

## ZAHORANSKY Bids Farewell to InterBrush - new formats for personal exchange

ZAHORANSKY has been an exhibitor at the Interbrush (formerly Interbrossa) in the Freiburg exhibition halls since its start in 1977. After careful consideration, however, we have now come to the conclusion, which was not an easy one, that the industry trade fair no longer meets the requirements of our company and the current market conditions. We will, therefore, no longer participate as an exhibitor at the upcoming Interbrush 2024 or any following ones.

***Our decision is based on the following reasons:***

- Trade show intervals are too long: Interbrush is only held every four years. This means that it no longer meets the shorter innovation cycles required today for the development and market launch of new products.
- Innovation decelerator trade show date: In the past, the presentation of new products took place at the trade show. Innovations had to be developed parallel for the trade fair and could not be introduced and presented directly after market readiness.
- Effort vs. benefit: Today, the Interbrush no longer had by far the positive economic effect as in times past. Effort and benefit are no longer in a justifiable ratio for us.
- Duration of the trade show & costs: With only three days, Interbrush is too short to be able to look after the approximately 5,000 visitors with our high standards of consulting and service, despite the high personnel expenditure. In addition, the seven-figure costs and the large number of staff required for preparation and implementation are not in proportion to this.

We are aware that this decision represents a significant break for our customers and partners as well as for our employees - after all, Interbrush has become a beloved tradition for many of us. However, it is now time to break new ground - which we believe will bring many positive benefits. We will use the high budget and manpower that have been freed up to develop our products and solutions even more consistently in line with customer requirements and to launch them on the market in a timely manner. We would like to create a new framework for the close and personal exchange with all customers and partners and are currently working on a concept for an event on our premises. We will announce more details in due time.

We hope that you can understand our reasons for cancelling our participation in Interbrush. We are still on friendly terms with Messe Freiburg and are in close contact with those responsible for the event.

Ulrich Zahoransky  
Managing Director

Robert Dous

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## ZAHORANSKY AG Steps Away As An Exhibitor At InterBrush

In a recent press release from ZAHORANSKY AG, the company announced that it will no longer participate, as an exhibitor, in InterBrush, the international trade fair that takes place at Messe Freiburg, Germany. The event usually takes place every four years.

Because of COVID, and other factors, the last InterBrush was held in 2016. The next InterBrush is scheduled for 2024.

In response to the company's decision, Daniel Strowitzki, CEO of Freiburg Wirtschaft Touristik und Messe GmbH & Co., (FWTM) made the following statement in a press release:

"On 7 December 2021, ZAHORANSKY AG announced that it will no longer participate as an exhibitor at Interbrush, the international trade fair which takes place at Messe Freiburg every four years.

"We deeply regret the decision of our longstanding exhibitor and business partner. However, as a company that knows what it means to weigh financial aspects and take strategic decisions, we respect it. We would like to take this opportunity to extend our heartfelt thanks for 43 years of excellent collaboration and a relationship built on trust.

"ZAHORANSKY AG was among the first exhibitors at Interbrossa/Interbrush, and will leave a gaping hole. It is now up to us to fill that gap. To run exhibitions which are successful in the long run, trade fair organisers depend on feedback given by exhibitors. This is why ZAHORANSKY AG's decision has prompted us to initiate an in-depth dialog with associations and exhibitors to determine the future content strategy of Interbrush. While doing this, we will continue our extensive preparations for the next Interbrush, and are confident that in 2024, we will be able to offer a first-rate event to all participants."