

No. 7 / September 2022, Cologne
#interzum

interzum flooring: the focus at the pavilion is on flooring

Exhibitors show the trends of modern flooring!

Interiors have long since been among the areas of focus of interzum. It is therefore only logical that interzum, the world's leading trade fair for furniture production and interiors, will focus even more intensively on flooring manufacturers in the coming year. This is because investments in interiors with the sections floors, walls and ceilings have not been increasing only since the corona pandemic. Especially exciting is the development of modern flooring. Many new materials and decors today offer a growing variety of designs and functions. New and often surprising innovations are being made possible by technical progress. These range from laying and fastener technologies through material combinations to new fields of application. In addition to the product properties, the focus of attention is shifting to "soft" criteria like sustainability, living health and recycling capability.

With a pavilion on the theme of flooring, the visions and ideas revolving around the floor product will move to the centre of attention of visitors in the Materials & Nature product segment. In addition to this, companies from the parquet, solid wood and cork flooring, elastic flooring, as well as LVT or design floors and laminate segments will present their new products.

All-inclusive participation at attractive conditions

interzum offers the manufacturers of flooring an extremely attractive all-inclusive package that makes trade fair participation easy. Also included in this, alongside the presentation area and other things, are stand construction, lighting and electricity, graphics and a communication package that includes unlimited visitor admission ticket vouchers. The red carpet is being rolled out in Cologne for exhibitors and visitors whose focus is on flooring.

Growing importance for target groups

Of the around 75,000 trade visitors who registered for the last event in 2019, around 13% belonged to the target group "Interiors/shopfitting", 9% were from the carpenter/joiner trade and 7% were with interior design and decoration companies. "With regard to visitors, we are targeting floor layers, craftsmen, building owners and architects", the interzum Director, Maik Fischer, stressed. "Almost a third of our trade fair visitors belong to these professions", according to Fischer. "Furthermore, our exhibitors are confirming the rapidly growing appeal for precisely this clientele."



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

interzum, taking place from 9 to 12 May 2023, is the world's leading trade fair for furniture production and interiors. This is where the most important business is conducted and momentum for the global furniture supply industry is generated. Decision makers, opinion leaders, multipliers and trendsetters from all over the world keep up with the innovations in the industry and seek out and find new contacts - there is no way around Cologne for those who want to do truly good business.

Interested companies can find further information at www.interzum.de/fuer-aussteller/aussteller-werden/interzum-flooring/

Koelnmesse - industry trade fairs for suppliers to the furniture sector:

Koelnmesse is the world's top trade fair organiser in the furnishings, interiors and design segment. Hosted at the trade fair grounds in Cologne/Germany, the leading international trade fair interzum is an established, central industry gathering that showcases the latest trends and innovations from global suppliers to the furniture industry. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio with international trade fairs in key growth markets around the globe, including interzum bogotá in Colombia and interzum guangzhou in China.

Further information: <https://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 www.interzum.com/imagetdatabase in the "Press" section. Press information is available at: www.interzum.com/Pressinformation

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

interzum on Facebook:

<https://www.facebook.com/interzum>

Your contact:

Markus Majerus
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2627
m.majerus@koelnmesse.de
www.koelnmesse.com