

## Press kit for the closing of interzum

PR 22 "interzum 2023: the industry comes together for its leading international trade fair"

2 >>

PR 21 "interzum 2023: innovations for neo-ecology"

5 >>

PR 20 "interzum 2023: innovations paving the way for future interior trends"

9 >>



interzum  
09.05. - 12.05.2023  
[www.interzum.com](http://www.interzum.com)

No. 22 / May 2023, Cologne  
#interzum

## interzum 2023: the industry comes together for its leading international trade fair

**Approximately 62,000 trade visitors attended the leading international trade fair for suppliers to the furniture and interior design industry.**

interzum in Cologne, Germany, ended very successfully on Friday, 12 May 2023. With approximately 62,000 trade visitors from some 150 countries, the leading international trade fair for suppliers to the furniture and interior design industry exceeded all expectations and inspired all present at the stands and numerous special event areas over the course of four days. The roughly 1,600 exhibitors had waited four years to finally be able to convene at the industry's leading global event again. Accordingly, exhibitors and trade visitors alike were thrilled to have the chance to make full use of this global platform for communication and commerce once more. The exhibiting companies unveiled their innovative solutions and newest products at interzum and made their mark. "The trade fair could barely have showcased its importance for the industry any better," said a delighted Oliver Frese, Chief Operating Officer of Koelnmesse. For him, the event's success is a clear sign "that first-rate flagship events such as interzum are more vital than ever."

The importance of interzum for the industry was also underlined by the high number of international trade visitors. In total, approximately 62,000 visitors were in attendance. The countries with the largest number of visitors were Germany, Italy, Spain and Poland. The number of Turkish visitors was very encouraging, having increased by 16 percent compared to the previous edition of the trade fair. Likewise, the number of trade visitors from India increased. Considering the current situation with regard to the issuance of visas, the number of Chinese visitors was satisfactory, too. Exhibitors also praised the high level of expertise among visitors from all countries.

**interzum is giving the industry fresh impetus with its guiding principle of neo-ecology**

The trade fair's central theme was sustainability. With its focus on the overarching concept of neo-ecology, interzum brought sustainability, climate protection, resource efficiency and forward-looking planning to the fore before the trade fair even began. It became clear just how much interzum struck a chord with the industry at the trade fair's stands, where nearly all the exhibiting companies recognised the increasing importance of environmental issues. Aspects such as resource efficiency, smart materials, renewable energies or recycling and upcycling were key to many of the innovations exhibited.



interzum  
09.05. - 12.05.2023  
www.interzum.com

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
m.majerus@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
www.koelnmesse.com

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

The varied programme of events also explored these themes - and with great success. The three interzum Trend Forums, the interzum Product Stage and the interzum Trend Stage, where renowned industry experts discussed the most important developments, trends and emerging topics in the worlds of furniture, materials and furnishings, generated a lot of interest among the international trade audience.

### **interzum goes green: moving into a more sustainable future**

The products, services and special events were not the only things that honed in on environmental issues. Many of the exhibition stands were also designed with sustainability and resource efficiency in mind. What's more, the trade fair itself accepts its responsibility and is making active efforts to protect the climate. In the run-up to the event, interzum launched an initiative to make the world's biggest industry event for furniture production and interior construction more sustainable in the future. Drawing on the experiences gathered this year, the trade fair will explore how it can further integrate sustainability into future events.

The next events:

interzum: 20-23 May 2025

interzum guangzhou: 28-31 March 2024

interzum bogotá: 14-17 May 2024

### **interzum 2023 in numbers**

Some 1,600 companies from 59 countries (2019: 1,806 companies from 61 countries) appeared at interzum 2023 on a gross exhibition space covering 186,000 m<sup>2</sup> (2019: 190,000 m<sup>2</sup>). This included 255 exhibitors from Germany (2019: 356 exhibitors) and 1,345 foreign exhibitors (2019: 1,450 exhibitors). Foreign exhibitors accounted for 84 per cent (2019: 80 per cent). Including estimates for the last day of the trade fair, 62,000 trade visitors from 150 countries (2019: 74,000 trade visitors from 152 countries) attended interzum, with foreign trade visitors accounting for approximately 76 per cent (2019: 75 per cent). \*

### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China.

