

# trendfairs Press release

## area30 – feel safe and feel good

### **Fervently awaited and requested: Order trade fair for the kitchen industry “live” again in 2021**

The successful order trade fair area30 – the innovations show at the heart of the kitchen industry – wows its visitors year after year with its pulling power and unique closeness to the industry. The upcoming event from 18 to 23 September will once again be a true “live event” – the comprehensive and well-prepared safety measures of the organiser Trendfairs are trusted by the exhibitors and renowned companies have already made binding reservations.

area30 enjoys its excellent reputation for good reason: East Westphalia and neighbouring Lower Saxony are home to the biggest kitchen furniture experts in the world. These regions are where “Made in Germany” kitchens are produced for the global market. All area30 trade visitors therefore find all relevant companies in the industry within a small area – this enables them to see all current trends and innovations at a glance.

The business event is part of the kitchen furniture industries own trade network of trade fairs as well as the A30 Küchenmeile. All exhibition locations can be reached easily and quickly from the centrally located trade fair venue in the town of Löhne. Combined with attractive services alongside the trade fair, area30 is highly sought-after by many exhibitors and brands as a top platform for business: whether as a virtual event – as in the previous year – or, as we are fervently awaiting, as an event with physical presence.

In 2021, well-known manufacturers of kitchen furniture and suppliers of sinks, fittings, extraction systems, accessories, electrical appliances and IT will be gathering together “live” once again in a pleasant atmosphere. Illustrious names in the industry have already given a “green light” to their participation at area30, including: Amica, Beckermann, Berbel, Bora, Dein Konfigurator, Elica, Falmecc, Hansgrohe, der KüchenTreff, Lechner, Naber, Novy, Oranier, Quooker, Schock, SHD, Strasser, Systemceram, Villeroy & Boch, Wesco and several new exhibitors that we are not yet able to reveal. Alongside the physical attendance, there will of course be the digital version once again with [kuechenherbst.online](http://kuechenherbst.online), this time in a new version.

# trendfairs Press release

With its unique concept, its location and date, as well as the integration into the world's largest kitchen cluster, area30 has been responsible for superb visitor frequency since 2011. This will also be the case in the current year, because Trendfairs, the organiser of the trade fair, is preparing a physical area30 with "complete protection.

Working together with experts, Trendfairs has developed comprehensive concepts for "trade fairs in corona times", which are continually being updated. Implementation variations have been created that are particularly advantageous for area30, which is held in a temporary hall system and encompass six areas of responsibility. Firstly, regarding regulation of visitors: The dimension of the entrance areas and the number of entrance doors can be easily increased if necessary.

Secondly, regarding the open spaces: Temporary hall systems have a decisive advantage here, because the relationship between the number of visitors and the dimensions of the hall can be easily adjusted. And there is plenty of space at the trade fair location in Löhne to increase the size of the halls at any time. The strict implementation of effective hygiene measures is the third mainstay of the trade fair concept – in the entire hall area, the entrance area, the catering arena and also the sanitary facilities. The trade fair visit is guaranteed to be completely contact-free thanks to modern scan systems.

Fourthly, effective air conditioning systems are used at area30. The entire air supply takes place exclusively via air intake. The quantity, position and dimension of the air intake systems can be adjusted or enhanced at any time so that superb air quality is guaranteed.

Traceability and accompanying tools form the fifth and six areas of responsibility. It is not yet possible to assess whether tracing will be a legal requirement. As a precautionary measure, Trendfairs, the event organiser, is deploying a registration system that registers all contact data of every person in the hall including the duration of their visit. The collection of the information also takes place contact-free via scan-in, scan-out systems. Last but not least, tools will be held in reserve at area30 that will only be used if required – beginning with corona quick tests to special cleaning services for the exhibition stalls of the exhibitors.

Trendfairs has prepared for every situation at the area30; safety and hygiene experts have active influence on the trade fair activity. "Feel safe and feel good" will be the

# trendfairs Press release

motto of the 2021 edition – so that all exhibitors, visitors and media representatives can cultivate their business contacts, get first class orders and be surprised at a variety of innovative products and services in September 2021.

## **area30 and cube30 2019 image database**

The above link above takes you to the complete area30/cube30 image database. The photos can be used as press photos with the area30/cube30 copyright notice and can be reprinted free of charge. Please send us a sample copy.

## **area30 and cube30 2019 film**

### **area30 and cube30 facts and figures at a glance**

#### Product groups

Accessories, worktops, fittings, services, extractor hoods, electrical appliances, trade press, institutions/associations, kitchen furniture, lighting, furniture, splashback panels, software/IT, miscellaneous, sinks, chairs, tables and kitchen accessories.

#### Organiser

trendfairs GmbH is an independent trade fair organiser of sophisticated industry events. trendfairs GmbH leverages its excellent event know-how and keen sense of the market to create highly attractive themed experiences: the “küchenwohntrends” premium trade fair in Munich, the “küchenwohntrends” trade fair in Salzburg and the “area30 and cube30”, and the order trade fairs for the kitchen industry in Löhne.

#### **Press contact**

Michael Rambach

Phone +49 171 7701014

E-mail: [rambach@trendfairs.de](mailto:rambach@trendfairs.de)

trendfairs GmbH – Stefan-George-Ring 2 – 81929 Munich, Germany – Phone +49 89 244 193 202 – Fax +49 89 24 4 193 203 – [info@trendfairs.de](mailto:info@trendfairs.de) – [www.trendfairs.de](http://www.trendfairs.de)