

Press Release

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interbad: Focus on efficient use of energy and resources

Concept impresses exhibitors / Sustainable logo emphasises sustainability / Innovation Award will demonstrate the innovative capacity in the industry



interbad

Internationale Fachmesse
für Schwimmbad, Sauna
und Spa mit Kongress für das
Badewesen

International trade fair
for swimming pools, saunas
and spas with congress for
pool and bath technology

Messe Stuttgart
25. - 28.10.2022

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Innovative products, smart technology and current trends: there is great anticipation for interbad. The industry will meet again in person this year for the first time to discuss exciting topics such as digitalisation, energy efficiency, climate protection and internationalisation. The coherent concept comprising a trade fair, a Congress and a varied accompanying programme is convincing exhibitors to present their new products, practical solutions and innovations relating to swimming pools, wellness, saunas and spas at interbad from 25 to 28 October 2022.

Focus on the post-fossil future

One of the cornerstones of the event concept of interbad is the Congress for Pool and Bath Technology, which is organised by the German Association for the Recreational and Medicinal Bath Industry (DGfdB) and is dedicated to highly topical issues: "The abandonment of fossil fuels and cooperation in the heat transition by 2030 must be linked to the objective of the right interaction between efficiency measures and optimum operating strategies in swimming pools. Exciting suggestions will be provided in this respect," said Christian Mankel, Managing Director of the DGfdB. "We can now already look forward to a first-class swimming pool policy panel in which representatives from both the German Federal Ministry for Economic Affairs and Climate Action and the German Association of Cities and Towns, for example, have accepted our invitation to come to Stuttgart." Energy efficiency and sustainability are also an important topic for the sauna and spa industries. Rising energy and raw material prices, as well as environmental protection call for measures to conserve resources and optimise processes. "Our industry is undergoing radical change. After the challenges posed by the corona pandemic, we are now profoundly affected by increasing energy costs," said Martin Niederstein. The Managing Director of the German Sauna Association is pleased that the International Sauna Congress, which is taking place this time during

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interbad, will offer a discussion platform for both these problems and other highly topical issues. "Innovative energy supply concepts, e.g. the zero energy sauna, will be discussed together with the shortage of specialists and the internationalisation of the sauna industry. Especially in the USA and Japan, saunas are becoming increasingly more popular and the demand for attractive professional infusions is booming all over the world," said Niederstein.

Michael Kreft von Byern, General Manager of Rulantica, the water world at Europapark Rust, also confirmed the importance of sustainability for the operators of adventure and leisure parks. "Modern technology and the structural design of Rulantica primarily take account of sustainable approaches. Constant innovation and expansion are firmly anchored in our concept." With photovoltaic systems, block heating stations and state-of-the-art filter technology, the water world features sustainable solutions on an area of more than 50,000 square metres.

Sustainable logo as a guide

Messe Stuttgart is focusing more closely on this topic at a visual level with a new sustainable logo. "The logo already identifies resource-preserving products in the Exhibitor Directory and acts as a guide for trade visitors", said Joachim Sauter, Director Trade Fairs and Events at Messe Stuttgart, explaining the concept. "The logo can also be used as a sign on exhibition stands and as part of the planned 'guided tours' on the topic of sustainability."

Messe Stuttgart and the DGfdB will jointly present the interbad Innovation Award again this year. The visitors select, as a jury, their favourites with regard to the degree of innovation, significance, practical applicability, improvement in the environmental and energy situation, design and functionality. Voting is possible both in advance by means of a specially created online platform or on site at digital voting terminals. "The aim of this Award is to highlight the high level of innovation in an industry whose entire potential can be experienced at interbad," said Joachim Sauter.

About interbad

interbad, the International Trade Fair for Swimming Pools, Saunas and Spas, is the world's most important industry platform for public swimming pools and one of the top 3 trade fairs for all interests of private swimming pool owners. Globally, it is the trade fair with the largest product range in the field of saunas. The exhibitors will present their wide range of products and services in the areas of public bath construction, swimming pool technology, pools, saunas, spas and wellness at Messe Stuttgart. Trade visitors from all over the world come to interbad to obtain information on the latest products, trends and future-oriented ideas. The programme will be rounded off by a large number of talks, workshops and discussions in two Congress formats whose contents are coordinated with the industry topics. The next interbad will be held at Messe Stuttgart from 25 to 28 October 2022.

You can find more information at: www.interbad.en | #interbad22