

Press Release

180.000 visitors exceed expectations of international exhibition Light & Building 2010

Grässlin GmbH meets trend with energy efficient product range and energy campaign „Grässlin – a good feeling“

For the 6th time the world leading exhibition for architecture and technique opened their doors on the 11th April in Frankfurt. Beneath 2.177 exhibitors the manufacturer of time switch technology Grässlin GmbH were counting on one of them. Besides the existing product line the company was presenting the newest products like annual time switch talento TOP plus, twilight switch turnus 771 / 772 plus as well as the new thermostats thermio 106, thermio 703, thermio 713 and thermio touch on an area of 120 qm. Grässlin meets the worldwide demand on energy efficient light- and building technology by presenting the energy saving campaign “Grässlin – a good feeling” and its energy efficient solutions. “Within six days the Light & Building will be a platform where worldwide new standards of energy saving, environmental and climate protection in buildings will get settled”, as mentioned by Dr. Michael Peters, managing director of the exhibition in Frankfurt. In this section the German manufactures are leaders worldwide. By using their products and solutions the energy saving potential of German households is around 50 %. Therefore, besides offering comfort, security and well-being to the user, the company feel obligated to take also the environmental aspect into account. To emphasize their commitment to the environmental policy, Grässlin was showing useful energy saving tips on an interactive display during the fair.

The positive atmosphere inside the exhibition halls was also noticeable on the Grässlin booth. Many visitors came to the attractive booth and became convinced by experts of the Grässlin brand, the new products and helpful service tools. In total the main visitor group was the handcraft by 40.000 visitors. Moreover, besides the industry architects, lighting planers and engineers were keenly presented. By 43 % coming from abroad the share of international visitors was quite high, which were also represented on the Grässlin booth. Many existing business relationships and new business contacts were cultivated during the six days.

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Many expert discussion and high visitor run gives the slight recovery further impulse and convince the manufacturer for time switch, light- und temperature control to follow this direction. By creating a positive feeling the Grässlin team is looking forward to the coming exhibition ELEKTRO in Moscow and Electrical Building Technology in Guangzhou in China in June 2010.

About Grässlin:

Since June 2007, Grässlin GmbH belongs to Intermatic Inc. The Headquarter is in Spring Grove, Illinois, USA. For more than 118 years Intermatic has been one of the leading manufacturers of high quality energy control products and professional lighting solutions.

Grässlin was founded in 1956. Over the years it has developed into an international leading supplier in the field of time switch technology, light- and temperature control. Grässlin has an export share of about 80 % and offers a wide range of more then 1.500 products. The company is located in St. Georgen in the south of Germany.

Pictures:

Grässlin booth Light & Building 2010

Foto: Grässlin

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