Further information: [www.interzum.com/trade-fair/interzum-home/industry-sectors](http://www.interzum.com/trade-fair/interzum-home/industry-sectors)

Page  
3/3

**The next events:**

interzum guangzhou - Asia's leading Furniture Production Fair, Guangzhou 28.03. - 31.03.2024

interzum bogota - International fair for industrial wood processing and furniture manufacturing, Bogotá 14.05. - 17.05.2024

**Note for editorial offices:**

interzum photos are available in our image database on the Internet at <https://www.interzum.com/en/press/multimedia/image-database/> in the "Press" section.

Press information is available at: [www.interzum.com/en/press/press-releases/press-releases-of-interzum](http://www.interzum.com/en/press/press-releases/press-releases-of-interzum)

**interzum sur Facebook:**

<https://de-de.facebook.com/interzum>

If you reprint this document, please send us a sample copy.

**Your contact:**

Markus Majerus  
Communications Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-2627  
[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)

No. 21 / May 2023, Cologne  
#interzum

## interzum 2023: innovations for neo-ecology

Working sustainably is one of the biggest challenges for the furnishing industry as it looks to the future. With its new leading theme “Neo-ecology”, interzum from 9 to 12 May 2023 presented ground-breaking innovations in resource- and climate-friendly production processes, materials and components for the furniture and interiors industry. Right at the beginning of product cycles, the leading international trade fair and its exhibitors thereby make an important contribution as the industry moves towards a more environmentally friendly and circular product culture.

### The trade fair appearance as a holistic concept

Many companies in the furnishing industry place great importance on using renewable raw materials, reusing resources and establishing circular business models. Companies striving to take sustainability seriously must view the topic holistically. Numerous exhibitors at interzum 2023 have therefore not only applied high sustainability standards in the development of their new products, but also in their trade fair appearance. Vauth-Sagel adopted a special “green” stand concept this year: the entire space was designed for maximum recyclability and in the form of a polygonal garden landscape. Other industry giants either reduced their resource use or eliminated it altogether, or had their entire trade fair appearance certified as CO<sub>2</sub>-neutral.

### Circular design: towards the circular economy

Because a large percentage of the ecological impact of a piece of furniture is determined by its components, there lies an enormous potential here for transformation towards a circular economy. For example, Egger sources 71 per cent of the wood used in its TM9 PerfectSense Smoothtouch Matt lacquered boards from the circular economy. This new product is 100% recyclable at the end of its life cycle and can be used to produce new boards. And with its A.NEXT Arise, AGRO international presented what it claims is the world’s first circular-economy, mass-market pocket innerspring for mattresses that is made almost completely from recycled materials.

### Alternatives from nature: innovative materials for furnishing

As part of an industry-wide evolution of materials in furniture and interiors, a number of exhibitors presented sustainable alternatives to conventional materials. The OrganiQ drawer insert developed by Kesseböhmer as an alternative to solid wood consists largely of natural fibres. This concept of alternative materials was



interzum  
09.05. - 12.05.2023  
www.interzum.com

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
m.majerus@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
www.koelnmesse.com

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

taken further, right down to the last detail, at interzum. Boyteks Tekstil also makes a contribution to healthy homes with its BioGreen mattress materials from sugar cane and cellulose waste and a new nettle yarn. And Wagner presented furniture gliders made of biocomposites with natural fibres to interzum's international trade audience.

### **Bio-based cover fabrics: upholstered furniture is becoming greener**

The term "bio-based materials" was often used to present new components for upholstered furniture at the trade fair. MAL Germany has developed bio-based moulded parts made of rubberised coconut fibre for various applications such as seat cushions and back- or arm-rests. Peel, a material produced by the Portuguese exhibitor Monteiro Ribas using 65 per cent chestnuts, organic cotton and natural oils, is perfect as an upholstery fabric. And Continental also presented an unusual cover fabric at interzum: for its breathable material skai VyP Coffee, the company is processing used coffee grounds as a raw material for the first time.

### **From the oceans: plastic recycling in furniture and mattresses**

In those instances where plastic is still used, it is often already recycled. furnipart, for example, uses plastics from the maritime industry in its new series of handles and knobs OceanIX. BekaertDeslee also uses plastic waste from the oceans in its mattress enhancer SmartSleeve Circular. The product features an NFC tag that gives recycling companies full transparency about the material composition when the product reaches the end of its lifecycle. Schattdekor presented a modern and environmentally friendly furniture surface with its product Fineflex, which is made of up to 80 per cent recycled PET.

