

PRESS RELEASE

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Fensterbau Frontale 2024

Special show "climate.proof.build" shows market opportunities for sustainable and climate-resilient building elements

Heatwaves in summer and the risk of localised heavy rainfall almost all year round - that is the current situation. This is why more and more municipalities in Germany and worldwide are drawing up "flash flood maps" that show the risk of flooding at a local level for every residential area and every street. As a result, more and more planners, investors and building owners are looking at ways to protect their own "four walls" from the climate extremes that now occur regularly. This offers manufacturers and traders attractive market and sales opportunities, especially among the financially strong target group of "baby boomers" and strategic investors whose investments must comply with EU taxonomy rules. This is precisely where the special show by NürnbergMesse and ift Rosenheim comes in, showing in Hall 1 from 19-22 March 2024 in Nuremberg with co-exhibitors what sustainable, climate-resilient and therefore future-proof building products can look like and how they can be labelled.

Better protection for your own "four walls" against heat and flooding is a strong motive for investing in high-quality building elements. The purchasing power is widely available and can be utilised. This is an opportunity for competent and sales-orientated specialist companies to become active themselves, win customers and thus defy the construction crisis, especially in Germany.

More and more people are also attaching great importance to the sustainability of products when making purchasing decisions, especially the affluent group of "silveragers", who often own a property and now want to make it fit for old age.



Special show " climate.proof.build " at Fensterbau Frontale 2024 - Protection against climate extremes with climate-resilient and sustainable windows, doors and façades

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ift Rosenheim

The Institute for
Windows and facades,
Doors and gates,
Glass and building materials

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This create good opportunities for active and forward-looking manufacturers, installation companies and traders of windows and doors to convince potential building owners and renovators with climate-resilient building elements. Climate-proof-build products must be efficient, sustainably produced, free from harmful substances, resilient to climate extremes and recyclable. However, transparent assessment systems for these criteria do not yet exist. With the "climate.proof.build" initiative, ift Rosenheim has developed an holistic assessment methodology that provides a transparent statement on the "climate safety" of building components based on proofed rules and standards. The assessment includes criteria of the product and the company (production). Manufacturers with a claim to sustainable business practices can use the "climate.proof.build" label for effective advertising and with legal certainty in accordance with the EU's "Green Claim Directive".

The special show "climate.proof.build" by NürnbergMesse and ift Rosenheim in Hall 1 (Stand 1-515) from 19 - 22 March 2024, together with competent co-exhibitors, will therefore show what sustainable, climate-safe and thus future-proof building products can look like and how they can be labelled. The focus will be on sustainable production with a reduction in CO₂ emissions during manufacture and use, ease of repair and maintenance and protection against climate extremes. Sustainable and climate-resilient exhibits will be presented:

- Façade system with integrated shading systems, ventilation flap and intelligent control (Heroal)
- Watertight PVC tilt & turn window for installation in shell opening (MEA)
- Energy-efficient and sustainably produced wood-aluminium window with flush-mounted sash 50 mm wide (Lokve)
- Climate-resistant PVC window with vacuum glass, heat-reflecting film, Smart Control solar shading and ventilation including heat recovery (Oknoplast)
- Innovative pre-wall installation with safe load-bearing and sealing of building elements (Meesenburg)
- 100% recycled material for sealing systems (Semperit) and aluminium profile systems (Wicona)
- Aluminium window that meets the increased requirements for extreme weather conditions, including innovative sun protection as a combination of external roller shutters and vertical awnings with high savings potential for heating and cooling (Aluprof).

In addition, ift Rosenheim and its partners offer information on recycling (Rewindo), quality (BF, ift ConTec), international markets (UL, BSI, NFRC) and hurricane testing (ift MessTec).

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Information can be found at www.ift-rosenheim.de/fensterbau-frontale-2024 and www.frontale.de

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Selection images

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No.	Caption and file name	Picture
1	<p>Special show "climate.proof.build" at Fensterbau Frontale 2024 - Protection against climate extremes with climate-resilient and sustainable windows, doors and façades</p> <p>(Source: ift Rosenheim)</p> <p><i>File name:</i> PI240156_Picture_01_Special_show_climate_safe_building.jpg</p>	

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No.	Caption and file name	Picture
2	<p>The special show organised by NürnbergMesse and ift Rosenheim in Hall 1 will demonstrate how sustainable, climate-resilient and therefore future-proof building products can look and be labelled.</p> <p>(Source: ift Rosenheim)</p> <p><i>File name:</i> PI240156_Picture_02_Special_show_climate_safe_building_booth.jpg</p>	
3	<p>Competent and sustainable manufacturers show how building elements enable "climate-safe building".</p> <p>(Source: ift Rosenheim)</p> <p>PI240156_Picture_03_Special_show_climate_safe_building_co-exhibitors.jpg</p>	

About the ift Rosenheim (for trade press)

ift Rosenheim is a research, testing, monitoring and certification centre that is notified throughout Europe and internationally accredited in accordance with DIN EN ISO/IEC 17025. The focus is on practical, holistic and rapid testing and evaluation of all properties of windows, façades, doors, gates, glass and building materials as well as personal protective equipment (PPE, respiratory masks, etc.). The aim is the sustainable improvement of product quality, construction and technology as well as standardisation work and research. Certification by the ift Rosenheim ensures Europe-wide acceptance. The ift Rosenheim is committed to the transfer of knowledge and therefore enjoys a special status with the media as a neutral institution. The publications document the current state of the art. (807 characters incl. spaces)