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#EISENWARENMESSE #IEW2018

EISENWARENMESSE - International Hardware Fair Cologne 2018: Apply now for the EISEN 2018 Award

Deadline for submission: 18 January 2018

The exhibitors of EISENWARENMESSE - International Hardware Fair Cologne (4 to 7 March 2018) are invited to submit their applications for the EISEN Award 2018 up until 18 January 2018. Koelnmesse traditionally confers the award in two categories in cooperation with the Central Association of the Hardware Trade e.V. and the Construction, Home Improvement and Garden Trade Association at the Welcome Party on the evening of the first day of the fair: In addition to the EISEN 2018 CSR Award powered by BHB, the EISEN 2018 Innovation Award powered by ZHH will once again also be conferred. The coveted award was created in order to support and honour the innovative power and creativity of the industry.

Innovative products have always been under focus at EISENWARENMESSE - International Hardware Fair Cologne. However, in the meantime the innovative approach and the commitment of the industry no longer purely focuses on the products. Environmental and social responsibility play an ever-increasing role in the awareness of the trade dealers and customers. In order to do justice to the industry at all levels, in addition to the award in the category Innovation, a prize for CSR projects has also been conferred since 2014.

Do something good and talk about it

Environmental and social responsibility are themes that have also reached the everyday life of the people and thus also the hardware industry. In the category CSR, companies that have implemented measures in this area are called upon to present their concepts. The applicants have to show commitment or a responsible attitude in at least one of the four fields of activity - workplace, market, environment or society/community.

Creative concepts for innovative products

New product developments and further developments that are being presented at EISENWARENMESSE - International Hardware Fair Cologne 2018 for the first time ever and which stand out in terms of their form/function/appearance (design/ergonomics) as well as through their sustainability and/or economic efficiency compared to former product versions are distinguished with the EISEN



INTERNATIONALE
EISENWARENMESSE
KÖLN
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www.eisenwarenmesse.de

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Mayor of the City of Cologne
Henriette Reker

Place of business and (legal)
domicile:
place of jurisdiction: Cologne
District Court Cologne, HRB 952

2018 Innovation Award powered by ZHH. The Award is presented once each in the categories "Tools, hand tools, power tools and accessories", "Fasteners and fixings, fittings, furniture and small fittings, safeguarding systems" and "Industrial supplies, workshop and factory equipment, protective equipment".

And the winner is...

At the end of January the expert jury will announce the nominations for the EISEN 2018 Innovation Award. The nominees of the EISEN 2018 CSR Award will be announced mid-February. The winners of the respective categories will be announced at the Welcome Party at the Tanzbrunnen on the first evening of the trade fair. The EISEN 2018 Award special event attracts additional attention: All nominated products and concepts will be presented to the international trade audience on the Central Boulevard throughout the entire duration of EISENWARENMESSE - International Hardware Fair Cologne 2018.

Applications for the EISEN 2018 Award are submitted online. The precise description of the two awards and the general conditions of participation can be found on the homepage at www.eisenwarenmesse.com/EISEN_2018.

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Note for editorial offices:

EISENWARENMESSE - International Hardware Fair photos are available in our image database at www.eisenwarenmesse.com in the "Press" section.
Press releases are available at: www.eisenwarenmesse.com/pressinformation
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