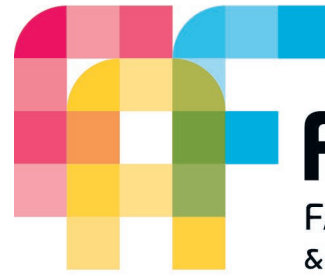


## Press release



# FAF

FARBE · AUSBAU  
& FASSADE

The leading trade fair  
for facade design and  
interior architecture

### Trade fair anticipation

## FAF 2024: Major exhibitors on board, supporting programme complete

Four powerful days in full exhibition halls: Everyone involved is looking forward to their appearance at FAF 2024 in Cologne (23 to 26 April 2024). All the key players and numerous newcomers from 21 countries will be present, anticipation is already palpable, as the quotes in this press release impressively show. And excitement is in order: The supporting programme for FAF is all but finalised – including the FAF FARBWERTE AWARD 2024 by AiT-Dialog, which is being presented for the very first time.

**Munich, 1 February 2024** – "Around 300 exhibitors from 21 countries on 15,000 square metres of exhibition space – that's an excellent forecast for the upcoming FAF – FARBE AUSBAU & FASSADE 2024," says FAF Exhibition Director Bettina Reiter. "Key players such as Caparol, Craftview, Erfurt, Graco, Keimfarben, Knauf, Marburger Tapetenfabrik, Meffert, Sto, Storch and many new exhibitors are actively involved in shaping the trade fair programme."

The industry's most important protagonists are delighted to be back on board at FAF, here but a few voices (see below for full quotes) from the big players:

**Guido Müller, President of Bundesverband Farbe Gestaltung Bautenschutz (Federal Association Colour, Design, Building Protection):** "FAF is more than just a trade fair. It is the family reunion of the creative finishing industry, from painters and varnishers to plasterers and interior decorators. If you want to be at the cutting edge of

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technology, make new and surprising business contacts and soak up the spirit of our innovative industry, you have to be there in Cologne."

**Oliver Heib, Chairman of the Board Bundesverband Ausbau und Fassade (Federal Association of Finishing and Façade):** "This important event brings together experts, specialists and interested parties from the finishing and façade industry. It offers an outstanding platform for exchanging the latest developments and innovations in this field. We are convinced that FAF 2024 will make a significant contribution to promoting sustainable building practices, sharing expertise and strengthening the industry."

**Stefan Weyer, Managing Director Caparol & Alligator:** "[...] We see FAF primarily as an important communication platform. Where else than at FAF do we have the opportunity to meet so many partners and tradespeople within four days?"

**Klaus Enke, CEO Craftview Software GmbH:** "FAF is the highlight of the year for WINWORKER. This leading trade fair not only inspires the industry, but also us. Here we meet the trade, can speak directly with customers and understand their needs and current trends in the industry. This dialogue is crucial for developing customised solutions. [...]."

**Bettina Heyne, Head of Marketing & Innovation at Keimfarben GmbH:** "[...] FAF always has been an absolute must for us. Here we have an excellent opportunity to directly enter into dialogue with our customers and receive feedback from the market. [...] We therefore very much welcome the further development of the trade fair concept into a platform with an additional 'community feeling' and look forward to FAF 2024."

**Gerhard Wellert, Sales Director Plastering/Façade and Floor Systems Knauf Gips AG:** "FAF is the industry meeting point in 2024. After the long break, we believe that specialist contractors and their employees are eager for action, innovations and dialogue. As a partner of the trade and exclusive sponsor of the national plasterers' team, it goes without saying that Knauf will be right in the thick of it."

**Dirk Steinhoff, Sales Manager at Marburger Tapetenfabrik J. B. Schaefer GmbH & Co. KG:** "FAF has been a fixture for 'marburg' for years as a means of presenting our new products and innovations to a wide audience of painters. The trade fair enables us to interact directly, provides valuable feedback and helps us to develop customised solutions for our customers' needs."

**Jens Bayer, Head of Marketing at Meffert AG Farbwerke:** "The trade fair is the ideal opportunity for us to enter into dialogue with our wholesalers and our mutual customers, the painters, and convince them of our products."

**Heiner Röhr, Head of Region Germany, Sto SE & Co. KGaA:** "FAF offers us a very good platform to present our new products and concepts to the trade and to discuss the requirements for the future with our partners. The direct contact is very valuable for us so that we can continue to optimise our products and processes to meet customer requirements in the future."

**Steffen Siebert, Managing Director of STORCH Malerwerkzeuge & Profigeräte GmbH:** "STORCH is more than just painting tools. Personal advice, customised solutions, over 125 years of strong community. Experience it live at the FAF. Get a head start with us – see you in Cologne!"

### **FAF: one trade fair, lots of highlights in the supporting programme**

FAF offers plenty of space for innovative products, start-ups and the trade fair's focus topics of digitalisation, sustainability and HR management in the two equally exciting Halls 7 and 8 at the exhibition grounds in Cologne. FAF thus hits the nerve of the industry in terms of content. This is also reflected in the wide-ranging supporting programme with its numerous highlights.

#### **FAF FORUM** Hall 7, Stand 7.128

This is where exhibitors, industry experts and tradespeople give talks, discuss and explain hands-on everything that moves the industry. Pitches, discussions and panels will revolve mostly around digitalisation, sustainability and HR management. Some of the FAF NACHWUCHSTAGE (FAF next generation days, see below) will also take place here.

