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#interzum

Interior designers, floor laying companies, craftsmen: The "interzum flooring" hotspot places the focus on flooring

Interiors as a growth market for interzum 2021 - investments in floors, walls and ceilings have not only been increasing since Corona.

The leading global trade fair interzum in Cologne has always had two important pillars: Supplier products for the furniture industry on the one hand and for the interior industry on the other. Modern flooring falls among the latter - a product segment which hardly leaves anything to be desired both in terms of function and design. The interzum team is going to place an even stronger focus on the manufacturers of flooring at the coming 2021 event. An attractive pavilion will offer German and international companies from this segment a high-quality presentation platform. "Regarding the visitors, we are targetedly addressing floor layers, craftsmen, building owners and architects," the interzum Director, Maik Fischer, stressed, adding "because almost a third of our trade fair visitors belong to these professions. Furthermore, our exhibitors are confirming the rapidly growing appeal of precisely this clientele."

Recently around 75,000 trade visitors were registered at interzum. Around 13% of whom belonged to the target group "Interiors/shopfitting", 9% were from the carpenter/joiner trade and 7% were interior design and decoration companies. The leading Cologne-based trade fair for suppliers is thus one of the most coveted hotspots for floor laying companies and the flooring specialised trade.

The visitor structure analysis of 2019 also clearly reflects this significant position: Three quarters of all exhibitors assess their business success at the trade fair to be good or very good, as a result 94% of the exhibitors would recommend interzum further. The target group analysis for flooring was especially conclusive and convincing: Whereas in 2017 every fourth exhibiting company specialising on this visitor target group of floor and parquet layers considered their goals to be completely achieved and addressed, recently in 2019 it was every second company!

Hence, the "World's Leading Event" interzum is exactly the right stage for modern flooring systems, because the flooring market also has a global alignment. The customers are increasingly demanding higher-quality line-ups that cut a "clean figure" for many years after the initial installation or renovation - both in the commercial section as well as for implementation by property owners and private



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customers.

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The technical progress enables a continuous supply of new, surprising innovations, which range from laying and fastener technologies, through to new fields of application. In addition to outstanding product characteristics, the buying decisions are being more and more frequently and more clearly influenced by "soft" criteria such as sustainability, socially responsible production, recycling capability as well as low transport and energy costs.

The preparations for 2021 with regards to flooring are currently running at full speed. Grouped under the product segment "Materials & Nature", the emphasis of which lies on resource-saving, sustainability and innovative surface design, interzum is awaiting exciting corporate presentations for parquet, solid wood and cork flooring, elastic flooring as well as for LVT or designer flooring and laminate.

The special area "interzum flooring" is going to be a particular highlight next year. As with a "birthday cake", interested exhibitors can book their own 'piece' with a full-service package at interesting conditions. Alongside the presentation surface, the latter also includes the stand construction, lighting and electricity, the graphics, furniture, a communication package as well as parking and admission tickets. The red carpet is literally being rolled out for exhibitors and visitors whose commercial focus is flooring in Cologne next May.

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/

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