INTERNATIONALE EISENWARENMESSE KÖLN



IN GERMANY WE CALL IT EISENWAREN

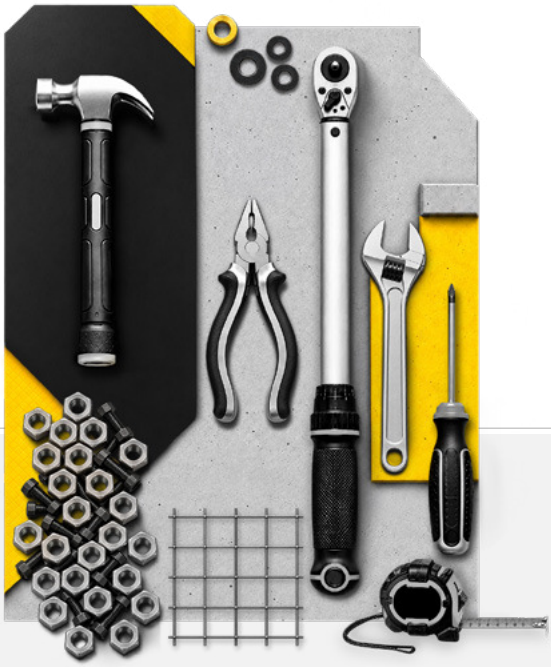
7 - 10 MARCH 2028

eisenwarenmesse.com | Cologne

koelnmesse

INTERNATIONAL HARDWARE FAIR 2028

Every two years, EISENWARENMESSE – International Hardware Fair brings together manufacturers, retailers, buyers and professional users from around the world in Cologne. Featuring the industry's broadest international range of products, the fair gives exhibitors the ideal platform to make their solutions stand out. **Be part of it.**



4 PRODUCT SECTIONS

1. Fixing & Fastening Technologies
2. Industrial Supplies
3. Tools & Accessories
4. Home Improvement

WHY YOU SHOULD TAKE PART

01 MEET KEY DECISION-MAKERS IN PERSON

02 FORGE INTERNATIONAL BUSINESS CONNECTIONS

03 SHOWCASE YOUR PRODUCTS LIVE

04 HELP SHAPE TOMORROW'S INDUSTRY TRENDS

AT A GLANCE (based on 2026 trade fair figures)

EXHIBITORS FROM 53 COUNTRIES

2,470 EXHIBITORS

5 CONTINENTS

31 % FROM EUROPE

TRADE VISITORS FROM 125 COUNTRIES

33,000 TRADE VISITORS

69 % REPEAT VISITORS

31 % FIRST-TIME VISITORS

BIG NAMES, ONE PLATFORM

If you want to reach the international hardware industry, Cologne is where you need to be.

Leading companies use EISENWARENMESSE – International Hardware Fair to win new retail partners and distributors, strengthen existing customer relationships and tap into new markets. This is where supply and demand from around the world meet face to face, making it the ideal place to showcase products and innovations live, spot trends early and unlock new business opportunities. With 69 percent of exhibitors coming from abroad, the connections made here span the globe.

BECOME AN EXHIBITOR NOW

MORE VISIBILITY | MORE REACH | MORE SUCCESS

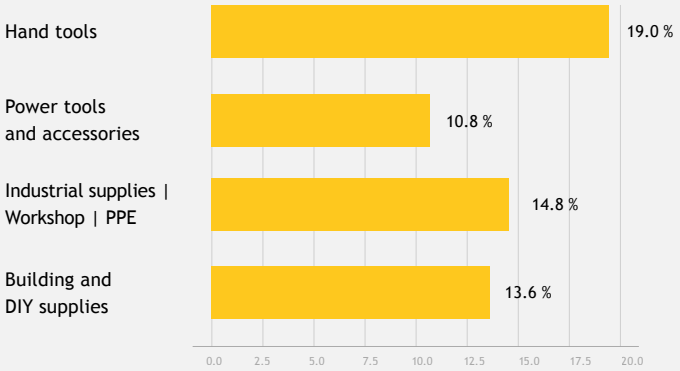


THE WORLD CONNECTS IN COLOGNE

PROFESSIONALS FROM RETAIL, THE SKILLED TRADES AND INDUSTRY COME TO EISENWARENMESSE …

… from Germany and all over the world. The world's leading trade fair for the hardware industry is a major draw for trade visitors. Around 62 percent of visitors come from the retail sector – ranging from DIY stores and specialist wholesalers to international purchasing organisations. Professional users from industry and the skilled trades are also gaining importance as a core target group.

TOP PRODUCT INTERESTS AMONG TRADE VISITORS 2026



Source: Trade visitor survey 2026; number of mentions (%) Anzahl der Nennungen (%)

LEADING RETAIL COMPANIES IN THE INDUSTRY

are among the visitors to EISENWARENMESSE – International Hardware Fair, including:

Acme Tools | ADEO | ALDI | Amazon | BAUHAUS | Bunnings | Castorama | Contorion | Costco | Einkaufsbüro Deutscher Eisenhändler | EUROBAUSTOFF | Ferney | hagebau | Hoffmann Group | The Home Depot | HORNBACH | Hubo | Intergamma | Kingfisher | Leroy Merlin | Lidl | Lowe's | NORDWEST | OBI | Rubart | SODIMAC | toom | Walmart and many others

TOP NAMES ALREADY CONFIRMED

Annovi Reverberi | Bossong | CONACORD | Erwin Halder | F. REYHER | HAILO-Werk | Hettich Do-It-Yourself | JOKARI | KIRCHHOFF Witte | KRAUSE-Werk | Kubala | Laserliner | MUNK | PREBENA | Prosperplast | Robert Bosch Power Tools | ROTHENBERGER Werkzeuge | SKIL | Stubai | Técnicas Expansivas | ToughBuilt | WEICON

MORE VISIBILITY. MORE REACH. MORE SUCCESS. BECOME AN EXHIBITOR AT EISENWARENMESSE – International Hardware Fair.

Exhibiting at EISENWARENMESSE – International Hardware Fair provides the ideal foundation for long-term business success. A high-impact marketing package helps you build targeted visibility, reach relevant target groups and get the most out of your participation. It includes:

- Flat-rate ticket codes for your retailers
- Personalised online promotional materials with lead tracking
- App-based networking
- Online press box

Benefit from the far-reaching international communication campaigns of EISENWARENMESSE – International Hardware Fair:

- Curated VIP visitor programme
- Cross-media presence in key print and online channels
- Strong social media visibility
- Targeted PR with leading trade journalists
- Partnerships with high-reach content creators

BECOME AN EXHIBITOR NOW | MORE VISIBILITY | MORE REACH | MORE SUCCESS

INTERNATIONALE EISENWARENMESSE KÖLN



BECOME AN EXHIBITOR NOW

BOOK YOUR STAND HERE

BOOKING AND PRICES

Early bird price **until 31 March 2027**	247 €/m²
Standard price **until 24 Jan. 2028**	286 €/m²
Last call price	323 €/m²

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TURN ENCOUNTERS INTO BUSINESS

FIND OUT MORE ABOUT THE FAIR HERE:

eisenwarenmesse.com

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