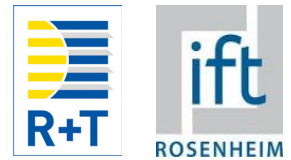


## "Protection against overheating"

Solar shading as efficient, climate-safe and sustainable protection against overheating of buildings



The challenges for solar protection, doors and the building industry due to **climate change**, **rising costs**, the **shortage of skilled workers** and the **housing shortage** are extreme and every manufacturer must adapt its strategies. In the process, the previous fixation on costs and resource utilisation at the time of building must be overcome. After all, the construction and renovation of buildings will have an impact for decades and must be able to withstand future **climate extremes** (overheating, tornadoes, higher UV-radiation and heavy rainfall with local flooding).



This is particularly true for protection against overheating, which is often neglected, even though heat waves claim up to **10,000 heat-related deaths** according to an RKI study\*<sup>1</sup> from 2022.



That is why solar shading systems must be sustainable and **climate-safe**. Climate-safe means - avoiding CO<sub>2</sub> emissions, energy-efficient, sustainable and climate-resilient. Therefore, grey energy during production as well as easy reparability, maintenance or replacement must also become more important.



With well-planned **adaptive shading systems** with a **low g<sub>total</sub> value**, solar energy gains can be optimally utilised in the heating period and buildings can be kept cool in summer without spending large amounts of energy on air conditioning.



There is no timely change in building regulations, tendering rules or product standards in sight, so manufacturers, tradesmen and specialist builders' merchants should actively inform planners and builders about climate-safe building products and construction methods. **Sustainable building certifications** (DGNB, BNB, LEED, Bream etc.), requirements of the German label "Sustainable Building (QNG)", EU regulations as well as guidelines of large investment funds clearly show the direction in which building will develop.

At R+T 2024, the **special show "Protection against overheating"** by Landesmesse Stuttgart and ift Rosenheim will show how sustainable, climate-safe and energy-efficient building products must look and be labelled. The focus is on reducing CO<sub>2</sub> emissions during manufacture and use, **sustainable production**, easy reparability and maintenance, and **protection against climate extremes**.



\*1 Claudia Winklmayr, Dr. Matthias an der Heiden, „Heat-related mortality in Germany“ 2022, RKI - Epidemiologisches Bulletin 42, Berlin 10/2022

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### Stand concept + presentation

The exhibition stand is characterised by **functional products** in a construction-related environment, so that all technical solutions can be examined in function on site.

This is complemented by PC terminals where detailed information and **calculation/simulation** tools and digital services are available.

Numerous meeting opportunities and a separate meeting area invite visitors to exchange ideas with the building experts from ift Rosenheim and the co-exhibitors.

### Exhibits + Topics

1. Adaptive **solar protection** and **night cooling** (ventilation) as protection against overheating
2. Easily **retrofitable shading** with autonomous energy supply (PV modules)
3. **Switchable** glazing and shading in the inter-pane cavity
4. **Photovoltaics** for shading and renewable energy generation for roofs and facades
5. **Heat-resistant** coatings and surfaces
6. **Maintenance** and care concepts to extend the period of use
7. **Control systems** for solar protection and ventilation for higher energy efficiency
8. **Renewable** raw materials and materials for solar protection systems, windows, doors and building elements and efficient **recycling processes**
9. **Testing**, assessment and **certification** for sustainability and increased requirements due to climate extremes (climate security)
10. Decentralised **ventilation systems** with high energy efficiency

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### Participation opportunities

#### A-participation

Participation with exhibit and all services of the B participation.  
Participation fee € 7,450.00 per exhibit/service.

#### B-participation

Presentation without exhibits. Mention as "quality manufacturer" in the documentation volume, website, logo on exhibition stand, etc.  
Participation fee € 1,950.00 per exhibit/service.

For participants who are not exhibitors at R+T 2024, a co-exhibitor fee of EUR 950.00 will be charged by Landesmesse Stuttgart.

### Performance and service package for co-exhibitors

1. **Product presentation** at R+T 2024 as part of the special show.
2. **Presentation** (print + digital) with product description, company and service portrait for information for trade fair visitors and distribution via the ift Rosenheim media.
3. Mention in the **list of exhibitors** at R+T 2024 as a co-exhibitor.
4. **PR campaign** for special show and participating exhibitors.
5. **Display trays** for company and product information at the special show.
6. Use of **central services** (catering, meeting facilities, information boards, appropriate hygiene measures, etc.).
7. Information board on exhibition stand with listing of the company logo.
8. Competent visitor / product information on exhibits by experts from ift Rosenheim.

Special show 19 - 23.02.2024 in Stuttgart (Hall 9)

## "Protection against overheating"

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Email: [gertner@ift-rosenheim.de](mailto:gertner@ift-rosenheim.de) and [benitz@ift-rosenheim.de](mailto:benitz@ift-rosenheim.de) or by post to  
ift Rosenheim GmbH, Theodor-Gietl-Straße 7-9, D-83026 Rosenheim

We hereby apply<sup>1</sup> for participation in the special show  
"Protection against overheating" at the R+T 2024 trade fair in Hall 9 (Stand C80).

<p><b>Brief description of the exhibit</b></p> <p>(window, door, facade, glass, window ventilation, fittings, etc.)</p> <p>Brief information on construction, material, function, design, test certificates and quality certificates)</p> <p>Link to the website with pictures and further product information</p>	<p>Insert text</p>
<b>Company name</b>	
<b>Contact</b>	
<b>Function/Designation</b>	
<b>Address</b>	
<b>Phone/Fax</b>	
<b>E-mail</b>	
<b>Date Signature</b>	

<sup>1</sup> The selection criteria for participation are suitability for the overall concept and receipt of the application.