

messe frankfurt

Our Categories:

Water & Efficiency +

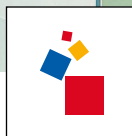
HVAC & Resource
Efficiency +

Smart & Control +

Design & Innovation +

Young Innovators +

Sustainable
Exhibition Stands +



**DESIGN
PLUS**

**ISH
2027**

STYLEPARK

Innovations deserve visibility

Submit your product now. Deadline for entries: 22 January 2027

We reward solutions that shape the future

The ISH Designplus Award is for trailblazing products and services with a winning combination of design, functionality, innovation and sustainability.

This award from the world's leading trade fair for HVAC + Water focuses attention on outstanding developments in front of the world's trade public, media and relevant decision-makers.

Your innovations in their element at ISH

163,000 +

visitors attended ISH 2025

45 %

were from outside Germany

7.1 million people reached

through ISH social media channels, January – March 2025

45 %

came to learn about new products and innovations

6.500 +

ISH visitors are specifically interested in Designplus

66.7 million

reached by ISH 2025 across all media

By entering your product, you're showing how it will meet future challenges. You're also helping ISH 2027 to send its central message: **The Power of Solutions.**



"The Designplus Award we won with the BetteUltra Space significantly increased our visibility at ISH, in PR and on social media. The award also provided our colleagues with valuable confirmation that their consistent hard work on design, functionality and sustainability pays off."

Sven Rensinghoff

*Head of Marketing & Product Management (Member of the Executive Board)
Bette GmbH & Co. KG*



"We were so pleased to win a Designplus Award in 2025. We really valued receiving it from a respected independent expert jury, and saw it as recognition of the high quality standards we apply to our solutions. This award also generates real visibility for the award-winning products."

Cyril Stutz

Managing Director of Geberit Vertriebs GmbH

€325 per product submitted

Your opportunity to win an independent award with a big impact

Submitting your product for the award gives you the opportunity to have its quality and innovation recognised by an independent expert jury. If your solution wins an award, you'll gain targeted visibility at ISH and far beyond.

Benefits for award winners

Strong brand

Receiving an award from an independent expert jury confirms what a quality, innovative product you have and strengthens trust in your brand.

Clear differentiation

The Designplus Award creates a convincing sales argument and distinguishes your product visibly from the competition.

Greater visibility

Winning products are presented at ISH, online, on social media, in guided tours and as part of the awards ceremony.

Long-term impact

Employ the Designplus Winner Label at ISH and beyond: in your sales, PR, catalogues and showrooms, and on your website, social media and packaging.



"The Designplus Winner Label highlights quality and innovation, supplying strong evidence for 'The Power of Solutions'."

Stefan Seitz
Director of Brand Management at ISH

Find the right category for your innovation



Water & Efficiency +

Products and solutions for efficient, responsible use of water resources



HVAC & Resource Efficiency +

For sustainable solutions across heating, ventilation, air conditioning and energy



Smart & Control +

For intelligent building control, networking, software and digital solutions



Design & Innovation +

For products with a winning combination of design quality and innovative function

Special categories

There is no fee to participate in these special categories:

Young Innovators +

For young, innovative start-ups

Sustainable Exhibition Stand +

For especially sustainable trade fair presences

Judged independently. Awarded by experts.

An independent expert jury in design, architecture, industry, associations and building technology assesses entries against established criteria.



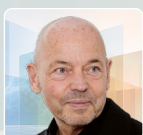
*Dipl.-Ing. Andreas
Müller*

*Managing Director Technology,
ZVSHK*



*Dr.-Ing. Claudia
Kandzia*

*Project Coordinator
HEINZ TROX Foundation*



*Prof. Amandus
Samsøe Sattler*

*Architect, Partner at ensømbel Studio
Architektur & President, DGNB*



*Jens J.
Wischmann*

*Managing Director
VDS & VdZ*

Enter by 22 January 2027!

Show the industry what makes your solution stand out.

Submit your product and be part of an international platform for design, innovation and sustainable solutions.

Submit your product in three simple steps:



1. Register online

Input your company and contact details.



2. Present your product

Upload product information and meaningful images.



3. The finishing touches

Choose a category to enter and submit your files by 22 January 2027.

You can register here: award.designplus-stylepark.com



Key info

Participation fee: €325 per product submitted

Special categories: no participation fee

Deadline for entries: 22 January 2027

Kontakt



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