#### **FAF FARBERWERTE** Hall 8, Stand 8.500

This special area, at FAF for the first time, is dedicated specifically to creative finishing trades as well as interior architects, planners and interior decorators. In a curated presentation, the Institute for International Trendscouting of the HAWK University of Applied Sciences and Arts Hildesheim together with exhibitors will show the use and effect of colour, especially in the interior sector.

#### **FAF FARBERWERTE AWARD 2024 by AiT-Dialog** Hall 8, Stand 8.500

A jury of experts put together by AiT-Dialog, including representatives of trade associations such as the Bundesverband Farbe and the bdia (association of

German interior architects) – will select three winners place from the material and trend presentations submitted to FAF FARBWERTE.

#### **FAF START-UP AREA** Hall 7, Stand 7.123

One of the aims of this trade fair is to promote the future and innovative strength of the industry. This is why FAF is once again dedicating a special area to young companies, where they can present themselves and their innovative products.

#### **FAF WERKSTATT powered by MEGA Gruppe** Hall 8, Stand 8.511

Trying out new products and testing their suitability for everyday use was already a big hit at the last FAF. This concept has now been given an appropriate framework for the 2024 edition of the trade fair for the first time as FAF WERKSTATT powered by MEGA Group: Manufacturers can showcase their new products live and tradespeople can try them out. Both benefit: Craftspeople learn new things, while the industry receives important suggestions for improvement.

#### **FAF NACHWUCHSTAGE**

These Young Talent Days at the stands of the two federal associations, the FAF WERKSTATT and the FAF FORUM, are specifically tailored to the next generation of the industry. Bundesverband Ausbau und Fassade dedicates the Wednesday of the trade fair, to the "Next Generation Day Plasterers", while on the Friday of the trade fair, Bundesverband Farbe Gestaltung Bautenschutz will host a training day with the topic "Prospects for further training – a career in the painting and decorating trade".

#### **FAF SOCIAL MEDIA SPRECHSTUNDE** Hall 7, Stand 7.122

Time slots with influencers from the industry are available for hands-on consultation to fellow tradespeople on the topic of social media and how to optimise their accounts – for more visibility, more traffic, more customers.

#### **FAF FEIER-Abend**

The trade fair after-work on FAF Wednesday, when numerous exhibitors invite visitors to their stands across all halls to a quenching after-work beer (by invitation only, if applicable), giving them a great opportunity to network and review the trade fair days.

#### **FAF CONNECT**

Beyond the function of an exhibitor's catalogue, the new digital exchange and meeting platform for exhibitors and trade fair visitors provides more planning security for a successful trade fair visit. Visitors can put together their own programme before the trade fair and receive respective recommendations.

Exhibitors can advertise their offers to specific target groups, network with interested parties and send free trade fair tickets to customers. The platform with its relevant topics runs before, during and after the trade fair.

Please find the current exhibitor list here:

<https://www.faf-messe.de/en/messe/faf-connect-the-365-day-platform/>

**The above abridged statements on FAF 2024 are reproduced below in full:**

**Stefan Weyer, Managing Director Caparol & Alligator:** "FAF is the leading European trade fair for painters, varnishers and plasterers. By participating, Caparol is once again emphasising its commitment to the painting trade. We use this platform to present innovative products and solutions. These can be used to create perfect surfaces and fulfil increasing demands for sustainability and energy efficiency. Above all, we see FAF as an important communication platform. Where else do we have the opportunity to meet so many partners and specialist tradespeople within four days as at FAF?"

**Klaus Enke, CEO Craftview Software GmbH:** "FAF is the highlight of the year for WINWORKER. This leading trade fair not only inspires the industry, but also us. Here we meet the trade, can speak directly with customers and understand their needs and current trends in the industry. This dialogue is crucial for developing customised solutions.. Our goal is to digitalise all relevant work processes, with highlights such as smart customer contact management, optimised document management and IDS, an ingenious web shop interface. After five years of waiting, we are looking forward to innovations, exciting discussions and valuable contacts - FAF is an indispensable economic factor for us!

**Bettina Heyne, Head of Marketing & Innovation at Keimfarben GmbH:** "FAF is a must. As the market leader in mineral building protection, we are happy to use the Farbe, Ausbau & Fassade trade fair to present ourselves as a highly innovative and committed partner to the specialist trade with expertise, experience and passion. FAF has always been an absolute must for us. It gives us an excellent opportunity to enter into direct dialogue with our customers and receive feedback from the market. Especially after the pandemic, personal contact between people is what it's all about and is crucial for the bond with our customers and for a successful "togetherness". We therefore very much welcome

the further development of the trade fair concept into a platform with an additional "community feeling" and look forward to FAF 2024."

The FAF FARBE, AUSBAU & FASSADE trade fair – the leading European trade fair for façade design & interior architecture – will take place from 23 to 26 April 2024 at the Cologne Exhibition Centre.

All information about FAF 2024: <https://www.faf-messe.de/en/>

### **About FAF FARBE, AUSBAU & FASSADE**

FAF is the leading European trade fair for façade and interior architecture. It moderates between the trades of the creative finishing sector. The painting and stucco plastering trades are represented in particular. In addition, the new FAF also addresses associated trades, such as interior decorators and floor layers, as well as architects and planners. FAF offers an outstanding customer experience in which it addresses the relevant topics on materials, techniques, trends and questions of business management and thus makes industry participants fit for the challenging daily routine and the future. Its focus is on the German-speaking market, but the proportion of foreign trade fair participants – especially from neighbouring European countries – is growing continuously.

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#### **Note to editors:**

Press releases and photos regarding FAF FARBE, AUSBAU & FASSADE can be downloaded here: [www.faf-messe.de/en/presse/](http://www.faf-messe.de/en/presse/)

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