMESSE -
International Hardware Fair
03.03. - 06.03.2024
eisenwarenmesse.com

Welcome Speech

Oliver Frese
Koelnmesse GmbH / Chief Operating Officer

Additional speakers

Dr. Peter Wüst
Trade Association for Home Improvement, Construction & Gardening e.V. (BHB)
/ Chief Executive

Jörn Brüningholt
Trade Association for Home Improvement, Construction & Gardening e.V. (BHB) /
Head of Communications

John W. Herbert
European DIY Retail Association (EDRA) and Global Home Improvement Network
(GHIN) / General Secretary

Kurt Radermacher
Wholesale trade association for machines and tools e.V. (FDM) / Managing Director

Stefan Horst
Trade Association of the Tool Industry e.V. (FWI) / Managing Director

Thomas Glockseisen
Trade Association of the Tool Industry e.V. (FWI) / Chairman of the Board

Thomas Dammann
Central Association of the Hardware Trade e.V. (ZHH) / Chief Executive

Umberto Amos
Central Association of the Hardware Trade e.V. (ZHH) / Member of the Association

Markus Oster
Koelnmesse GmbH / Vice President Trade Fair Management

Matthias Becker
Koelnmesse GmbH / Director EISENWARENMESSE - International Hardware Fair

Thomas Rosolia
Koelnmesse S.r.l. Italien / Managing Director

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Stand: 19.06.2023
Kürzel:

Saluto di Oliver Frese, Direttore generale Koelnmesse GmbH, Eisenwarenmesse - Salone Internazionale delle Ferramenta

Eisenwarenmesse - Salone Internazionale delle Ferramenta 2024
19 giugno 2023, Colonia, CC Nord, piano 2, sala conferenze D



EISENWARENMESSE -
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eisenwarenmesse.com

Gentili Signore, egregi Signori,

Sono lieto di potervi dare oggi il benvenuto all'incontro con la stampa per il Salone Internazionale delle Ferramenta. È bello vedere il settore delle ferramenta tornare a riunirsi in presenza. Dopo i format fieristici digitali e ibridi degli ultimi tre anni è finalmente tornata l'ora di incontrarsi di persona. Per prima cosa, cari rappresentanti dei media, desidero quindi ringraziarvi per la vostra partecipazione a questo incontro.

A questo punto desidero anche salutare e ringraziare i rappresentanti delle associazioni, che oggi ci dedicano il loro tempo per parlare delle ultime tematiche e dei trend del settore.

Desidero iniziare dalle aziende, salutando Stefan Horst e Thomas Glockseisen, rappresentanti dell'Associazione dell'industria degli utensili (FWI).

In rappresentanza del commercio specializzato vorrei anche salutare Dr. Peter Wüst e Jörg Brüningholt della BHB (Associazione dei centri per il fai da te, l'edilizia e il giardino), ma anche John W. Herbert della European DIY Retail Association (EDRA) e del Global Home Improvement Network (GHIN). Vorrei inoltre citare Kurt Radermacher della FDM (Associazione tedesca del commercio all'ingrosso di macchine e utensili). Infine desidero dare il benvenuto a Colonia a Thomas Dammann e Alberto Amos in rappresentanza della ZHH (Associazione centrale del commercio della ferramenta).

Prima di passare direttamente ad affrontare le ultime novità del Salone Internazionale delle Ferramenta 2024 e dell'industria delle ferramenta, vorrei illustrarvi brevemente le iniziative di Colonia in programma quest'anno e quello venturo.

Il 2024 sarà infatti per Koelnmesse un anno speciale: l'anno prossimo, in contemporanea con il Salone Internazionale delle Ferramenta, Koelnmesse celebrerà il suo centesimo anniversario. Come sapete, da oltre 50 anni il Salone Internazionale delle Ferramenta è parte integrante di Koelnmesse. Dalla fiera più vecchia e ricca di tradizione dell'industria degli utensili e delle ferramenta è cresciuta nel corso degli anni fino a diventare la più grande piattaforma internazionale di networking per il settore globale di riferimento. Noi di Koelnmesse ci siamo inoltre dedicati al

miglioramento continuo dei nostri prodotti, adeguandoli alle esigenze del mercato. Gli organizzatori di fiere devono reagire agli eventi in modo proattivo e impegnarsi in una crescita continua. Abbiamo quindi portato avanti varie tematiche e soprattutto definito nuovi capisaldi della nostra strategia di sostenibilità.

