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Nota de prensa/Informação de imprensa/新闻稿

Nuremberg, 03.03.2025

Sustainable Booth-Building: NürnbergMesse Installs ECO-Rips Carpeting Throughout

- **ECO-Rips carpeting to be the new standard in exhibition halls when exhibitors book through NürnbergMesse's Service Partners Messebau Wörnlein und Holtmann+**
- **After use, the carpet is processed into granulate and entirely recycled as secondary raw material**
- **Carpet production generates about 23% less CO₂**

NürnbergMesse is the first exhibition company in Germany to offer its clients sustainable, entirely recyclable carpeting, site-wide, for all its rented full-service exhibition booths. Since the start of this year, all areas scheduled for events in Nuremberg have been outfitted with sustainable carpet. More than 10,000 square metres of the sustainable floor covering were also laid for IWA OutdoorClassics 2025. "Integrating sustainable services for our exhibitors is a core goal for us. Here booth construction will play a key role in helping us hold trade fairs and conferences more sustainably," said Dr Martin Kassubek, Senior Head of Business Development at NürnbergMesse Group.

Wholly recyclable ECO-Rips carpeting made by MARKUS GmbH will be provided automatically at all NürnbergMesse's full-service rental booths. The carpet offers the familiar sturdiness of conventional carpeting, but with the advantage that after use, it can be entirely recycled and returned to the production loop.

NürnbergMesse and its Service Partners Messebau Wörnlein and Holtmann+ are thus making booth construction more sustainable – and at no additional expense to exhibitors. ECO-Rips carpeting is already available for order in popular colours, and its durability and appearance are no different from conventional carpeting.

After use, all carpets are collected, pressed in Nuremberg, transported to the manufacturer, shredded there and processed into new carpets and floor coverings, which are then used again at trade fairs.

NürnbergMesse GmbH
Unternehmenskommunikation
Corporate Communications
Messezentrum
90471 Nürnberg
Germany

T +49 9 11 86 06-80 28
F +49 9 11 86 06-12 80 28

presse@nuernbergmesse.de
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

Geschäftsführer
CEO
Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

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Once used, all the carpeting is taken up and collected, compressed in Nuremberg, transported to the manufacturer, shredded, and entirely reprocessed there into new carpet and floor coverings. Since it's fully recyclable, there's no waste of any kind. "Introducing ECO-Rips carpeting was an important step forward in our sustainability process. We're very pleased that as of this year, all our exhibitors will be able to benefit from this sustainable innovation," said a delighted Iris Wörnlein-Herbke, Managing Director at Messebau Wörnlein.

Sustainable booth construction: Easy on resources and efficient

Along with sustainable floor coverings, the choice of a booth construction method also helps significantly to make trade fairs more sustainable. Modular booth construction offers major advantages over conventional, custom-built booths. The reusable booth modules mean there's less waste and considerably less material consumed. Yet their flexible components mean booths can be built in a wide variety of sizes and with customised designs. Which makes modular construction sustainable and more cost-effective for exhibitors overall. Full-service rental booths from NürnbergMesse are set up by the company's on-site Service Partners, Holtmann+ and Messebau Wörnlein, and can be booked directly by way of each event's online exhibitor shop.

About the NürnbergMesse Group

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA), and is now one of the 15 largest exhibition companies worldwide. The Group employs more than 1200 people at 15 locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organizer of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

Contacts for press and media

Dr Ulf Santjer
T +49 9 11 86 06-80 28
M +49 170 56 58 228

ulf.santjer@nuernbergmesse.de

Maximilian Hensel

T +49 9 11 86 06-85 15

M +49 170 70 57 646

maximilian.hensel@nuernbergmesse.de

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