

**DESIGN PLUS**

powered by: **ISH**

# CALL FOR ENTRIES



messe frankfurt

# Preface

International, target-group focused and sustainable - you will find an ideal platform for your product at ISH 2019 to further boost your marketing strategy! The renowned Design Plus competition, in collaboration with the German Design Council, helps you set your products apart from the competition and showcase them to architects and designers.

Your participation in the contest will give you an eye-catching marketing tool, the "Distinction Design Plus powered by ISH", for marketing your product. The products and technical solutions selected by a jury of renowned experts are characterised by a high level of innovative strength, outstanding design quality and a distinct ethos of sustainability. The award will enable you to signpost your product's superior quality and ensure greater visibility in the market.

International industry meets every two years at the world's leading trade fair, ISH, in Frankfurt, to exchange and get to know trendsetting solutions for dealing with water and energy in buildings. For five whole days – from Monday to Friday – around 200,000 trade visitors from more than 158 countries gather information on industry highlights and innovations. These include, among others, sanitary solutions, bathroom design, heating technologies and air conditioning, refrigeration, and ventilation technology. These are discussed

in the context of overarching megatrends, such as digitisation, skills shortages and environmental issues. The trade fair is thus not only a highly-regarded show in the industry, but also serves as a platform for information, communication and knowledge. We want to put you, as an exhibitor, with your solutions, at the centre of this all-encompassing and prominent stage.

As part of the ISH, the winning products will be presented in a highly acclaimed special exhibition. The award ceremony on the first day of the fair is a highlight of the trade-fair calendar for both the award winners and visitors.

It is in this arena that product design, and your individual solutions should speak for themselves. We look forward to your participation.

Wolfgang Marzin  
President and Chief Executive Officer  
(CEO) of Messe Frankfurt GmbH

Andrej Kupetz  
General Manager  
German Design Council

# Design and innovation – make the difference yourself

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## Your benefits

Use the “Design Plus powered by ISH” award to stand out from the competition and thus contribute to your own brand’s image and to innovation performance. Above all, this seal of approval also provides further information to trade experts and consumers.

If an award is forthcoming, the following comprehensive marketing package becomes available to you:

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## Label

The seal of quality, which you can use to advertise your product on the market without limitation.

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## Exhibit at ISH 2019

You and your award-winning product will be presented to trade fair visitors at a stand during ISH 2019, as part of a special exhibition.

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## Postcards

Trade fair visitors will be presented with a handy postcard featuring you and your winning product.

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## Online exhibition

Here, the winning products are presented in an attractive online gallery using images and text.

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## Awarding of the prizes

All prize winners are invited to the award ceremony celebrations at the Design Plus exhibition, on the first day of the fair in Frankfurt.

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## Public relations

Your product will receive a comprehensive and effective media presence, thanks to accompanying public relations.

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## The jury

Dr. Sandra Hofmeister  
DETAIL Business Information GmbH,  
Munich

Linda Stannieder  
Graft Brandlab GmbH, Berlin

Udo Wirges  
German Sanitation, Heating and  
Air Conditioning Association (ZVSHK),  
St. Augustin

Jens Wischmann  
German Sanitary Industry  
Association (VDS), Bonn

Christian Zanzotti  
ZANZOTTI INDUSTRIAL DESIGN,  
Munich

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## Competition entries

For the jury session the following documents must be submitted for each entry:

- Printed data sheet.
- At most three photos of the product from various angles, detailed views, or uses. One must be a printed version (A4) and one digital (print quality at least 300 dpi).
- Please feel free to submit additional product-specific information material.
- The original products are NOT required for the jury session.

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## Charges

Registration fee € 225 (plus VAT)  
per product entered.

Marketing package € 300 (plus VAT)  
per prize-winning product.

# Registration

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## Registration process

Online registration at  
[www.mdc.german-design-council.de](http://www.mdc.german-design-council.de)  
General Login: dp2019ISH

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## Dates

Deadline online registration  
4 January 2019

Deadline postal entry  
11 January 2019

Jury session  
23 January 2019

Award ceremony  
11 March 2019

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## Contact partner Competition

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[www.german-design-council.de](http://www.german-design-council.de)

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## Contact partner Exhibition

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