

**DESIGN PLUS**

by **ISH**

**Water &  
Efficiency +**

**HVAC &  
Sustainability +**

**Smart &  
Control +**

**Design &  
Innovation +**

# **DESIGN PLUS 2025 CALL FOR ENTRIES**

**Young  
Innovators +**

**Sustainable  
Exhibition Stand +**

## **SOLUTIONS FOR A SUSTAINABLE FUTURE THE ISH DESIGNPLUS AWARD PUTS YOUR INNOVATION IN THE SPOTLIGHT!**

Are sanitary, heating and air-conditioning your topics? Can you hardly wait to exhibit at the world's leading trade fair for water, heat and air in 2025? Then take the opportunity to present your pioneering ideas to an international audience and submit them for the Designplus Award!

### **Themes:**

- **WATER & EFFICIENCY +**
- **HVAC & SUSTAINABILITY +**
- **SMART & CONTROL +**
- **DESIGN & INNOVATION +**
- **YOUNG INNOVATORS +**
- **SUSTAINABLE EXHIBITION STAND +**

From smart technology for efficient building control to pioneering products for resource-saving water use, heat generation, air-conditioning and ventilation to sophisticated components: From 17 to 21 March, the ISH will once again be showcasing a wealth of novelties. In view of the extensive range of over 2,000 companies, it is simply not possible for visitors to discover every innovation as they walk through the halls. Quick orientation and diverse inspiration are required - Messe Frankfurt, in cooperation with Stylepark, magazine for architecture and design, is therefore offering all exhibitors the opportunity to take part in the Designplus Award competition. The exclusive program includes an exhibition, an awards ceremony and extensive communications tailored to the international audience.

The Designplus Award jury is made up of experts from the industry who are well versed in the top themes of the ISH relating to sanitary, heating and air-conditioning. They will judge which of the submitted solutions are essential for a sustainable future.

Showcase your expertise in the sanitary and HVAC industry! We welcome entries from each of the eight solution fields of the ISH. We look forward to your participation, an inspiring competition and an exciting exchange.

Wolfgang Marzin  
Chairman of the Management Board  
Messe Frankfurt GmbH

Franziska v. Schumann and Robert Volhard  
Board of Directors and Publisher  
Stylepark

# YOUR PLUS

## **Nominees and Winners – two paths to recognition:**

During the jury meeting, the submitted products are divided into two categories: **Nominees and Winners.**

### **NOMINEES**

The nominees will be presented immediately after the jury meeting on the ISH website as well as on Stylepark, magazine for architecture and design. The products will receive a NOMINEES label for digital use and a sticker for their exhibition stand to communicate their outstanding performance on site. In addition, all nominees will be part of the special exhibition at ISH 2025, giving them additional visibility and recognition among a broad international audience.

### **WINNERS**

The winners will be highlighted and honoured with the prestigious Designplus Award trophy, which will be presented at a ceremony on the first day of the fair. The digital WINNER label is available for free use in all communication measures. In addition, the winners will receive a certificate and a sticker for their trade fair stand to present their award directly on site. The winners will also be presented in an exhibition.

In addition, the winners will be prominently presented in an online gallery on the ISH website and widely publicised via the social media channels of ISH and Stylepark to maximise their visibility to a broad international audience.

# YOUR PLUS

+

## **Exhibition (for nominees and winners)**

We create the necessary space for the winners and nominees in a special exhibition during the ISH.

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## **Award ceremony**

Invitation to the exclusive award ceremony for all winners on the first day of the fair.

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## **Award Trophy**

All award winners will receive a Designplus Award trophy, which will be exclusively produced in a limited series.

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## **Certificate**

As a token of recognition for the outstanding work, all winners will receive a certificate that can be displayed in the company or at the trade fair stand.

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## **Digital labels (for nominees and winners)**

Use our digital labels to present your award in all communication media. These are available for your unrestricted use.

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## **Stickers (for nominees and winners)**

Nominees and winners receive special stickers that allow them to make their award visible at their exhibition stand.

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## **Social Media**

We create visibility for award winners on social media and communicate key milestones within the Designplus Award.

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## **Online gallery**

The winners are presented in an online gallery with the jury statement.

# THE JURY 2025

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**Elke Oechsner**

Managing Director – Heizungs-Journal Verlags-GmbH

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**Prof. Amandus Samsøe Sattler**

ensømbler studio arkitektur, President DGNB e.V.

+

**Matthias Thiel**

Consultant Business Administration, Data Management, Demographic Change  
at ZVSHK – Zentralverband Sanitär Heizung Klima

+

**Jens Wischmann**

Managing Director of VDS – Vereinigung Deutsche Sanitärwirtschaft e.V.

Managing Director of VdZ – Wirtschaftsvereinigung Gebäude und Energie e.V.

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**Stylepark AG**

# THE TOPIC FIELDS + THE CRITERIA FOR THEIR EVALUATION

## WATER & EFFICIENCY +

### SOLUTION FIELDS

Bathrooms / Water-bearing systems / Installation / Sanitary & HVAC Production

This category honours products and solutions whose innovative technologies contribute to the efficient use of water resources, the reduction of water consumption or the improvement of drinking water hygiene. The products contribute to sustainability, for example, by minimizing water losses, generally consuming less water and/or integrating intelligent systems for monitoring and controlling water consumption.

