

## **Final Report of the 9<sup>th</sup> International Trade Fair for Flooring Construction EstrichParkettFliese (EPF) 2011**

### **EPF – Fair’s objective achieved**

#### **2011 all floor-laying crafts under a single roof**

Feuchtwangen, July 2011 – In 2011 as well, the Trade and Contact Fair EPF EstrichParkettFliese in Feuchtwangen met with a positive response: 196 exhibitors displayed a complete range of flooring construction. Almost 4,000 trade visitors took advantage of the opportunity to visit this event which is held every three years in the *Bayerische BauAkademie*. Conclusion of exhibitors and visitors: a successful sector meeting with many good business contacts.

#### **Statistics document success**

The FKM evaluation – according to nationwide standards of the company for the voluntary control of fair and exhibition figures (*Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen*) - which was made by the fair management, showed that 46 percent of the exhibitors scored the fair as “good”, 14 percent even gave it the top grade of “very good” and 28 percent were “satisfied” with the fair in Feuchtwangen. Eighty-eight percent of the companies represented stated that they had initiated new business contacts.

Of the visitors of which over 50 percent were designated as decision-makers in their respective companies, a grand total of 96 percent recommended the EPF. Eighty-eight percent found visiting this event to be professionally useful. Most of the visitors came from Bavaria and Baden-Wuerttemberg, followed by North Rhine Westphalia. This year 7.3 percent of all visitors came from foreign countries. Traditionally these visitors came from neighbouring European countries.

#### **All floor trades together**

Alongside screed and parquet/wooden floors, representatives of the ceramics industry and Bavarian tile layers were present for the first time in the new segment “Tiles” in Feuchtwangen. Fair manager Wolfgang Bux will no doubt have a lot of persuading to do in integrating this target group in future. “We were aware of the risk involved in the first attempts by exhibitors and visitors from the tile segment. It is therefore too early to talk about great success for exhibitors and visitors in this segment. But we are working on it and hope that tiles grow as the segment parquet/wood showed how it can be done at the last two fairs,” says Bux. And he is optimistic, especially since the *Bayerische BauAkademie* repeatedly over the course of the year has brought participants from the screed, parquet and tiles sections together in seminars on common topics.

A look beyond the boundaries of the trades is what distinguishes the special spectrum of the EPF. The offers of the exhibiting companies are informative. Some visitors can see here for the first time how a terrazzo floor is laid or how multi-faceted parquet can be done due to the different types of wood and the formats used. The same applies to ceramics, stoneware and natural stone. In short: The EPF brings the trades together.

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<http://epf-messe.de/epf2011/download>

**If you need pictures to illustrate this article, please contact Sabine Jung directly:**  
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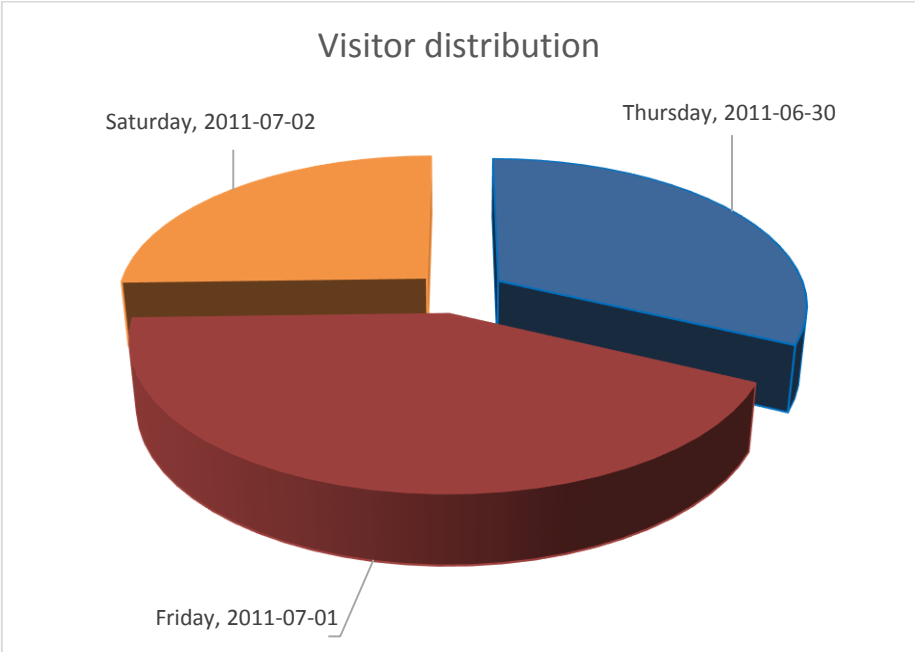
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**Evaluation of visitor structure in graphic presentation**

**Visitor distribution over three Fair days**



**Visitor structure according to trade**

