

## expofair goes GREEN!

expofair is very keen to combine the economic and the ecological. That means conserving resources is now part of the daily routine. Timeless design and lightweight construction with high functionality are essential features for durable rental furniture. In-house constructions of transport systems as well as reusable protective covers help our event equipment to retain its value. We manufacture exclusive and CD-compliant furniture ourselves in our workshops. Attention is paid to every detail here – including the multiple and durable use of materials.

expofair's broad product/service portfolio enables us to offer our customers a full service in many areas (rental furniture, trade fair and stage construction, decoration construction, workshops...). In detail, this entails less commissioning of service providers at the respective event for our customers. This in turn reduces communication and logistics effort – while transportation is reduced or selectively linked, which in turn reduces costs and emissions.



## Mobility - Vehicle fleet

expofair has its own fleet of vehicles and driving personnel. When purchasing new delivery vehicles, we pay attention to the latest technology – especially consumption and CO2 emissions. When it comes to mobility, we have carefully chosen to work only with selected companies. For example, sustainable vehicle maintenance is guaranteed. Our fleet of vehicles is equipped with BlueTec technology. Positive for the environment – because this measure achieves a reduction in nitrogen oxide emissions and fuel consumption.

The equipment of our fleet has been specially adapted to the needs of the event industry. Among other things, our vehicles have tail lifts that allow unloading without the use of additional diesel-powered forklifts. Special fixtures and transport brackets make efficient transport and stacking techniques possible – thereby saving transport distances and conserves environmental resources.

Our transport vehicles are tailored to the event and article – taking into account the entire operational handling (loading/unloading and assembly/disassembly). Form-fitting planning of the load ensures efficient transport.



## Waste management

Industry-standard wrapping film is replaced with customised, recyclable covers or specially made boxes for the packaging of many items. Our in-house workshops and upholstery shop are responsible for this, among other things. This reduces the use of film many times over. We are constantly working to develop further in the area of sustainability. In 2022, cooperation will begin with a regional start-up, where selected waste materials will be collected directly from us and reused in their production.

## Trade fair construction: economical use of materials for stand construction

Sustainability is increasingly gaining importance in trade fair stand construction. Environmentally-friendly practices are implemented not only for ecological reasons, but also to conserve resources in the long-term. Careful use of stand construction materials is a key aspect in this respect.

expofair walls, floors and decorative elements are thoroughly cleaned following the event and stored for reuse. This means they can be used again at subsequent trade fairs, which reduces material consumption. Carpet remnants are also put to good use: they are used to line the inside walls of transport crates for furniture, thereby avoiding waste.

System building materials, such as aluminium profiles, are consistently recycled. One example of this is the 2500 system support: if it is damaged, its parts can be reused by processing them into smaller components such as panel grids, frames or supports. These measures not only help reduce waste, they also contribute to resource management in trade fair stand construction.

**“A stand construction that has system solutions makes, in particular, for a sustainable alternative in the event industry because it contributes to the long-term reduction of waste and CO2 emissions by way of reusability, flexibility and resource conservation.”**

## Printing and materials for stand construction walls

At expofair Messebau, printing and the materials used are also increasingly characterised by sustainable practices. Forex panels, frequently incorporated in exhibition walls, are used on both sides to minimise the amount of material required. This means that hardly any material remains unused and the service life of the panels is optimally utilised. Banner materials that are left over after events are often put to good use. They are handed over to bag manufacturers or similar companies that use the material for new products. This reduces waste and resources are retained in the circulation system.

Materials that are no longer suitable for further processing are not simply disposed of. Instead, thermal recycling is applied, in which the material is converted into energy. The green electricity generated in this manner helps reduce energy consumption and promote renewable energies.





### **Service / performance and innovative product development**

The special lightweight construction of our furniture (e.g. Modulo bridge table) reduces the load weight and thus decimates fuel consumption. Lightweight construction reduces the transport weight and also saves unnecessary use of raw materials.

All our rental furniture is sourced from manufacturers who specialise in durability, guarantee a high standard of quality and act in an environmentally conscious manner.

What is more, expofair rental furniture can be stacked efficiently for the most part – thereby saving internal and external resources, especially transport and storage logistics. Many of our rental items are modular and thus suitable for different applications – resulting in high functionality and multiple use.

**Temporary buildings:** Here, among other things from an ecological point of view, we opted for “Stand construction with system” and “Stage construction with timber construction”. This allows the material used to be reused as much as possible.

### **Digitalisation | Communication**

expofair is already digitalised in many areas, but is constantly expanding its structures. For example, we are part of the BMWi’s “Digital Now” funding programme. In this programme, all expofair’s work processes are checked by specialised IT and consulting companies for efficiency and digitalisation options – then accompanied during subsequent implementation. Finalisation is planned for 2022.

In the area of communication, expofair relies on the latest technologies. For example, the targeted use of digital filing and CRM systems, digital bookkeeping reduce the use of paper to a minimum.

The latest video conferencing technology and communication tools with partly cloud-based technology save the use of additional servers, thus reducing superfluous electrical waste and cutting power consumption.

**“The topic of sustainability is and remains a challenge that requires a constant rethinking of existing processes. We grow from that and face it every day.”**