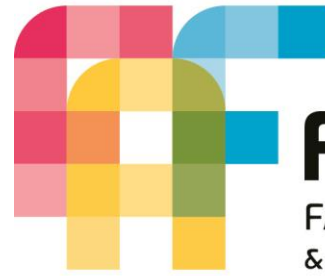


Press release



FAF

**FARBE · AUSBAU
& FASSADE**

The leading trade fair
for facade design and
interior architecture

FAF 2024

Great atmosphere at the industry get-together in Cologne

From 23 to 26 April, Halls 7 and 8 of the Cologne-Deutz exhibition centre became a hotspot for painters, plasterers and all trades involved in creative interior design – four days of FAF FARBE, AUSBAU & FASSADE, characterised by the joy of reunion and positive emotions. 34,000 visitors followed the call of 305 exhibitors from 24 countries to the industry festival to see, test and order their manifold innovations. The exhibitors' sales successes and the communication of new trends, new products and services as well as inspirations by new formats through the trade fair's supporting programme also contributed to the enthusiasm.

Munich/Cologne, 29 April 2024 – *'Simply outstanding', 'Cool trade fair, cool people, cool atmosphere', 'Super successful trade fair', 'It was great fun'* – visitor comments like these reflected the great atmosphere that could be physically felt in the halls on all four days of the trade fair. This was also the result of the close cooperation over the past year between the FAF trade fair team from the organising GHM, Gesellschaft für Handwerksmessen mbH, the two associations sponsoring the trade fair, the Bundesverband Farbe Gestaltung Bautenschutz (Federal Association of Paint, Design, Building Protection) and the Bundesverband Ausbau und Fassade (Federal Association for Finishings & Façades), as well as industry representatives. This is confirmed by statements from trade fair participants and also by figures such as the number of visitors: 34,000 people from the industry, 56 per cent of whom were decision-makers. Particularly pleasing: the many young people at the trade fair – something that exhibitors and associations repeatedly emphasised. One reason for this may have been the many posts, reels and stories from the numerous influencers and content creators, which gave FAF reach among this target group,

23.-26.04.
2024
COLOGNE

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particularly in social media.

The visitors originating from 18 countries were attracted by the broad range of exhibitors at FAF. They rated FAF accordingly highly: 87 per cent of visitors would recommend the trade fair to others, the same percentage of visitors was satisfied with their trade fair experience and almost sixty per cent of visitors have already placed orders during or are planning to place orders after the trade fair.

The 305 exhibitors from 24 countries represented the entire supply chain of the industry: from paints and varnishes, acoustic building materials, coatings, wallpapers, home textiles and floor coverings to interior insulation and dry construction materials – to name just a few. FAF also received high marks from exhibitors: 93 per cent were satisfied with the professional qualifications and expertise of the visitors to their stand, while 86 per cent of exhibitors thought that their participation in FAF 2024 was successful overall.

The numerous innovative FAF special areas were also highly appreciated with almost always receiving more than 90 per cent positive ratings: FAF SOCIAL MEDIA CONSULTANCY (93 per cent), FAF FARBWERTE (FAF COLOUR VALUES; 93 per cent), FAF WERKSTATT powered by MEGA Group (FAF WORKSHOP; 90 per cent), FAF FORUM (90 per cent) and FAF START-UP AREA (87 per cent). This supporting programme enabled trade fair visitors to discover the latest trends and take home relevant industry information through numerous presentations and panel discussions.

Dieter Dohr, Chairman of the Management Board of GHM Gesellschaft für Handwerksmessen mbH, which organises FAF, emphasises: *‘I am thrilled. This FAF 2024 was a real comeback! The atmosphere was great, the joy of the industry was palpable. The visitors wanted to experience their FAF again – and they were able to do so. There were so many of them that at times it was almost impossible to get through the aisles. What pleases me the most: there were so many young people at the fair and the anticipation I felt in my conversations with exhibitors and association representatives turned here at FAF into a happy ‘Finally!’*”

Trade fair participants rate FAF 2024 as a success

Guido Müller, President of Bundesverband Farbe Gestaltung Bautenschutz: *'The great commitment and strategic considerations of our federal association, the Bundesverband Ausbau und Fassade and the GHM over the past 24 months have been a success: The halls were full and there were many places to meet people. Our stand in Hall 7 opened up a broad perspective into the future of our trades with the self-presentation of nine painting schools and, above all, with the presentation of the results of our Delphi study 'Malerhandwerk 2040' (Painting Trade 2024) which made our stand accordingly well frequented. And not forgetting the super infectious atmosphere.'*

Oliver Heib, Federal Chairman Bundesverband Ausbau und Fassade, rates the FAF as an unmissable information and networking event: *'The FAF 2024 was very impressive, not least because of its high visitor frequency and the very good atmosphere among the visitors – including at our stand. The highlight here was the four-day qualifying competition of the national team of plasterers for the WorldSkills 2024 in Lyon – a permanent attraction for young trade fair visitors. FAF is the outstanding industry platform for experts, specialists and interested parties from the finishing and façade sector. Anyone who wants to discuss the latest developments simply cannot avoid this trade fair. Our expectation that FAF 2024 would make a significant contribution to strengthening the industry as a whole was more than exceeded.'*

