

trendfairs press release

Küchenherbst 2020: Industry united under one virtual roof

More than 180 exhibitors and brands currently involved in the kitchen industry trade fair [kuechenherbst.online](https://www.kuechenherbst.online)

The events in trade fair centres and in-house exhibitions in the greater Osnabrück, Verl and Vlotho region, planned for mid-September, are the hotspot of the kitchen industry for showcasing innovation, networking, communication and good business: the so-called “Küchenherbst”. Although it has only been held “live” up until now, digitalisation and the events following the coronavirus pandemic have successfully inspired new ideas here, too. “kuechenherbst.online” has thus launched digitally across all sectors, company-independent and unrestricted by space and time, and two weeks before the official start of the trade fair, it has already gathered 189 exhibitors and brands under its virtual umbrella: The industry has come together and will present itself in impressive style.

Trade fair specialist Trendfairs GmbH from Munich is behind this ambitious project, which is open to the entire industry, is easy to use and will be available from 19 September. High demand for the portal recently made it necessary to introduce additional, new product groups: “disassembled furniture”, “suppliers” and “utility room” have thus also been added.

The exhibitors and brands Altec, Caressi, Dein-Konfigurator, Jaka-BKL, KH System Möbel, Küchenfinder, Küchen Spezial-Verbund, Noodles & Noodles, Novy, Raumplus, Schösswender, Sedia, Speedmaster, Sprinz, Weigert Industrievertretung and Blum have recently announced their participation in the innovative platform. The latter, a hardware specialist from Austria with a German subsidiary in Herford, sees participation as an excellent opportunity to be present worldwide via [kuechenherbst.online](https://www.kuechenherbst.online). After all, this digital community provides access to a pool of over 17,000 qualified trade visitors, 13,000 of whom currently have their own access to the portal.

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In addition to these and other individual exhibitors, who have already been announced, entire trade fair centres with their trade fair guests are also present online on the portal. These include, for example, Architekturwerkstatt, area30/cube30, Gut Böckel, House-4-Kitchen and Kitchen Center Löhne. In this way, the companies and brands represented on kuechenherbst.online can show that, with very few exceptions, the entire kitchen industry is gathered here to present itself to the global trade public. Last but not least, the portal is therefore also designed in English as well as German.

The wide-ranging online trade fair runs on all popular operating systems and browsers, is responsive and thus also accessible via smartphone, and, between 19th and 24th September, will offer its trade visitors video chats, lectures and live video broadcasts from 9am to 6pm, as well as product and brand innovations from all participating partners around the clock – anywhere in the world and for many more weeks after the main event. The most important tool for every registered user is the “My Trade Fair” function – an individual log book and record for the visitor’s own trade fair visit, which only they can see.

This allows visitors to hold their video calls and chats or watch live video broadcasts from various exhibitors presenting their new products. Enquiries can be made via email, digital notes can be stored about the exhibitors, and each user can see individually which exhibitors have already been visited. And to make sure visitors can keep track of everything and won’t forget anything later on, there is the “My Trade Fair” section – where every kuechenherbst.online visitor decides for themselves how to manage their personal profile.

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Image captions

Map:

The map shows all of the companies and trade fair centres participating at kuechenherbst.online in eastern Westphalia. It can be found immediately on the homepage of the online kitchen industry trade fair. The visitor can select a company directly with the click of a mouse or virtually visit a trade fair centre and the exhibitors listed below it.

“My Trade Fair”:

Every visitor to kuechenherbst.online is given their own personal “logbook” for their virtual trade fair visit. Under “My Trade Fair”, they can then manage and make visits to exhibitors, scheduled calls and live video broadcasts. They can add exhibitors to their favourites and also save notes and pictures for certain companies and products.

Links

[Up-to-date exhibitor list kuechenherbst.online](#)

[Link to the explanatory video for trade visitors](#)

(QR code to the explanatory video for print media can be found in the download folder)

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trendfairs GmbH is an independent trade fair organiser of ambitious industry events. With outstanding event expertise and a keen feel for the market, trendfairs GmbH creates worlds of experience with high appeal. The premium trade fair “küchenwohntrends” in Munich, the trade fair “küchenwohntrends” in Salzburg and “area30 and cube30”, the order trade fairs for the kitchen industry in Löhne and the online trade fair kuechenherbst.online.

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