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Ci siamo ad esempio prefissati di raggiungere la neutralità climatica entro il 2035. Dal 2015 tutti i nostri progetti di costruzione e modernizzazione sono improntati alla sostenibilità. In questi anni abbiamo già realizzato varie iniziative a questo riguardo. eSlot, il sistema più grande al mondo di gestione del traffico fieristico, ha contribuito a ridurre gli ingorghi e le emissioni dovute agli autoveicoli e, insieme al passaggio completo all'energia ecologica, incarna già oggi il nostro approccio più sostenibile a manifestazioni e visite. Desidero presentarvi in breve le nostre attività in tema di sostenibilità, raggruppate nei tre campi d'azione centrali Nature, Events e Community. Tutte le iniziative e le idee ambiscono a creare una piazza, dove organizzare eventi fieristici nel massimo rispetto dell'utilizzo delle risorse. Per rafforzare la consapevolezza verso questa importante tematica, Koelnmesse ha già riunito le singole iniziative sotto la nuova label "tradefairer".

Inoltre continuiamo ad investire nella modernizzazione del nostro comprensorio fieristico. Siamo fermamente convinti che l'incontro fisico resterà anche in futuro un elemento centrale dei nostri servizi, infatti l'anno prossimo sarà inaugurato il Confex, che consente di organizzare grandi congressi con relativa area espositiva. Grazie alle sue caratteristiche tecniche e strutturali potrà incarnare i format espositivi del futuro.

Anche i nostri servizi diventano più digitali ed efficienti, come ad esempio l'app della fiera che fungerà presto da navigatore, ticket wallet, banca dati su espositori, eventi e prodotti e anche strumento di comunicazione. Con Lead+Meet, proposta per la prima volta a IDS e interzum, siamo stati i primi enti fieristici al mondo a implementare un prodotto digitale che consente di fare incontrare in modo mirato espositori e visitatori nei padiglioni fieristici. Grazie a notifiche push personalizzate visualizzate dalla app della fiera, le aziende espositrici possono contattare i propri principali target di visitatori. Tramite una navigazione indoor che conduce la clientela direttamente allo stand fieristico, i visitatori sono in grado di individuare gli espositori pertinenti in modo semplice e veloce.

Gli sviluppi degli ultimi anni hanno mostrato anche l'importanza delle manifestazioni regionali per i nostri mercati. Lavoriamo costantemente all'ampliamento del nostro business all'estero e alla sua integrazione con nuovi eventi. Sono quindi lieto in particolare di annunciare che Koelnmesse è leader globale di mercato con riferimento all'organizzazione di fiere in ambito utensileria e ferramenta. Con i nostri Global Brands di EISENWARENMESSE abbiamo aperto nuovi mercati di sbocco e a inizio maggio abbiamo celebrato a Bergamo il successo della prima edizione dell'International Hardware Show Italy - powered by EISENWARENMESSE. Inoltre Koelnmesse esporta in India il format consolidato di EISENWARENMESSE. La International Hardware Fair India - powered by EISENWARENMESSE andrà ad integrare il nostro portafoglio globale e vivrà la sua prima edizione a Nuova Delhi all'inizio del prossimo mese di dicembre. La nuova rassegna B2B per il mercato indiano e subcontinentale proporrà una piattaforma di business professionale per

l'intero settore delle ferramenta, rispondendo alla crescente domanda proveniente dal mercato asiatico.

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Con l'Asia-Pacific-Sourcing a febbraio e marzo di quest'anno abbiamo rafforzato la nostra posizione di prima piattaforma europea di sourcing dall'Estremo Oriente per nuovi prodotti e trend in tema casa e giardino, con conseguente consolidamento del nostro ruolo internazionale di primo piano fra gli enti fieristici.

Signore e signori,

non vedo l'ora di trascorrere la prossima ora con voi, immersi in profondi scambi di opinioni e conversazioni interessanti.

Stand: 19.06.2023

Kürzel:

No. 1 / June 2023, Cologne
EISENWARENMESSE

EISENWARENMESSE - Salone Internazionale delle Ferramenta 2024: buoni risultati per la fase di iscrizioni early bird

I leader di mercato nazionali ed esteri confermano la partecipazione al salone leader al mondo per le ferramenta

Fin dai primi mesi di apertura delle iscrizioni EISENWARENMESSE 2024 miete consensi nell'industria delle ferramenta. Il periodo di iscrizioni early bird si è rivelato un assoluto successo non solo a livello internazionale, con aziende espositrici da oltre 45 paesi e una partecipazione estera superiore al 87 %; anche numerose imprese tedesche hanno già confermato presenza. Le aziende espositrici hanno tempo fino al 30.06.2023 per assicurarsi uno spazio espositivo al Salone Internazionale delle Ferramenta a condizioni agevolate.