## HVAC & SUSTAINABILITY +

### SOLUTION FIELDS

Heat Generation / Indoor Air / Sanitary & HVAC Production

This category honours solutions for heat generation, air-conditioning or ventilation that are based on sustainable and environmentally friendly technologies. Products in this category are characterised by high energy efficiency, the use or integration of renewable energies and a reduction in CO<sub>2</sub> emissions. Innovations in this area contribute to more environmentally friendly and sustainable heating, ventilation and air-conditioning and to a healthy indoor climate.

## SMART & CONTROL +

### SOLUTION FIELDS

Intelligent Building Management / Software / Sanitary & HVAC Production

This category focuses on intelligent control of devices and systems for technical building equipment (sanitary + HVAC) or entire buildings, as well as software solutions that make living and working more comfortable and efficient. Products and solutions in this category offer advanced control and automation options that help optimise energy consumption and improve the quality of life. Intelligent control systems enable the networking of various building functions and offer comprehensive control and customization options.

## **DESIGN & INNOVATION +**

### **SOLUTION FIELDS**

**Bathrooms / Water-bearing systems / Installation / Heat generation / Indoor air / Intelligent Building Management / Software / Sanitary & HVAC Production**

This category recognises products and solutions that stand out due to their successful combination of innovative design and advanced technology. The focus is on the creation of new concepts and approaches in design that offer added value through their technological innovation. Products in this category integrate innovative design techniques with advanced materials or processes to improve functionality, create new uses or support sustainability goals.

# SPECIAL PRICES 2025

## YOUNG INNOVATORS +

The **Young Innovators +** category honours young innovative companies and start-ups exhibiting at ISH 2025. This category is exclusively for all start-ups and young innovators who will be exhibiting in special areas of the event. The focus is on recognizing and promoting new ideas, technologies and business models developed by the youngest players in the industry.

## SUSTAINABLE EXHIBITION STAND +

The **Sustainable Exhibition Stand +** category honours exhibitors who stand out for the design and implementation of a sustainable exhibition stand. The focus here is on the use of environmentally friendly materials, resource-saving construction methods and the integration of sustainable practices in the entire planning and implementation process and in the operation of the exhibition presence. The aim is to minimise the ecological footprint of the exhibition stands while at the same time offering an inspiring and attractive exhibition experience.

## CRITERIA AND POSSIBILITIES

### MATERIALS

- Low-pollutant or eco-labelled materials
- Materials made from recycled primary materials such as plastic, wood, aluminium, steel or concrete
- Recyclable plastics: Use of specific, clearly defined recyclable plastics such as PET or polypropylene that can be easily recycled
- Renewable raw materials: e.g. use of FSC-certified wood or bamboo from sustainable forestry
- Materials made from biogenic or other waste products (such as paper or scrap wood)
- PVC-free carpets: use of non-toxic materials for flooring and other applications
- Packaging and transport: Store and transport of materials in reusable containers rather than disposable film
- Use of rented materials to ensure recycling



## **MODULAR DESIGN**

- Development of modular wall, floor and exhibition systems that can be reused and redesigned as needed for the exhibition.
- Non-destructive design, easy to assemble and disassemble connections
- Reduction of transport volume using modular systems
- Reduction of transport weight

## **ENERGY EFFICIENCY**

- Use of LED lighting and other energy efficient technologies
- Minimizing energy consumption through intelligent control systems

## **TRANSPORT AND LOGISTICS**

- Planning and executing transport processes with minimal CO2 emissions
- Working with regional exhibition stand builders to reduce transport distances
- Use of electric vehicles for material transport and stand construction
- Optimization of logistics through synergy effects, e.g. joint transport and set-up for several exhibitors

## **RECYCLING AND WASTE MANAGEMENT**

- Reduce waste by reusing and recycling
- Reusability: Demonstrate the reusability of all materials used through appropriate certification and labelling
- Repairability: Consider repair options for booth components to extend their lifespan and reduce waste

## **COUNTRY OF ORIGIN OF MATERIALS**

- Transparency on the country of origin (including supply chain proof) of materials used to understand the environmental and social impact of sourcing

## **LARGER SUSTAINABILITY STRATEGIES**

- Catering at the exhibition stand: ecological materials, vegetarian/vegan dishes
- Encourage the use of public transport to travel to and from the show by the team and invited visitors to reduce CO2 emissions
- Reduce team travel
- Optimise logistics transport around the show to further reduce the ecological footprint

# SUBMISSION

Your participation for the Designplus Award starts when you complete the registration process at [award.designplus-stylepark.com](https://award.designplus-stylepark.com) and submit at least one product. If the product is part of a collection, please indicate the name of each individual product.

Our registration and submission tool allows you to digitally submit product images, explanatory videos and product descriptions. Renderings are also accepted. The product must be completed no later than the award ceremony on **17 March 2025** to be displayed at the exhibition.

Register online at: [award.designplus-stylepark.com](https://award.designplus-stylepark.com)

# FEES

**Registration fee – participation, publication and exhibition**  
€325 for each submitted product plus VAT.

## Exception

**Sustainable Exhibition Stand + and Young Innovators +** are the new additional categories for which **no costs will be charged**.

# DATES

<b>20 JANUARY 2025</b>	Deadline for submission of documents
<b>04 FEBRUARY 2025</b>	Jury session
<b>18 FEBRUARY 2025</b>	Announcement of nominees
<b>17 MARCH 2025</b>	Award ceremony
<b>17–21 MARCH 2025</b>	ISH 2025 incl. exhibition

# CONTACT

## **Contact person competition**

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## **Contact person fair and exhibition**

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