



MARCH 20 – 23, 2019
COLOGNE EXHIBITION CENTRE



www.faf-messe.de

The engine that drives the industry

Beaming sunshine in Cologne, beaming faces in the halls: at FAF FARBE, AUSBAU & FASSADE, the barometer showed the perfect atmosphere. More than 46,000 attendees from 110 countries gave the trade fair top marks. The range of products on display from the 402 exhibitors and the diverse programme of talks from the trade on topics like digitisation, recruiting young talent, and technology trends, led to top ratings from 91 percent of trade visitors.

Cologne/Munich, 25 March 2019 – As the engine that drives the industry, FAF brought together exhibitors and contractors from all over Europe from 20 to 23 March. According to surveys, three goals were important in their



decision to attend: information about what's new in the industry, continuing education, and exchanging information with colleagues. All in all, according to the survey 89 percent of attendees were able to achieve the goals with which they came to FAF 2019. The

pleasant atmosphere in the corridors was also reflected in the general appraisal of economic growth in the industry. 67 percent of the attendees surveyed expect anywhere from slight to significant growth.

After four days of the trade fair there was also positive feedback on the part of the exhibitors. 88 percent of them awarded top marks in their overall assessment. A total of 402 companies from 26 countries were represented at FAF. The 2019 fair was also more international than ever before, with 27 percent of the exhibitors coming from outside Germany.

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The products on display at FAF complemented more than 50 expert talks in the FAF Forum. The programme of speakers was rated by 89 percent of attendees as “good” or “excellent”. Opening day on Wednesday, 20 March was celebrated as “Next Generation Day”, where young people were able to learn about career paths as painters and plasterers and chat one-on-one with talented young craftspeople. With the appearance of the national team in both trades, practical demonstrations, and hands-on workshops presented by the vocational schools, the fair rally, and the young talent talk in the FAF Forum, FAF managed to get young fair attendees excited about the industry. The exhibitors also showed great commitment to the skilled workers of tomorrow. With seminars, expert tips, and demonstrations, they informed trade companies on how to attract new employees and retain young people in their businesses.

Another highlight at FAF this year was the range of information on digitisation. Numerous examples from businesses allowed attendees to experience live what digital tools make possible, and how the industry can benefit from this: from optimising processes and consulting with customers via VR glasses while completing projects, to attracting new employees using social media. FAF also gave visitors a glimpse into the future with the “renderingCODES” WorkLab. The Institute International Trendscouting (IIT) at the University of Applied Sciences and the Arts (HAWK) in Hildesheim



and the research team led by Professor Markus Schlegel presented new products dealing with the plaster of the future. In the WorkLab “colorCODES”, the research team established regionally-specific colour codes for

architecture in Germany, using the colours of Cologne¹ as an example. On this topic, Architecture Day on Friday invited attendees to chat with architects, planners, and successful start-ups about the future of colour and its cultural aspects.

¹ Reddish chamotte, yellowy-white kaolin clay, a green earth tone, and grey tones

Additional information in the news ticker:

For seven out of ten attendees, FAF played a major role in their purchasing decisions +++ Top 3 product and service groups: Paints and varnishes // Ceiling, wall, and floor coverings // Tools, equipment, machinery +++ Attendee profile: 68% craftspeople // 9% industrial // 7% commercial

The next FAF FARBE, AUSBAU & FASSADE will take place 9-12 March 2022 in Munich. More information available at www.faf-messe.de

Voices on the event:

“FAF has once again confirmed its role as the leading trade fair for painters, finishers, and plasterers. It wasn’t just the increased attendance, but also the commitment and passion for the painting and plastering trade shown by the exhibitors that showed how important FAF is as a platform for communication. Together with their partners in the market, they perfectly demonstrated how forward-looking and innovative this industry is. It was important to us to create special areas that would complement the companies’ product presentations: the FAF Forum, the e-mobility course, along with the theme area renderingCODES / colorCODES enabled the industry to take a glimpse at what’s over the horizon and experience the trends of the future. This additional knowledge will allow craftspeople who attended to get ahead on the jobsite and with their customers.”

Dieter Dohr, CEO of GHM Gesellschaft für Handwerksmessen mbH

“FAF 2019 was a superb event. We can look back on four eventful days that showed once again how important this leading trade fair is for guiding our trade into the future. We thank all the exhibitors: nothing could be better proof of our market partner’s solidarity with our colourful trade than their presence at the fair. Together we can and will shape the future of our industry and find and secure qualified young talent for our trade.”

Jan Bauer, President of the German Association Colour Design and Preservation

“With heavy traffic in the exhibition halls and all the events going on, FAF has developed into the platform for the painting and plastering trade. Our industry is active, attractive, and strong, and it’s also characterised by innovation. We have a great future ahead of us, especially when we’re able to get young people excited about our trade. The Federal Association of Construction and

Facade will continue to be very active here with our flagship the National Plasterers Team, Next Generation Day, and the new training format for management positions in the plastering trade, “Interior Architecture Manager”.

Rainer König, Chairman of the Federal Association of Construction and Facade in the ZDB

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Note to editors:

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