### **Sustainable sleep: the transformation of the mattress industry**

The circular principle is applied increasingly often in mattress manufacturing as companies seek to conserve valuable raw materials. That became clear with new products presented at interzum such as the Vita First mattress. The innovative mattress is produced by the Vita Group using sustainable technologies and without any adhesives, making it easier to break down and recycle the product at the end of the lifecycle. LAVA Textiles from Belgium exhibited CiCLO fibres for mattresses, which biologically degrade far more quickly than untreated polyester fibres. The Stellini Group is also keen to reduce its environmental impact to a minimum with a new knitted fabric for mattress materials made of polypropylene fibres that can be fully recycled.

### **Tried-and-tested and brand-new: product ideas for the "construction transition"**

Newly developed and tried-and-tested materials can both make a significant contribution to a sustainability revolution in architecture and interior design. One product line belonging to the "tried-and-tested" category is the wall and façade panels made of purenit, which the insulation pioneer puren presented at its interzum debut. The material made from production and construction site waste and material residues has been produced on a polyurethane hard foam basis for more

than 40 years. Classen Holz Kontor's new Ceramin tiles, which are made of 65 per cent recycled material and are free of PVC, plasticizers and pollutants, are perfect as a lightweight alternative to ceramic or stone tiles. And the Italian exhibitor 3B presented its UNIKO Mineral Clad - an innovative plastic-free and solvent-free surface finish - at interzum. The mineral cladding is applied onto recycled wood panels or used as a skin on vertical surfaces.

With these and many other innovations, exhibitors at this year's interzum presented everything furniture makers, designers and interior designers need to put neo-ecology, the trade fair's main theme, into practice. We can look forward to further developments in the field of furniture production and interior design - and to the innovations that will be presented at the next interzum.

### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China.

Further information: [www.interzum.com/trade-fair/interzum-home/industry-sectors](http://www.interzum.com/trade-fair/interzum-home/industry-sectors)

#### **Note for editorial offices:**

interzum photos are available in our image database on the Internet at <https://www.interzum.com/en/press/multimedia/image-database/> in the "Press" section. Press information is available at: [www.interzum.com/en/press/press-releases/press-releases-of-interzum](http://www.interzum.com/en/press/press-releases/press-releases-of-interzum)

#### **interzum sur Facebook:**

<https://de-de.facebook.com/interzum>

If you reprint this document, please send us a sample copy.

#### **Your contact:**

Markus Majerus  
Communications Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-2627  
[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)





No. 20 / May 2023, Cologne  
#interzum

## interzum 2023: innovations paving the way for future interior trends

What innovations are paving the way for the design of tomorrow's living spaces? Visitors at interzum 2023 could finally once again get a picture of the new launches for future furniture and interior design at an in-person event. From 9 to 12 May, international exhibitors presented genuine innovations, new applications and further enhanced product lines at the world's largest sector event for suppliers to the furniture industry. Here we take a look at the most exciting industry trends and developments.

### Fluid transitions: Home living is changing

The world of interior design is undergoing a transformation. Home and work, function and design, indoors and outdoors: Today the transitions are fluid. Exhibitors at interzum 2023 demonstrated the developments that are set to drive furniture and interior design in the future. One example is the innovative FurnSpin fitting by Hettich. A unique rotational movement turns the inside of a cabinet around its axis, revealing all the contents to the outside. Depending on the situation in the home, users can alternate between open and closed cabinets. The boundaries between the different areas of the home are gradually disappearing, as was evident at Schattdecor's trade fair stand. With its "Freiraum" trend concept, the surface specialist is offering new, environmentally friendly decors such as the recycled film Fineflex and many creative possibilities for new living spaces.

### More functions in less space

How can furniture adapt to different life and living situations in all the available spaces for homes? This challenge is one that interzum exhibitors are responding to with modular ideas and multifunctionality. Vauth-Sagel presented custom solutions for tall cabinets and base units with a new modular system. The VS ADD® Flex inserts can be combined with pull-outs for high cabinets and base units to meet individual needs. Also on display at interzum was the organically designed corner cabinet system Trigon by Ninkaplast. The new launch provides over 40 per cent more storage space than standard solutions. Functional added value is also provided by items of furniture such as the LOGICflex X height-adjustable desk system by Logicdata, which is suitable for use in the kitchen, dining room or home office as well as for gaming purposes.

### Simply smart: furniture technology for greater comfort in the home

The smart home is no longer a mere distant vision of the future, as the innovations at interzum proved once again. The Libero 3.0 intelligent door opener, showcased by Hailo at the trade fair, responds to voice commands. A new solution for the



interzum  
09.05. - 12.05.2023  
www.interzum.com

Your contact:

Markus Majerus

Tel.

