

**IEX – Insulation Expo Europe**  
**International Trade Fair for Industrial Insulation Materials and Technologies**  
16 – 17 May 2018, Exhibition Centre Cologne

17 May 2018

Final Report:

**IEX 2018 becomes international focus of the sector**  
**Industry not using energy savings potential to the fullest**

Industrial enterprises are still producing too much “hot” air when it comes to thermally insulating their plants. They could significantly curtail their energy consumption, lower operating costs and contribute to climate protection by reducing CO2 emissions. These are the findings of the energy audits presented by EiiF – European Industrial Insulation Foundation at IEX – Insulation Expo Europe in Cologne.

Approximately 300 TIPCHECKs (Technical Insulation Performance Checks) have been conducted so far, which, through the installation of insulation, have led to verifiable savings of more than 550,000 MWh/year and about 450,000 metric tonnes of CO2, the equivalent of the annual greenhouse gas emissions of some 44,000 households. “We were able to demonstrate potential savings in 95 per cent of the audited companies. Investing in new cold and thermal insulation pays off: the average payback period, according to TIPCHECK, is usually two years on average”, says EiiF director Andreas Gürtler. A lot of untapped market potential remains in this area.

On 16 and 17 May, IEX showcased the possibilities of modern insulation materials and insulation technology. A total of 170 exhibitors from 24 countries came to the Exhibition Centre in Cologne, making clear one thing: the industry is getting a boost from industrial plant maintenance and demand for insulation and innovative materials. The exhibition spectrum ranged from insulation materials and systems for technical thermal and cold insulation to products for acoustic insulation and preventive fire protection to tools, equipment, measuring instruments and software solutions.

**Energy debate buoys technical insulation**

“Technical insulation will play an increasingly important role in the context of a global energy debate”, expects Schwartmanns Maschinenbau GmbH’s Thomas Pitsch. The key, he says, will be to use appropriate measuring methods to demonstrate the savings potential, thus calculating the return on investment for plant operators before they install insulation. Jürgen Kaimann shares this assessment: “We rate the development of the market and the overall economic situation in our core segments as extremely positive and suffused with potential”, says the owner of Kaimann GmbH.

In the wake of the Paris Climate Agreement, the same applies on the international level: “Awareness for CO2 reduction is growing, and most countries have set ambitious goals for themselves after the Paris Climate Agreement”, says Michael Moreau from the Belgian company Promat.

### **Strong increase in internationality**

This mood also permeated IEX, which became the focus of the international market. All told, visitors from 54 countries made their way to Cologne, with those travelling furthest coming from Brazil, the US and Canada, Australia, Iran, and Israel, plus Scandinavia and Eastern Europe. The level of international participation reached a new record high of 52 per cent. Overall, the organiser counted 3,442 visitors across both trade show days: “IEX impressively underscores its role as Europe’s largest trade show for technical insulation – and that despite the absence of a number of mineral wool suppliers and the loss of the power plant market due to the energy transition. This provides a good basis for us to continue our conceptual work on the upcoming IEX 2020 and act according to the current market situation”, says IEX event director Olaf Freier.

**Note: IEX visitor, exhibitor and floor space figures are calculated and certified according to the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.**

### **Exhibitor testimonials:**

“As one of the leading manufacturers and innovators of our industry, we rate the development of the market and the overall economic situation in our core segments as extremely positive and suffused with potential. In addition, our target countries have political circumstances that are stable long-term, which means funding and projects get approved and ultimately implemented. Fortunately, we can operate under the assumption that these underlying conditions won’t substantially change. We look to the future with optimism.”

**Jürgen Kaimann, CEO and Owner, Kaimann GmbH**

“Technical insulation will play an increasingly important role in the context of a global energy debate. The key will be to use appropriate measuring methods to demonstrate the savings potential, thus calculating the return on investment for plant operators before they install insulation.”

**Thomas Pitsch, Authorised Officer / Sales Manager, Schwartmanns Maschinenbau GmbH**

“Every indicator suggests that demand for thermal insulation will increase, because awareness for CO2 reduction is growing, and most countries have set ambitious goals for themselves after the Paris Climate Agreement. More specifically, the need for intelligent mass transit solutions and urbanisation trends requires more ultra-thin, high-performance insulation solutions.”

**Michael Moreau, Marketing & Communications, Promat**

“We were very busy and had both a national and an international audience at our stand. We engaged in excellent talks, with concrete orders and specific enquiries. We had a good mix of existing and new customers. Visitors came from Italy, France and Spain, and even from Eastern Europe and Scandinavia.”

**Silke Droste Managing Director, Wilhelm Hundt GmbH**

[www.insulation-expo.com](http://www.insulation-expo.com).