

news +++ ISH  
22 to 26 March 2021



## Great brands for a great event

**Frankfurt am Main, 11 March 2021. Almost there: the first digital edition of ISH, the world's leading trade fair HVAC + Water opens its virtual door on 22 March 2021. In addition to a host of interesting topics and an extensive programme of events, the focus will be on the innovative products being shown by the approximately 350 exhibitors who are thus enriching the world's biggest portfolio of products for the sanitation and HVAC sector.**

ISH is to be held as a digital event for the first time from 22 to 26 March and will present market-ready innovations revolving around water and energy on a new platform. In this connection, the emphasis is on connectivity, knowledge transfer and high-grade content, as well as the latest solutions and innovative products. At ISH digital 2021, all exhibitor activities will be concentrated and linked intelligently with the services offered by Messe Frankfurt. This platform gives all companies, as well as existing and potential customers, the chance to meet and make new contacts regardless of international borders. Visitors can make direct contact with exhibitors via chat facilities or with the aid of an appointments system for online meetings. Altogether, there are three channels focusing exclusively on the exhibitors with their information and product shows: *Exhibitor Stream Energy Technology*, *Exhibitor Stream AC & Ventilation, Automation* and *Exhibitor Stream Water, Software*.

### **Exhibitor Stream Energy Technology**

Thematically, ISH digital generates powerful impulses that provide the framework for a huge variety of innovative products. For example, the green deal is one of the most important future-oriented subjects being discussed in the energy sector. Thus, exhibitors present heating solutions and systems that make a decisive contribution to achieving climate goals. This is where many manufacturers show their innovative products or invite visitors to exchange ideas and information with them.

Renowned manufacturers for efficient heating technologies and renewable energies from all over the world are represented for heat generation and transfer in the Energy section of ISH digital 2021. They include, for example, Bosch Thermotechnik, BDR Thermea, Brötje, Daikin, Elco, Glen Dimplex, Kermi, Mitsubishi Electric, LG Electronis, Nibe, Panasonic, Robert Bosch, Remko, Roth Werke, Stiebel Eltron, Vaillant, Viessmann, Weishaupt, Wolf and Zehnder.

World-famous brands for heating with wood and emissions technology are also represented. They include Anton Eder, Cox Geelen, Hargassner, M&G Group and Windhager. Additionally, the heat distribution segment includes leading players, such as Armstrong, Danfoss, Giacomini, Grundfos, Oventrop, Reflex Winkelmann and Wilo.

Deos, KNX, Sauter-Cumulus, Schneider Electric, Siemens, S.I.T., Testo and Wago Kontakttechnik are among the market leaders focusing on house and building automation, energy management and instrumentation and control technology.

### **Exhibitor Stream AC & Ventilation, Automation**

Against the background of the ongoing corona pandemic, particular attention will be paid to the hugely important subject of ventilation and air-conditioning technology. By constantly filtering and purging indoor air with a large volume of outdoor air, ventilation technology can help bring about a significant reduction in the risk of infection. Accordingly, this section focuses, inter alia, on modern ventilation systems, such as Indoor Air Quality (IAQ) and both central and decentral solutions for new construction work and modernisation. Additionally, attention will be paid to the subjects of energy efficiency and digitalisation.

Among the market leaders represented in the air-conditioning and ventilation technology section of ISH digital 2021 are Berliner Luft Technik, ebm-papst, Helios, Howatherm, Maico, Schako, Systemair, Trox, Wolf GmbH and Ziehl-Abegg.

### **Exhibitor Stream Water, Software**

In the ISH Water section encompassing bathrooms and installation technology, the spotlight is on drinking-water hygiene and the growing trend towards bathroom hygiene. With dirt and bacteria-resistant surfaces, touch-free operation and hygienic electronic bidets, the sanitation industry presents smart solutions for increasing expectations regarding hygiene – no matter whether in hotels, public conveniences or the private lifestyle bathroom.

The top brands in this section represented at ISH digital 2021 include Bette, Burgbad, Dornbracht, Duravit, Hansa, Hansgrohe, Kaldewei, Kermi, Kludi, KWC, Franke, Toto, Villeroy & Boch and Vitra.

Among the companies making presentations in the installation-technology segment are BWT, Dallmer, Geberit, Georg Fischer, Grünbeck, Judo, Ke Kelit, Rehau, Rems, Rothenberger, Uponor, Walraven and Adolf Würth.

In the software segment, the exhibitors include liNear GmbH, pds GmbH, Streit Datentechnik and Trimble.

The Premium Sponsors of ISH digital 2021 are TOTO Europe GmbH, Daikin Europe, Viessmann Climate Solutions SE, Max Weishaupt GmbH, Hansgrohe SE and Geberit Vertriebs GmbH.

The comprehensive exhibitor presentations are supplemented by a wide range of special shows and forums. Detailed information about the ISH digital 2021 programme of events can be found at [www.ish.messefrankfurt.com/events](http://www.ish.messefrankfurt.com/events).

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**Contact:**

Aleksandra Götz  
Tel.: +49 69 7575-6144  
Aleksandra.Goetz@messefrankfurt.com

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
D-60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2020