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#INTERNATIONALEEISENWARENMESSE

#EISEN Innovation Award 2020 powered by ZHH in digital format this year

Let the show begin for innovations and technological advancements. This year, the award ceremony will be held as a digital event in the livestream on 6 August 2020 at 10:00 am!

For the first time, the top international award of the hardware industry will be a virtual experience - the highly coveted trophy will be presented in a purely digital format on 6 August 2020 at 10:00 am. You too can be there live. Celebrate with the winners and get ready for exciting innovations via YouTube at <https://eisenwarenmesse.com/eisen>

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR and the Zentralverband Hartwarenhandel e.V. (ZHH/Central Association of the Hardware Trade) have once again set out to find outstanding innovations and inventions. On 6 August 2020, it is time once again: Curtains up for the winners of the #EISEN Innovation Award powered by ZHH!

This exceptional award is becoming more and more popular with each ceremony and is now a well-established institution in the hardware industry. This also shows the high level of awareness in the industry. Out of the 75 entries submitted and 60 companies from 14 countries that participated, ten products were nominated. The submission categories were tools, fastening technology and industrial supplies.

The initiators want to present the outstanding innovations to a wide audience again this year. As a result of current developments, the award ceremony will therefore not take place physically at the EISENWARENMESSE as planned. A jury of high-calibre representatives from media, business, research, trade and design will once again select the winners. The entries were assessed according to various criteria such as functionality, design, ergonomics, sustainability, cost effectiveness and the environment. The initiators of the Central Association of the Hardware Trade (ZHH) and Koelnmesse, as well as cooperation partners of EISENWARENMESSE, are looking forward to the selection of the winners and assessments of the jury.

“We were very delighted by the large number of international entries. For us, this clearly shows that the award also has international appeal and visibility,” explains Catja Caspary, Vice President Koelnmesse. Managing director of the Central Association of the Hardware Trade (ZHH), Thomas Dammann, is convinced of the impact of the award: “With the nominations and award, we offer members of the trade as well as users a comprehensive orientation of the most innovative new



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products in the event cycle. The award and associated communication activities serve as recognition and a selling point at the same time".

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Visitors will be able to marvel at the award-winning and nominated products in person at the next EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR in Cologne from 21 to 24 February 2021. The next EISEN Innovation Award will be presented in 2022.

Koelnmesse - Hardware worldwide

As an international top organiser of trade fairs, Koelnmesse is the global market leader for the product sections hardware/ironware divided up into the segments Tools, Industrial Supplies, Fasteners and Fixings, Fittings, Home Improvement as well as for the innovations of these industries. The leading trade fair EISENWARENMESSE - International Hardware Fair Cologne as well as Asia-Pacific Sourcing in Cologne, the Hardware Forum in Milan/Italy and CHIS - China International Hardware Show in Shanghai/China are exemplary for this. www.hardware-worldwide.com

Note for editorial offices:

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<https://www.eisenwarenmesse.com/news/up-to-date/news-overview-19.php>

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