

No. 4 / December 2023, Cologne  
#EISENWARENMESSE

## EISENaward powered by ZHH for the seventh time at EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE 2024

Applications can be submitted until February

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE will open its doors again from 3 to 6 March 2024. In collaboration with the Central Association of the Hardware Trade (ZHH), the EISENWARENMESSE - International Hardware Fair, will embark on a search for outstanding new ideas, inventions and solutions in the industry in 2024. The EISENaward powered by ZHH will be presented for the seventh time. The ten nominated products will be showcased from 3 to 6 March 2024 in a dedicated area in the passage between Halls 10 and 11. The festive award ceremony will take place on the first day of the trade fair at the EISENforum.

Innovations and technological advancement take centre stage: The coveted EISENaward powered by ZHH will be presented on the morning of Sunday 3 March 2024, kicking off EISENWARENMESSE - International Hardware Fair 2024. The award honours the most innovative products related to tools, industrial supplies, fixing and fastening technology, fittings and home improvement. The winners will be selected by a jury of high-calibre representatives from trade, research, media, design and retail.

“As a trend and innovation showcase, the EISENWARENMESSE - International Hardware Fair shines the spotlight on the most innovative ideas in the hardware industry every two years. The EISENaward is the highlight of the event, recognising the creativity and innovative power of our exhibitors and bringing the latest products to life for trade visitors. We are excited about the applications that we will receive this year and looking forward to honouring the best among them,” says Sebastian Hein, Director of EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE.

### Many benefits for the winners

Applications for the EISENaward 2024 powered by ZHH can be submitted in the three categories of innovation, design/ergonomics and sustainability. Winners enjoy several benefits, including showcasing their products in a professional manner in an online gallery on the trade fair’s website, increased visibility through targeted communication, the formal announcement and trophy presentation on the first day of the trade fair and prominent placement in a dedicated area between Halls 10 and 11.

The ten nominees also receive special attention. Along with the increased exposure



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

Your contact:  
Melanie Wolf  
Tel.  
+49 221 821-2486  
e-mail  
M.Wolf@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

through trade fair communications, they also benefit from the prominent display of their products in a dedicated area and the opportunity to present them to a professional audience.

Page

2/3

### **Application period ends in February**

Companies exhibiting at EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE along with co-exhibitors may submit their products free of charge until 7 February 2024. Participants may register newly developed or enhanced products that are being presented for the first time at EISENWARENMESSE – International Hardware Fair 2024 and differ from items already available on the market in terms of their form, function, appearance, design, material properties, handling and/or technology.

For further information and registration, please visit the EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE [website](#).

Tickets for EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR 2024 are now available via the [ticket shop](#). Tradespeople can also take advantage of discounted tickets.

**Koelnmesse - industry trade fairs for the hardware sector:** As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE - International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the region with international participation. They create the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach. [www.hardware-worldwide.com](http://www.hardware-worldwide.com)

### **The next events:**

INTERNATIONAL HARDWARE FAIR COLOGNE, Cologne 03.03. - 06.03.2024

China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai 21.10. - 23.10.2024

International Hardware Fair India - powered by EISENWARENMESSE, New Delhi 02.12. - 04.12.2024

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

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR photos are available in our image database at: [Image database | International Hardware Fair \(eisenwarenmesse.com\)](#)

Press information is available at: [Press releases of the INTERNATIONAL HARDWARE FAIR | International Hardware Fair \(eisenwarenmesse.com\)](#)

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

**EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR Cologne on LinkedIn:**  
<https://www.linkedin.com/showcase/eisenwarenmesse>

**EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR Cologne on Facebook:**  
<https://www.facebook.com/eisenwarenmesse>

Your contact:  
Melanie Wolf

Public and Media Relations Managerin

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Telefon: + 49 221 821-2486  
Telefax: + 49 221 821-3544  
[m.wolf@koelnmesse.de](mailto:m.wolf@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)