Il Salone Internazionale delle Ferramenta torna alle vecchie abitudini: la rassegna aprirà i battenti nel periodo consueto, dal 3 al 6 marzo 2024. La promozione early bird ha già dato il via alle danze. Fino al 30.06.2023 le aziende possono approfittare della possibilità di iscriversi al prezzo agevolato di 30,00 Euro al m2.

"Il risultato provvisorio della fase early bird di EISENWARENMESSE 2024 ci soddisfa appieno. Siamo felici di notare un forte interesse dall'estero e il ritorno di numerose aziende tedesche che avevano saltato l'edizione straordinaria del 2022. La notevole domanda conferma il valore del Salone Internazionale delle Ferramenta e il suo ruolo di prima piattaforma globale per la presentazione di nuovi prodotti, servizi e tecnologie, nonché per la cura delle relazioni nel segmento delle ferramenta. Confidiamo di riuscire a raggiungere la superficie espositiva prevista di 165.000 m2 distribuita su sei padiglioni", afferma Matthias Becker, Director del Salone Internazionale delle Ferramenta.

Fra le aziende e i marchi tedeschi che parteciperanno alla EISENWARENMESSE 2024 sono annoverati, fra gli altri, BMI, BS Systems, Burg-Wächter, Eibenstock, Fischer, Hailo, Hazet, Hettich, Knipex e Krause. Ma l'edizione 2024 del Salone Internazionale delle Ferramenta darà il benvenuto anche a Oribis Will, Padre, Pferd, Prebena, Reyher, Scheppach, Schwaiger, Rennsteig, Testboy, Völkel, Wezag, Wiha e Witte Tools.

Dall'estero sono inoltre pervenute le iscrizioni di Apex, Annovi Reverberi, Central Lobão, Diager, Edeco, Fisch, Index, Kubala, Kyocera, Nardi Compressor, Prosperplast, Proxxon, Rapid, Skil, Stanley e Varo. Ma non mancano nuovi espositori come Ambrovit, Inter Abrasive, Kapriol e Lusavouga. Le altre aziende espositrici sono consultabili sul sito web nel logo showcase del Salone Internazionale delle Ferramenta.



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Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Oliver Frese

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:
Cologne
District Court Cologne, HRB 952

DIY Boulevard e EISEN Award

La fase early bird rispecchia il grande interesse che ruota intorno al DIY Boulevard: ad oggi in quest'area espositiva si sono già iscritte oltre 45 aziende. Con il DIY Boulevard il Salone Internazionale delle Ferramenta, in collaborazione con la HHG (Associazione aziende casa & giardino), offre agli espositori l'opportunità di presentare la propria offerta in un'ambientazione simile al punto vendita. Gli operatori possono così ammirare un autentico allestimento prodotti.

Nel 2024 si tornerà ad assegnare live anche l'ambito "EISEN Award powered by ZHH". In collaborazione con la ZHH (Associazione centrale per il commercio delle ferramenta), EISENWARENMESSE ha scandagliato il settore alla ricerca di idee, invenzioni e soluzioni straordinarie. Sarà allestita nuovamente anche un'area speciale per la presentazione al pubblico specializzato dei prodotti in nomination per l'intera durata della fiera.

Promozione delle giovani imprese

EISENWARENMESSE rientra nel programma stilato dal Ministero federale dell'economia e della protezione del clima (BMWK) volto a promuovere la partecipazione di aziende giovani e innovative a rassegne internazionali sul territorio tedesco. La rassegna vuole così sostenere le nuove leve del settore artigianale e industriale. Possono aderire all'iniziativa le aziende autonome del settore industriale, artigianale e tecnologico con sede in Germania e costituite da non più di dieci anni. L'iniziativa prevede la partecipazione a uno stand collettivo e la copertura del 60% dei costi ammissibili relativi ad affitto e realizzazione dello stand.

