area30 and cube30 surpass themselves

**2018 kitchen trade fair with showroom premier: larger, more attractive, more international**

**area30 design. kitchen. technology, Löhne (Germany), has surpassed itself in all areas in the eighth event to have been held since 2011. New record figures for the exhibition space, visitor and exhibitor numbers point to an all-round wonderful success and just rewards for the meticulous planning, with loving detail to organisation, of the kitchen industry trade fair for Germany and Europe – and today even beyond its borders. Special highlight of 2018: the premier of the cube30 showroom, which was opened to the interested trade public for the first time – ideally situated close to the large temporary hall system of area30.**

Exhibitors, visitors, trade fair organisers, in fact the entire kitchen industry can be proud and satisfied with this year’s order duo area30 and cube30. Between 15 and 20 September, there was once again no limits to previous thriving growth. And it’s not just on account of the weather that the industry event in Löhne can be counted as the hotspot of the entire ‘kitchen mile’ and even the entire furniture trade fair scene.

**Showroom premiere, new services, optimised details – area30 and cube30 in ‘pole position’**

area30 with its well-established unique wealth of innovation, its fantastic atmosphere and large numbers of placed orders has increased its significance as one of the most important dates for the kitchen industry in all areas. Alongside the new premium showroom on Lübbecker Straße and the company of the new Alno und Waldon, it is the high-quality business atmosphere in particular that has made a great contribution to this. This ranges from online check-in through to live check-in, from relaxed parking to the shuttle service, from catering to the newly asphalted driveway.

With just a short one year of preparation, the organiser trendfairs pulled out all the stops to make the highly popular event even more attractive. A lot of minor and some more extensive improvements have been implemented – the most outstanding of these being the gate to the short path to cube30 as well its overall stylish appearance. The entire forecourt to the hall system has been newly paved and the new layout of the halls ensures more parking spaces for the car park.

The check-in hall was equipped with new hall technology, which – combined with a significantly larger hostess team – facilitated the fast processing of the increasing number of visitors, particularly in view of the strict EU data protection regulations. New clear aisle layouts ensured a better distribution of the flow of visitors and additional seating in the catering area was offered to facilitate successful networking and communication.

**Larger exhibition area, ever-increasing number of kitchen furniture manufacturers**

The area30 and cube30 exhibitors put on a brilliant performance with sophisticated and interesting stand designs. The majority of the more than 130 exhibitors and brands are regular exhibitors and have been involved from the very beginning. Many companies have joined in over the time too. With a mix of newcomers, numerous market leaders and established brands, the order trade fair duo in Löhne presented the multifaceted world of the modern kitchen and was a fascinating magnet for trade visitors and media representatives.

**Significant rise in visitors, increased internationality**

In terms of visitors, the most outstanding aspect is the growth in internationality. From the 13,070 trade fair visitors (+6.4% compared to last year or +51% since the first trade fair in 2011), one quarter were from abroad (18 % last year) and almost 60 countries were represented. Of those visitors from overseas, around 20% came from outside the single European market – including guests from Bangladesh, Honduras, Namibia as well as New Zealand and exotic sounding places such as St. Pierre & Miquelon or the Northern Mariana Islands.

Like previous years, the most strongly represented country this year was the Netherlands (8.6% of the total number of visitors), followed by Austria, Belgium, France, Switzerland, Italy, Great Britain and Poland. With almost 60 visitors each, the interesting export countries of China and Russia occupied the next two places. The development of visitor numbers from the important markets of Austria, France and Italy is extremely pleasing.

**area30 and cube30 are becoming increasingly admired for their large-scale grouping**

The origins of the trade visitors according to industry sectors is interesting. Representatives from kitchen studios (4,960 guests) and kitchen specialist traders (930) make up the majority. Around 1,220 visitors from the furniture trade came to see area30; 905 from the kitchen industry and 310 from furniture manufacturers. It can also be counted as a great success that alongside 360 architects, interior designers and project managers, more than 300 cabinetmakers or carpenters also made their way to Löhne. A total of 240 members of visitor groups from purchasing associations and cooperatives were welcomed. Last but not least, all those involved can be pleased by the reporting of the almost 120 media representatives who attended.

The fact that numerous orders were placed in the perfect business atmosphere of area30 and cube30 and also impressive top values were achieved by many of the exhibitors can be attributed to the composition of the visitors and their position in the companies, amongst other things. With approximately 3,550 qualified employees from marketing and sales as well as 3,200 owners and managing directors, both events attracted exactly the desired target groups. Moreover, visits by 650 designers and product developers are also a testimony to the attractiveness of the presentations.

**Success in all areas thanks to all those involved following a common goal**

Summary: The area30 concept based on a feel-good business atmosphere and consistent service orientation is becoming ever-more attractive. The fantastic magnet effect has been strengthened for the long term by the opening of the modern cube30 showroom – every sixth trade fair guest took the opportunity to visit the new permanent presentation, which surpassed the expectations of both the exhibitors and the event organisers.

This is also the reason why the new Alno und Walden will shortly begin to organise individual seasonal events. The 2018 presentation held by the internationally important order trade duo is thus one of the most exciting and successful events of the industry.

**Facts and figures 2018: area30 and cube30 at a glance**

**Trade visitors:**

13,070 trade visitors from around 60 countries (2017: 12,280 trade visitors).
Ranking (up to 50 persons): 9,124 (9,375) trade visitors from Germany, 1,039 (939) from the Netherlands, 259 (179) from Austria, 256 (266) from Belgium, 116 (75) from France, 106 (110) from Switzerland, 103 (69) from Italy, 84 (71) from UK, 67 (54) from Poland, 59 (33) from China, 55 (73) from Russia.

**Exhibitors / brands:** More than 130 exhibitors and brands

**Product groups:**

Accessories, worktops, tap fittings, services, extractor fans, electric appliances, trade press, institutions/ associations, kitchen furniture, lights, furniture, splashbacks, software/ IT, miscellaneous, sinks, chairs, tables as well as accessories for the kitchen

**Next date: 14 to 19 September 2019**

**Downloads and links:**

The following links will take you to the complete area30/cube30 image database. The pictures can be used as press images with the copyright note area30/cube30 – reproduction is free of charge. Please send us a specimen copy. [area30 and cube30 images](https://www.area-30.de/visitor/photos/)

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**trendfairs GmbH is an event organiser for aspirational industry events.**
The premium trade fair ‘küchenwohntrends’ in Munich, Germany, the state trade fair ‘küchenwohntrends’ in Salzburg, Austria, and ‘area30 and cube30’ – the order trade fair for the kitchen industry in Europe.