

Press Release

Closing Report

15 Paint – Finishing & Facade in Munich sends a clear signal

- **Around 48,000 trade visitors flocked to Paint – Finishing & Facade, a top event for painters, finishers and plasterers**
- **Greater international participation**
- **Paint – Finishing & Facade gives a new boost to the sector**

Munich, 27.3.2010 – Paint – Finishing & Facade in Munich could hardly have taken place under a more favourable star. In the 200th year since Goethe developed his 'Theory of Colours', around 48,000 visitors took time at the start of the building year to come along and see what the 442 exhibitors had to offer. In 2010 Munich hosted this trade fair for the national and international painting, finishing and plastering trades for the first time. It was clear that Paint – Finishing & Facade is developing more and more into a key international gathering: the strongest contingents of visitors from abroad came from Switzerland, Austria, the Netherlands and Italy. In total the proportion of visitors from outside Germany was 17 percent (2007: 12 percent). Megatrends at the fair were energy-efficiency improvements to buildings and the new, environmentally friendly paints and varnishes according to the VOC guideline.

GHM, Gesellschaft für Handwerksmessen mbH, organised the trade fair last time in 2002. Dieter Dohr, CEO & President of GHM, puts the success of the event down to three things: "First the range of products and services for painters, finishers and plasterers at this fair is very extensive. Secondly Paint – Finishing & Facade has once again underlined its position as a key platform for product premieres. At this event exhibitors put on show the innovations and trends that will be shaping the market for the next three years. And finally, the qualities of the city of Munich were also a big factor. This extends from the tourist



**Farbe –
Ausbau & Fassade**

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Neue Messe München

Paint – Finishing & Facade

www.faf-munich.com

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attractions that are here – the tours of the city we put on at the fair were fully booked – to the extensive hinterland around the city. The latter in particular is a key reason why Paint – Finishing & Facade was able to gain in international stature in both its exhibitor and visitor statistics." According to an independent opinion research institute, Paint – Finishing & Facade attracted many new visitors to the event this year – 35 percent of the visitors attended this leading European fair for the first time. More than half (50.6 percent) of all trade visitors travelled from a distance of 300 kilometres or more. The high level of attractiveness for new groups of visitors is due to the extended range on show at the event that appeals to these target groups. In 2010 the housing industry and architects received further information about the products. And at the "Housing Industry Day" and the "Workshop Talks" to set out the importance of the building trades in architecture, the emphasis was on the close links between the painters, finishers and plasterers on the one hand and the housing industry and architects on the other, pointing out areas of interest for future close cooperation.

Karl-August Siepelmeyer, President of the industry association *Bundesverband Farbe Gestaltung Bautenschutz* was also highly satisfied with the four-day fair. In particular because the exhibitors were pleased with the many orders placed at the fair. "The fair gives much confidence as regards the further development of business in the painting and finishing trade. Important new impetus came too from the innovations on display. The mood in the sector is good. And this trade fair has made a valuable contribution to that. We were also happy with the good response and positive feedback to the start of our image campaign in connection with the umbrella campaign of the federation of the skilled crafts, the *Zentralverband des Deutschen Handwerks*. The outstanding presentation of the trade and master craftsmanship colleges was also a big bonus." In addition to the poster display, the forum on the "Fascination of Paint" was a further big attraction at the ZDH stand. Sector experts gave lectures here on

the latest developments in technology for the future, on special areas of the market and the opportunities these present."

The second association behind Paint – Finishing & Facade, the *Bundesverband Ausbau und Fassade*, confederated in the ZDB (*Zentralverband des deutschen Baugewerbes*), praised the positive response in evidence at the fair. For the Chairman, Jürgen G. Hilger, the fair contributed to a stronger identification with the sector. Hilger also delivered a positive résumé on the success of the premiere of the stuccoing and plastering trade at the event in Munich: "Munich was a perfect host and the organiser GHM has left a very strong footprint."