Lead+Meet fa incontrare in modo mirato espositori e visitatori

Le aziende espositrici del Salone Internazionale delle Ferramenta 2024 potranno utilizzare per la prima volta la app della rassegna per contattare in modo mirato i propri target di visitatori. Lead+Meet è una feature digitale che fa incontrare in fiera in modo efficace, semplice e personalizzato espositori e visitatori, grazie a notifiche push inviate dall'ultima versione dell'app della manifestazione. Lead+Meet permette alle aziende di rivolgersi direttamente in fiera ai principali target di visitatori e invitarli allo stand. In fase di acquisto del biglietto i visitatori possono indicare vari dati personali, quali prodotti di interesse, settore o paese di origine. In base a queste informazioni, fornite volontariamente, gli espositori identificano i visitatori che incontrano l'offerta dell'azienda. All'ingresso nel padiglione l'app della fiera invia direttamente allo smartphone dei visitatori che hanno attivato questa opzione una notifica push con invito allo stand. Grazie alla nuova navigazione indoor all'interno del padiglione inclusa nella app, i visitatori sono quindi in grado di individuare in modo semplice e veloce il tragitto più breve per raggiungere lo stand. In questo modo si assicura un match perfetto di domanda e offerta.

I prossimi eventi:

China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai 19.09 - 21.09.2023

International Hardware Fair India - powered by EISENWARENMESSE, Nuova Delhi

02.12 - 04.12.2023

EISENWARENMESSE - Salone Internazionale delle Ferramenta, Colonia 03.03 -
06.03.2024

Asia-Pacific Sourcing, Colonia 11.03 - 13.03.2025

International Hardware Fair Italy - powered by EISENWARENMESSE, Bergamo maggio
2025

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Koelnmesse - Fiere di settore per il comparto ferramenta: Koelnmesse è leader internazionale nell'organizzazione di fiere nel comparto ferramenta e fai-da-te. EISENWARENMESSE, il Salone Internazionale delle Ferramenta, è la fiera nr. 1 del settore a livello globale e si tiene a Colonia, così come Asia-Pacific Sourcing che presenta prodotti, novità e trend del settore giardino e casalinghi dall'estremo Oriente. Koelnmesse sta inoltre ampliando il proprio portfolio internazionale in mercati importanti: China International Hardware Show a Shanghai, International Hardware Fair Italy a Bergamo e International Hardware Fair India a Nuova Delhi sono eventi di riferimento per il mercato nazionale con una partecipazione internazionale. Garantiscono a espositori e visitatori nuove possibilità di business internazionali, riunendo in modo mirato domanda e offerta del settore. Maggiori informazioni: <https://www.eisenwarenmesse.com/trade-fair/industry-trade-fairs/>

Nota per la redazione:

Il materiale fotografico di EISENWARENMESSE - Salone Internazionale delle Ferramenta è disponibile nella nostra banca dati immagini sul sito [Image database | International Hardware Fair \(eisenwarenmesse.com\)](#)

Ulteriori raggugli per la stampa sono reperibili al link [Press releases of the INTERNATIONAL HARDWARE FAIR | International Hardware Fair \(eisenwarenmesse.com\)](#)

In caso di pubblicazione si prega di inviare copia giustificativa.

EISENWARENMESSE - Salone Internazionale delle Ferramenta su LinkedIn:

<https://www.linkedin.com/showcase/eisenwarenmesse>

EISENWARENMESSE - Salone Internazionale delle Ferramenta su Facebook:

<https://www.facebook.com/eisenwarenmesse>

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Press release

EISENWARENMESSE – International Hardware Fair Press Conference 2024

Dr Peter Wüst

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Hauptgeschäftsführer

Dr. Peter O. Wüst

DIY industry between inflation, “bad weather” and high reliability

- Wet and cold weather dampen sales at beginning of year
- Trend leaves room for cautious optimism

18. Juni 2023

After a mixed 2022 with a slight increase in real growth, the DIY and garden centre sector had anticipated a different start to 2023. However, consumer caution due to inflation and political uncertainty, coupled with prolonged periods of wet and cold weather, had a significant impact on demand, especially for garden-related products. As a result, the first quarter saw a decline of 8.6 percent in Germany and 7.5 percent in Switzerland. In Austria, the year got off to a more positive start with an increase of 0.4 percent thanks to more favourable weather conditions.

‘Our industry is regularly affected by **weather effects**, especially in the first quarter when people look forward to enjoying their gardens. As soon as the first rays of sunshine appear, they purchase new plants, and often even gardening equipment and furniture for the new season,’ said **Dr Peter Wüst, Managing Director of BHB**. While there have always been temporary dampening effects, this time they were more pronounced when compared to the sustained high-pressure system during the same period in 2022 and when combined with inflation.