Exhibitors from all sectors were very positive about FAF 2024 overall, for example Klaus Meffert, CEO of the Meffert AG Farbwerke Group: *'We were amazed and pleasantly surprised by the number of visitors at our stand. We met many, many customers here in Cologne and our stand party was a complete success. Our promotional packages were well received and we can say that FAF was a successful trade fair for Meffert AG!'*

The mood at the Knauf stand was also good: *'From our point of view, the new FAF has been a great success. Our trade fair concept has been well received, as shown by the quantity and quality of the visitors. Another very positive aspect is that a lot of young people came to our stand, school classes for instance – both from the plastering trade and the painting trade. The presence of the national team of plasterers of which we are exclusive sponsor, is therefore perfect. After five years without FAF, there was a*

great need for dialogue in the community of trades together with the industry. We value this communication platform at regular intervals in order to discuss future topics with each other,' says Andreas Gabriel, Head of Public Relations at Knauf Gips KG, Iphofen.

The round-up at Storch-Ciret was equally favourable, as Steffen Siebert, Managing Director of Storch Malerwerkzeuge & Profigeräte GmbH summarises: *'I rate the new edition of FAF as absolutely worthwhile for our company, because we manage to address exactly our target group here. After a five-year break, this is also a great sense of achievement for us internally. I think it's great for us to see people's enthusiasm. We are particularly pleased that our investment in addressing our customers has paid off; we are pleasantly surprised at how many have responded to this call. We were able to acquire many new customers, but also collect our existing customers. These were the goals we had set ourselves and we even exceeded them with the new trade fair's edition. I am simply delighted that the painters are coming to FAF again. They are not saying: No, we don't need the trade fair, but on the contrary: We feel the urge to have an intensive dialogue about technical products.'*

Thumbs up also from the start-ups, which have been given their own area at the trade fair, the FAF START-UP AREA. Max Scheffel, Lead Manager, Podcast Host and 'Foreign Minister' of HAMSTA GmbH, enthuses: *'FAF 2024 is an exciting topic for us. We started with the aim of generating maximum reach at the trade fair and we are more than happy with the output we have achieved here. Just one example: our bags. We somehow managed to crash the FAF in such a way that our bags were seen everywhere throughout the two large exhibition halls and we are asked by our sponsors: Gosh, how did you do that? The two square metres of start-up stand plus presence on the stage plus being out and about with our sponsors simply got us to the point where we were omnipresent here at FAF. What I'm most excited about is that so many young people came and visited us at our tiny stand. It's a great way to get in touch with the next generation of painters and to observe: They really are interested in continuing with the trade, which fills us with pride.'*

Meik Moczek, Sales Manager North/West Germany at Steico SE, considers Steico's first presence at FAF a success: *'This is our first time at FAF. For us, this trade fair was a trial balloon; we wanted to see how our products*

would be received here and whether we could win customers with our ecological insulation materials. And it was worth it: we were able to make lots of interesting new contacts with painters and plasterers and gather impressions of where other market players in the conventional insulation materials sector are operating.'

Guido Kuphal, Managing Director of Caparol: 'We discussed a lot with painters in the run-up to FAF and also generated a few new formats at FAF. For example, the practical demonstration of our Paint Buddy took centre stage by showing how an autonomous spraying robot supports painters in their daily work. This was a complete success for us! Equally very well received was our demo stage, where practical demonstrations of our product innovations could be seen. In panel discussions, relevant topics such as digitalisation and the future of the painting trade were expatiated with other experts. We designed our stand as a 'meet and greet' format for networking, socialising and exchanging ideas. I am delighted that we have so many contacts in the industry, which we were able to refresh here in a very concentrated way and that we were able to make new contacts.'

Rolf Wohllaib, Head of Marketing Germany at Sto SE & Co KGaA: 'I am very proud that our partners responded well to the trade fair and that we personally invited many thousands of visitors with Sto's visitor management. According to the motto 'With climate protection, with partnership, with excellence – together in Cologne', we created a platform at FAF 2024 where painters, plasterers, and industry experts could exchange ideas in a spirit of partnership. Together, we are working on sustainable solutions to actively shape the future of façade design and promote climate protection. Our extensive visitor management also contributed to the success of our trade fair presence: Sto's stand party was a real highlight and an outstanding event for our partners, where we could intensify our contacts and celebrate together in a relaxed atmosphere.'

Anticipation for the next FAF is great: FAF 2026 will take place from 24 to 27 March at the exhibition centre in Cologne.

www.faf-messe.de/en

About FAF FARBE, AUSBAU & FASSADE

FAF is the leading trade fair for façade and interior architecture. It moderates between the networking trades of the creative finishing sector. The painting and stucco plastering trades are represented in particular. In addition, the new FAF also addresses neighbouring trades, such as interior decorators and floor layers, as well as architects and planners. FAF offers

an outstanding customer experience in which it addresses the relevant topics on materials, techniques, trends and questions of business management and thus makes industry participants fit for the challenging daily routine and the future. Its focus is on the German-speaking market, but the proportion of foreign trade fair participants - especially from neighbouring European countries - is growing continuously.

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Publication free of charge – please send a reference copy

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