+49 221 821-2627

e-mail

m.majerus@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
www.koelnmesse.com

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

electrification of furniture celebrated its premiere at Blum's stand: Amperos enables lighting, chargers and other electrical appliances to be used in and on moving furniture parts. A complete selection of products for illuminating furniture and interiors was demonstrated by Häfele at this year's edition of interzum. The Häfele Connect system provides a simple yet holistic solution for planning predefined light scenarios, which users can then access via an app or other control devices.

### **Slimming down furniture components**

To simplify furniture design and provide greater comfort in the home, functional components are becoming more and more slimline and invisible. Products such as the Vionaro V8 drawer system by Grass enable a minimalist design of storage spaces with a steel drawer side that measures just eight millimetres and does not contain any plastic elements. Likewise just eight millimetres thick, the FREEslim fitting by Kesseböhmer is also ultra-thin, yet it opens any furniture flap with ease. Even heavy furniture doors are similarly easy to open and close with the innovative Conecta hinge by Salice. The fitting is completely hidden inside the door and the side of the item of furniture.

### **A union of design and lightness**

New technologies for interior construction and furniture production are also creating more lightness in interior design. Exhibitor Surforma presented an ultra-thin, lightweight, rapid-response digital technology that transforms HPL into intelligent warming surfaces at interzum. Exceptionally lightweight also describes the furniture produced with the novel solid-surface technology Arfinio by Covestro and Arcesso Dynamics. The new solution makes it possible to create seamless surfaces without joints or structural weak points. Speaking of joining, connections between frameless lightweight panels can now be improved with the newly patented PEANUT CORE technology by Pyrus Panels. The key to this innovative solution is a one-piece furniture connector that locks in place without any tools and provides a free choice of fixing points.

### **Flexible veneers: Wood enters into motion**

Exciting developments were also presented in the field of veneers, which are becoming increasingly shapeable and versatile. New opportunities for real-wood surfaces are being opened up with the wood textile NUO by Schorn & Groh. In this new development, a high-quality thin veneer is bonded to a textile backing to create a new material for covering upholstered furniture. Greater flexibility in the use of veneers is also being pioneered with The Curve, a new launch by edging specialist Heitz. Its multilayered structure enables a processor to run a thick veneer edging around even the tightest furniture radii in just one pass. A very different innovation for creative design with real wood was presented with the Dollywood collection by europlac, which combines wood with an MDF board and sound-absorbing wool.

### **Naturally attractive: wood-look surfaces**

The natural appearance of wood makes it especially attractive for catering for the desire for authentic living environments. The wood look therefore defines many new decors and surfaces. A new generation of decorative panels with the look and feel of natural oak is available with the Master Oak collection by UNILIN. Recovered wood,

melamine and HPL give the panels exceptional scratch resistance. Similarly robust are the new PerfectSense Feelwood lacquered boards by EGGER. For the first time, the manufacturer has succeeded in combining deep, synchronised textures with a matt finish on a sustainable, wood-based material. Excellent durability and dimensional stability in a wood-based board are also some of the key features of Infinite Tricoya TEX by Finsa. What makes this high-performance fibreboard remarkable is its suitability for even the most extreme conditions outdoors.

“Shaping the Change” in the world of interior design is the mission of interzum, the sector’s leading international trade fair. The innovations presented here highlight issues of future relevance, and the groundbreaking innovations showcased at the event are driving new developments. And this is vital because how we live and work and how we design our homes is set to keep on changing.

#### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world’s top trade fair organiser for the areas of Living, Contract and Public Spaces. At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries’ supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China.

Further information: [www.interzum.com/trade-fair/interzum-home/industry-sectors](http://www.interzum.com/trade-fair/interzum-home/industry-sectors)

#### **The next events:**

interzum guangzhou - Asia’s leading Furniture Production Fair, Guangzhou 28.03. - 31.03.2024

interzum bogota - International fair for industrial wood processing and furniture manufacturing, Bogotá 14.05. - 17.05.2024

#### **Note for editorial offices:**

interzum photos are available in our image database on the Internet at <https://www.interzum.com/en/press/multimedia/image-database/> in the “Press” section. Press information is available at: [www.interzum.com/en/press/press-releases/press-releases-of-interzum](http://www.interzum.com/en/press/press-releases/press-releases-of-interzum)

#### **interzum sur Facebook:**

<https://de-de.facebook.com/interzum>

If you reprint this document, please send us a sample copy.

#### **Your contact:**

Markus Majerus

Communications Manager

Page

4/4

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-2627  
[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)