However, **BHB board spokesman Peter Tepas** also views the development with a certain amount of optimism: ‘The weather is noticeably improving and the steadily declining inflation is also giving people a renewed sense of confidence.’ Although prices would remain at a high level, he does not anticipate any further dramatic increases. The industry continues to be very well positioned in the traditional DIY and renovation product ranges. **René Haßfeld, deputy spokesman of the BHB Board**: ‘We are the partners with all the products and services that people need for their energy-saving and home improvement goals. Our warehouses are well stocked and we can ensure supply at all times.’

Although DIY and garden retailers in Germany, Austria and Switzerland cannot completely escape the effects of inflation and cautious consumer sentiment, they continue to be the primary point of contact for the majority of customers for all things related to homes, apartments and gardens. During the pandemic, the desire for DIY activities, gardening and upgrades in the home played a vital role. As a result, consumers now have a greater appreciation for the wide variety and reliable supply of products that the industry is able to



Dr Peter O. Wüst
Managing Director

provide even during times of crisis. This aspect is also drawing more professionals to the markets.

Leading trade fairs in the industry, such as the **EISENWARENMESSE - International Hardware Fair (IEW)**, are and will continue to be an important point of contact. In the current situation, many households are trying to save energy through targeted smaller renovation and refurbishment measures, such as insulation and the use of smart energy solutions for heating and lighting.

Therefore, it is important for home improvement stores to stay up-to-date with the latest products in these areas. In the smart home category, for instance, new intelligent solutions are constantly being introduced. Even smaller energy supply solutions such as photovoltaic units and balcony power plants are now DIY-friendly. To be a competent retailer in this field, companies need to maintain ongoing communication with manufacturers and have a clear overview of trends and developments in order to provide customers with the right products. 'The IEW has always been and will continue to be one of the key meeting points for our industry sectors. Our retailers especially value the direct contact with producers and the comprehensive overview that is only possible in such a concentrated setting,' emphasises Wüst.

More information on the current industry **figures and trends** can be found [HERE](#)

Press Contact

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About Handelsverband Heimwerken, Bauen und Garten e.V. (BHB)

As a trade association, the BHB represents the interests of home improvement, building and gardening retail companies in Germany, Austria and Switzerland (DACH region) as well as other companies in the DIY industry from the manufacturing and service sectors. As an association with an international focus, BHB is active in Germany, German-speaking countries and all of Europe through its membership in the European DIY Retail Association (EDRA). It represents the economic and media policy interests of the industry and engages in dialogue with political institutions, the media, administration, suppliers and service providers. The association comprises 21 trade organisations with over 30 distribution channels and around 210 supporting members from industry and the service sector. The industry has around 480,000 employees in Germany. Total gross sales of German DIY and home improvement stores reached around EUR 21.92 billion in 2022.

EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR
Cologne
3rd – 6th March 2024



European DIY
Retail Association



Global Home
Improvement Network

18/06/2023

EDRA/GHIN, the European and Global Home Improvement Network of home improvement retailers, are very much looking forward to the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR to be held in Cologne from the 3rd - 6th of March 2024.

It seems that all over the world people are on the move again following the pandemic, and our visits to the recent trade fairs in Europe and internationally have reinforced this as delegates have flocked to them, including the recent and first edition of the International Hardware Fair in Italy.

We are firm believers that this will be the case for the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR 2024 in Cologne. We are expecting our EDRA/GHIN members to return in record numbers.

There is no question that the Covid-19 pandemic has given a boost to home improvement retailing in the past three years. Consumers, who were encouraged to stay at home, rediscovered home improvement, especially the younger generations, and are completing more projects on their own.

However, this year, we are expecting home improvement sales to decrease in comparison to the last three years. The global economy is experiencing high inflation, increased energy and food prices and consumers have less money to spend. Nevertheless, we are confident sales will remain above the levels seen in 2019.

Globally there is still a huge demand for people to renovate their homes, and we see this continuing. We also note that there is a tendency towards better quality products and that less has become more for the consumer. All things considered; we remain most optimistic for the future of home improvement retailing.

Another trend is that the shock of the Ukrainian war and the soaring energy price experienced all over the world, has reinforced the idea that we must not be dependent on any particular country and must diversify our interests and sourcing. This is yet another reason to attend the world's most international trade fair.

