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Smarter and at the same time more holistic: Industry trends of EISENWARENMESSE - International Hardware Fair 2016

Nothing is as consistent as change! This sentence was already coined 500 years before Christ. And this saying by Heraklit has not lost any of its relevance today either - on the contrary the pace of change is indeed increasing further. The best example: the hardware and tool industry. Only companies that regularly offer new and intelligent product solutions or improved marketing strategies and concepts for the POS can survive in the everyday competition of the market. EISENWARENMESSE - International Hardware Fair is one of the industry's most important platforms that allows the players to present their competence in terms of new products and trends in a comprehensive and efficient manner. The next trade fair at the Cologne fair grounds is scheduled from 6 to 8 March 2016

The preparations for EISENWARENMESSE - International Hardware Fair are entering the decisive phase. Also for the exhibitors from the represented areas of competence Tools, Industrial Supply, Fastening and Fixing Technologies, Services as well as Home Improvement, who will be presenting their trends and new products in Cologne. For the trade visitors it is going to be an interesting show, because we can already reveal one thing: Many of the suppliers are bringing innovative new products and sales ideas with them to Cologne. One of the market leaders actually announced that it will be presenting a genuine world premiere on the Sunday of the trade fair. So, it is going to be exciting! Please find below some of the key trends of EISENWARENMESSE - International Hardware Fair 2016.

The perfect presentation

In addition to good and innovative products, increasing importance is being placed on the manufacturers providing the trade with active sales support. This can be both in the form of **optimised presentation** and more **customer-friendly packaging** that is designed to be more informative. Because, where possible, the customers are to be given orientation at the first glance that enables them to make a fast selection.



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Further detailed information on the product can, if necessary, be called up on the Internet per smartphone for example. In Cologne small, innovative presentation units will be on display, which due to their modular character, can be adapted to suit the respective spatial conditions of the trade's exhibitions.

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The world is becoming increasingly smarter

The world that is becoming increasingly smarter is a further overarching trend. Several suppliers are also picking up on this theme in Cologne and are presenting corresponding solutions that are predominantly based on radio technology. Plug and play thanks to pre-configured elements is the buzzword here. In addition to **Smart Home** products for beginner, products from the professional alarm and security technology sector will be exhibited. Even suppliers, who were involved in completely different segments hitherto, are discovering the smart world more and more and are presenting corresponding solutions to the market. This underlines the fact that the intelligent technologies not only change and enrich the market, they also influence the industry as a whole.

Besides the big trends, many innovative, detailed trends can also be observed at EISENWARENMESSE - International Hardware Fair: For example in the **workshop trollies** segment. They have established themselves among many of the workers, make them more mobile, are used to transport tools and working appliances and are sometimes also used as a workbench. So that sufficient space is always available and the in some cases very expensive tools can be stored away safely, some of the high-quality transport systems are easily expandable due to their modular design. Smartphones or tables can also be protected from unauthorised access, because some of the transport systems are equipped with intelligent locking technologies and thus offer increased protection against theft.

Improved service life and efficiency in all areas

Speed, service life and efficiency dominate more and more everyday life in the workshop and at the building site. In all areas the manufacturers are called upon to optimise their products. In the **lamp** segment, the trend is clearly moving in the direction of LEDs. Equipped with lithium-ion batteries, modern lamps offer the tradesman a high degree of flexibility and long operating times with optimal light output.

Care products and oils for the maintenance, assembly, cleaning and servicing of the products feature in some cases new formulas and enhanced characteristics. For example, these allow tightly fastened screws and nuts to be loosened more easily and faster than before. Modified drilling and cutting oils also claim to increase the efficiency of metal-cutting tasks.

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And even products such as a **dowel** can be improved. Due to their material composition, new two-component dowels made of plastic are able to spread out or if necessary fold - depending on the building material they are being used for.

Smart detailed solutions for added comfort

Comfort features such as particularly deep and profiled steps or abrasion-proof end caps for more safety are state of the art in the **professional ladders** sector. Today, modern struts guarantee load capacities up to 250 kg. In order to make working at heights more comfortable, for instance new models feature integrated work trays, in which the tools and other utensils can be deposited so they are within reach.

A further trend theme is the ergonomic design of **tools**. The manufacturers are permanently optimising the materials used and are always looking for new materials in order enable long, fatigue-free work. In Cologne, for example, particularly ergonomic screwdrivers are being presented, whose handles are made out of renewable raw materials. This enables two birds to be killed with one stone: Good ergonomic design paired with genuine sustainability.

Dr. Christoph Grote, Executive Director for Goods and Sales at the Wuppertal-based E/D/E Group underlined the diversity of the product ranges and concepts: "Our many contractual suppliers always know how to excel at EISENWARENMESSE - International Hardware Fair with innovations and practical further developments. As an associated group it is therefore one of our most important tasks to actively support the market launch of new products. Precisely for this reason, we traditionally underline our presence at EISENWARENMESSE - International Hardware Fair." The associated group is also exhibiting in March, represented by its online marketplace, Toolineo, in the E-Commerce Arena of EISENWARENMESSE - International Hardware Fair.

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Note for editorial offices:

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