Following on from Cologne in 2007 the duo of painters and plasterers/stuccoists has now also been a success in Munich. Our joint leading trade fair is thus profiting from the new offering to architects and the housing industry. Positive new signs were set by targeting new groups of interest to our trades. In addition, the focus on training at our stand this year was a resounding success. We will certainly be pursuing this direction." At the stand of the *Bundesverband Ausbau und Fassade* five collaborative projects were on show, carried out by students on master craftsmanship courses and students of architecture. The work presented visions for urban development of the future, under the motto of "Imagining new worlds – Searching for the feasible".

The next Paint – Finishing & Facade takes place from 6 to 9 March 2013 in Cologne.

Exhibitors testimonials:

Hans Demmelhuber, Senior, Baierl & Demmelhuber:

"The trade fair is good and it meets the expectations. The location, too, Munich was excellent, and we have been very well looked after here. Taking part in a trade fair is a good way of building up a trusting relationship with customers and forging new friendships."

Ludwig Soukup, Managing Director, Baunit GmbH:

"We are satisfied. The expectations we had of our presentation here have been fulfilled. The fair offered us a platform for holding good talks with our customers. And we have used this opportunity to present our products programme and services to painters, plasterers and stuccoists."

Frank Dusny, Head of Marketing, Brillux GmbH:

"The four days in Munich showed that essentially there is a very positive mood in the sector. This was reflected in the many top-class talks we had here. As a location for a trade fair Munich is extremely attractive, helped, too, by the excellent support we received from GHM Gesellschaft für Handwerksmessen."

Vittorio Villani, CANDIS s.r.l. (Italy):

"Our first appearance at Paint – Finishing & Facade is our first step into the German market. This was a professionally organised exhibition, with 90 percent of the exhibitors being actively engaged in the painting trades – all of them open for new, innovative and valued decorative paints. For CANDIS it was a brilliant start."

**Joachim Klein, Head of Marketing and Product Management,
Caparol:**

"The location of Munich is very important for Caparol, because at this venue we were able to welcome a great number of our customers, in particular from south Germany, to our stand. Also Munich is the ideal location for targeting the markets in southeast Europe. The Bavarian capital is also very valuable as a magnet for visitors. For us Paint – Finishing & Facade was an important industry gathering where we could welcome our partners from the painting, plastering and stuccoing trades. Nowhere else is it possible to find such a concentrated forum for one to one talks. We put in a lot of work for this event, to be able to present our innovations to the trade audience, and we were very happy to have hit a winner with the subject of colour in facades. Our new

colour range "Fassade A1" gives greater certainty in choosing coloured coatings on facades. The second high point is the Edition Carbon DarkSide which has made it possible for the first time to apply very dark, intensive colours up to a lightness coefficient of 5 on thermally insulated facades, even on high-rises."

Michael Walther, Customer Relationship Manager, Dyrup with GORI:

"This edition of Paint – Finishing & Facade was a resounding success for us. The visitor frequency, our stand placement and the cooperation with GHM and our DL team were all absolutely what we imagined. And this was also confirmed to us again many times by our customers, other guests and other exhibitors. We would certainly be very happy to come back again next time."

Lars Jentzen, Head of Advertising/PR, Erfurt & Sohn KG:

"We are more than happy with the way the fair went. In particular on the Friday we were able to have a great many talks with interesting customers. At no other trade fair can we engage in such intensive and direct customer contact."

Erich Maag, Head of Marketing, FEMA Farben + Putze GmbH:

"For us GHM is a very good partner, and one who has always supported us. We will be back again next time in Cologne, even though we prefer Munich as a location: as regards customers, Munich has a better catchment area."

Mario Micheli, Sales & Marketing Director, Valpaint (Italy)

"We made good use of the occasion to consolidate our presence on the German market. Today we are present on three continents and a total of 100 countries. We see the German market as an important objective for consolidation in the near future. Munich remains a very important place for reaching this objective."

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