We know we speak for our members when we say we are all looking forward to meeting again at this worldclass event, the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR.

EDRA/GHIN General Secretary, John W. Herbert, and Oliver Ginestier, Director of Communications, will be attending the trade fair each day of the show to welcome and give support to any EDRA/GHIN members.

ENDS

EDRA/GHIN is the voice for the home improvement industry globally, representing the entire spectrum of the home improvement industry, from local corner shops, digital players, and big box retailers. Today EDRA/GHIN represents 224 home improvement companies operating over 33,500 stores in 78 countries.



Press release

19 June 2023

Rising regulatory burdens for small and medium-sized enterprises

The German association of tool manufactures (FWI) is addressing this growing burden on its members with a multitiered service offering

The pressure on SMEs amid the deluge of new regulatory requirements from both European and German legislation has increased massively in recent years. Compliance with the requirements of EU product safety regulation, future mandatory sustainability reporting and packaging waste and plastic disposal directives entails considerable resources for companies, which medium-sized enterprises in particular are unable to meet in full.

In response to the mounting burden on its members, the FWI will be rolling out a multitiered service offering starting in the second half of 2023, which includes practical workshops on the implementation of regulatory requirements, topic-specific exchange formats and individual consulting services.

“By focusing specifically on a practical service offering and hiring a new full-time employee in our association, we are sending a clear message.” “We put together enquiries concerning regulatory issues, offer assistance in meeting new legal requirements and help our members take care of their core business – the manufacture of quality tools in Germany,” said Stefan Horst, Managing Director of FWI.

The recently enacted German Supply Chain Act is an example of the additional burden imposed by new regulations. Although the law currently applies only to companies with more than 3,000 employees, smaller businesses are also witnessing an increase in documentation requests from customers regarding their supply chains as a result of the legislation.

“We therefore expressly call for acknowledgement of the situation faced by medium-sized companies in relation to new legislation and for a lasting reduction of bureaucratic

burdens, particularly for smaller and medium-sized enterprises,” stresses Stefan Horst. “Only in this way can manufacturing companies in our industry maintain their edge in an increasingly competitive global landscape.”

Around 110 tool and dowel manufacturers with production in Germany belong to the FWI. The tool industry generated sales of EUR 4.7 billion in 2020 and employed around 32,000 people.

The main aims of the association are to maintain the broad diversity of German manufacturers, create fair competition and strengthen Germany as a production location.

In addition, there are 50 extraordinary members in the FWI. These are industrial companies that are closely associated with the tool industry and its distribution channels as well as service providers and foreign companies.

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Press release

Hardware trade in turbulent times

Düsseldorf, 22 May 2023 – The hardware retail sector was impacted by the exceptional circumstances in 2022 on many levels says the Central Association of the Hardware Trade (ZHH), Düsseldorf, including disruptions in product supply, frequent price adjustments and restraint in consumer spending. Despite these challenges, the hardware trade managed to weather the past year fairly well overall thanks to the continued brisk demand.

Looking at the next few months, the challenges will not be less, but the hardware industry is optimistic as the economy continues to recover and solutions are in place for the various national and international issues. Furthermore, the trends of recent years, such as cocooning, safety, connectivity, and sustainability, are expected to continue, creating opportunities and possibilities for the hardware industry in both retail and the industrial B2B sector.

Hardware and household goods retail sector

The brick-and-mortar hardware and household goods retail sector was confronted with additional challenges in 2022. The year was marked by the outbreak of war in Ukraine and faced significant challenges following a promising start. It was heavily impacted by the energy crisis, surging prices and a level of inflation not seen since the post-war period.

As a result, consumer spending fell steadily over the summer months, leading to a sharp decrease in store footfall. However, the hardware retail sector saw a solid to strong holiday season in the last two months of 2022 thanks to political measures taken to stabilise the economy, which contributed to the year ending on a relatively satisfactory note.

With the exception of small electrical appliances, glassware and gardening equipment, all product categories performed quite well. At the same time, there has been a noticeable shift in values, lifestyle and consumer behaviour. The hardware and household goods retail sector has responded to these changes by expanding its service offerings, providing in-store expert advice and embracing digitalisation.

