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#EISENWARENMESSE

EISENWARENMESSE - International Hardware Fair Cologne 2026: DIY Boulevard booked out soon

Crowd puller once again about to set an exhibitor record

Already around six months prior to the start of EISENWARENMESSE - International Hardware Fair, which is taking place from 3 to 6 March 2026 in Cologne, it appears that the DIY Boulevard will also once again be one of the visitor magnets in its coming edition thanks to a high rate of participation on the part of the industry. Nearly all places for exhibitors have already been assigned. This is a clear sign of the attractiveness and relevance of the format, which celebrated its premiere in 2016 with 45 participants and has since grown continually. Record participation by exhibitors, currently at 60 applications, is once again expected for 2026.

Realistic success format

The EISENWARENMESSE - International Hardware Fair offers a broad spectrum extending from tools and accessories through building and DIY supplies to fasteners and fixings and industrial equipment. Within this offering, the DIY Boulevard in Hall 11 is a concentrated exhibition for the trade with a focus on DIY, building and garden products.

The special feature of the Boulevard is the presentation of the products in the shelf format, which simulates realistic retail sales situations. Trade visitors thus receive a compact market overview, valuable inspiration for their assortments and direct insight into the innovation highlights of the industry.

Integrated conversation areas at each shelf and the stand of the manufacturer association Haus & Garten e. V. (HHG) as the centre of the DIY Boulevard also provide the ideal prerequisites for exchange, networking and business.

Internationally networked, supported by strong cooperation

Participation in the DIY Boulevard is exclusively reserved for member companies of the HHG. Assuring additional international visibility is the participation of the HIMA network, through which member companies from all national associations, including from Belgium, France, the United Kingdom, Italy and Spain, will be represented for the first time in 2026 on the DIY Boulevard. The area thus offers greater variety than ever in 2026, from which especially the trade public will profit.

"The DIY Boulevard has for good reason developed into one of the central attractions of EISENWARENMESSE - International Hardware Fair in past years. Here, trade visitors experience products as they will later be presented in the retail trade. Together with the HHG, we can thus offer both exhibitors and visitors unique added value", Sebastian Hein, Director of EISENWARENMESSE - International Hardware Fair



EISENWARENMESSE -
International Hardware Fair
Cologne
03.03. - 06.03.2026

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jurisdiction:
Cologne
District Court Cologne, HRB 952

Cologne, explains.

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Dr Marie-Charlotte Claßen, Deputy Managing Director of the manufacturer association Haus & Garten e. V., adds: "We can once again look forward to a completely booked Boulevard in 2026. That demonstrates how great the demand is for this concept. A compact, yet diversified showcase of our industry, ranging from innovative product ideas through realistic shelf placements to sales-boosting presentation concepts, awaits visitors. This time too, the diversity of the manufacturers and line-ups represented will be especially exciting. Bundled on the Boulevard, they will offer a unique overview of the capabilities of the DIY industry."

Leading international trade fair with a diverse offering

In 2026, the EISENWARENMESSE - International Hardware Fair will once again occupy six halls of the Cologne fair grounds and present a diversity of offerings that is globally unique. The leading trade fair of the hardware industry is viewed as an international industry meeting point, where buyers and dealers from around the world can discover the latest products and trends and initiate business.

You can find an overview of the companies already registered for the DIY Boulevard at the [trade fair website](#). More information about registration can be found at: [Become an exhibitor | EISENWARENMESSE - International Hardware Fair](#).

Koelnmesse - industry trade fairs for the hardware sector: As a top international trade fair organiser, Koelnmesse is the global market leader for events in the tools and hardware sector. Cologne is home to the EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR, the world's leading trade fair for the industry. Asia-Pacific Sourcing, the largest sourcing platform outside of Asia, also showcases its products there. Koelnmesse is also expanding its international portfolio in key markets. The China International Hardware Show in Shanghai, International Hardware Fair Italy in Bergamo, International Hardware Fair India in New Delhi and El Gran Salón Ferretero in Colombia are tailored events and leading regional trade fairs with international participation. The successful launches of the International Hardware Fair Indonesia in Jakarta and the International Hardware Fair Saudi Arabia in Riyadh in 2025 marked the addition of further events in strategically important growth markets: www.hardware-worldwide.com.

The next events:

China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai 10.10. - 12.10.2025

El Gran Salón Ferretero - powered by EISENWARENMESSE, Bogotá 06.11. - 08.11.2025

International Hardware Fair India - powered by EISENWARENMESSE, New Delhi 11.12. - 13.12.2025

Note for editorial offices:

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR photos are available in our image [database](#).

Press information can be found [here](#).

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You can find more information about the EISENWARENMESSE INTERNATIONAL
HARDWARE FAIR COLOGNE
at www.eisenwarenmesse.com, on [LinkedIn](#), [Instagram](#) and [Facebook](#).

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