The following table provides an overview of the development to date:

	2018	2019	2020	2021	Forecast 2022	Forecast 2023
Retail specialists for household goods/glass, porcelain, ceramics	-1.5%	+1.1%	+2.4%	-5.0%	+6.9%	+2.5%
Total hardware trade	+0.5%	+2.4%	+2.1%	-1.0%	+6.2%	+3.0%
Total retail trade (including furniture/household goods/building supplies)	+2.6%	+3.2%	+5.6% (+5.9%)	+2.8% (-10.8%)	+7.8% (+11.5%)	+4.5 %

Source: Zentralverband Hartwarenhandel e.V. (ZHH/Central Association of the Hardware Trade), Federal Statistical Office of Germany (Destatis)

As for all retail sectors, 2023 will also not be an easy year for the hardware and household goods business. There are many challenges ahead and future developments are difficult to predict.

However, the trends of recent years are expected to benefit the retail industry this year as well, resulting in continued strong demand for products in the sector. Nevertheless, a decline in real-term sales is anticipated.

Tool and building hardware trade (industrial B2B)

The year 2022 was fairly successful for the tool and building hardware retail sector in industrial B2B even though it was characterised by considerable challenges and massive price increases. The sentiment remained cautiously optimistic despite the impact of the COVID pandemic and war in Ukraine. Contributing to this was the existing order situation in the construction industry and skilled trades as well as the recovery in the tool and mechanical engineering sector.

The following table provides an overview of the developments in industrial B2B for tools and fittings:

	2018	2019	2020	2021	2022	Forecast 2023
Tools	+2.8%	+1.7%	-0.8%	+3.4%	+8.5%	+4.0%
Building hardware	+2.4%	+2.8%	+3.5%	+4.6%	+14.3%	+6.0%
Total wholesale	+2.7%	+1.6%	-0.4%	+4.5%	+19.2%	+8.0%

Source: ZHH economic surveys, Federal Statistical Office of Germany (Destatis)

The building hardware retail sector saw a nominal sales increase of 14.27 percent in the past year, which was attributable to double-digit growth in window fittings, chemical fastening technology, door fittings, building components and plant equipment. The plant equipment product category in particular, excluding the automation group, recorded significant overall growth (+3.05 percent). The substantial price increases were primarily responsible for the most of the growth in the individual product groups.

Similarly, the tool retail sector saw a comparable trend, but with lower growth in the product categories. There were positive developments in the areas of machining, precision tools, power tool accessories and hand-held tools, which benefited from the improved situation in mechanical engineering and tool manufacturing. Plant equipment also experienced notable growth, whereas occupational safety had to contend with declines in some cases after posting extraordinary increases during the COVID period. Despite the increasingly difficult market environment over the course of the year, the tool retail sector also achieved decent overall sales growth, driven primarily by price increases.

The outlook for 2023 is difficult to assess due to the economic and geopolitical landscape. However, the economic recovery has gained traction and although the number of orders in customer sectors have decreased, inventory levels (still) remain satisfactory to some extent. This helped the industrial B2B sector get off to a satisfactory start to the year. Noticeable changes are underway, such as a shift in the construction industry from new builds to renovations as well as a surge in demand for products like heat pumps and photovoltaic systems.

At the same time, the impact of further price increases throughout the year, rising personnel costs and the significant shortage of skilled workers in customer sectors and the industrial B2B trade is expected to put a damper on development. This means that companies need to adapt their resources and strategies accordingly in order to deal with these hurdles. The year 2023 will continue to present ongoing challenges!

About ZHH

For 125 years, the Central Association of the Hardware Trade (ZHH) has been the representative body for the medium-sized hardware retail sector consisting of specialist

retailers and industrial B2B companies. Hardware is a collective term encompassing a wide range of goods and product categories, primarily including hardware, tools, fittings, building components, security technology, power tools, household goods, DIY supplies, fitted kitchens, and large and small electrical household appliances. The ZHH represents the various product categories through its working groups and associations. As an industry association, the ZHH is committed to promoting the interests of medium-sized retailers. Within the group of central associations, the ZHH represents the professional interests of the hardware trade and is active internationally through its involvement in the International Federation of Hardware and Housewares Association (IHA).

Working groups of ZHH e.V.

- Building hardware working group (AKB)
- Tools working group (AKW)
- German association of medium-sized kitchen retailers (BMK)
- Trade association for German hardware and household goods (FDE)
- Expert group for household goods/glass, porcelain, ceramics (FHG)
- Federal Association of Industrial B2B Trade (multitec)
- Motorist association (VDM)
- Berlin/Brandenburg hardware trade working group (AHB)

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