

Trendfairs press release

Eleventh "area30" surpasses all previous events

The Order trade fair of the kitchen industry 2022 with more exhibitors, more space and more product groups than before corona outbreak

The area30 trade fair and the online presence [kuechenherbst.online](https://www.kuechenherbst.online) will top all previous events of this extraordinary business event in 2022. From 17 to 22 September, trade fair organiser Trendfairs (Munich) expects more than 130 exhibitors and brands in the East Westphalian exhibition centre for the kitchen industry in Löhne (Germany). As an important part of the successful A30 kitchen mile, the exhibition space of area30 is now growing by another 20 percent to over 12,000 square meters.

The popularity of trade visitors from near and far will be correspondingly high – despite the continuation of the corona pandemic, exhibitors and organiser expect German and international trade fair guests to exceed old records. As a central order platform for kitchen studios, kitchen retailers, association groups, large areas as well as project engineers, contractors and architects, the charisma of area30 together with its cube30 showroom is unique.

The kitchen and furnishing trade, the trades, company representatives from the furniture and electrical industry, online trade and DIY stores as well as numerous media representatives from the specialist and daily press also know about this. Your Configurator Managing Director Albrecht Arenz: "Finally a trade fair! We are really looking forward to finally having direct contact with our customers again!" Berbel boss Karl von Bodelschwingh also takes a stand for the format and its customer proximity: "For years, area30 has been the leading trade fair par excellence – this is where B2B meet at the highest level – here we can exchange information on innovations, trends and requirements with an unbelievable number of specialist retail partners."

Among the presenting market leaders, established brands and innovative newcomers, the prosperous growth of one product group is particularly pleasing: the "outdoor kitchen" segment plus accessories. Organiser Trendfairs GmbH is therefore planning a new attractive outdoor area for area30 – after all, such kitchens belong there, as their name suggests: outside! At what is certainly the most diverse outdoor kitchen show in Germany, there will be six lounges in which a product from a manufacturer can be experienced live. That is why for Volker Podendorf, as Managing Director Sales of Belmento "...the participation in this year's area30 is a clear must: The outdoor kitchen trend was defined by retailers as an important topic for the future and as a clear further development of the kitchen industry."

For the upcoming magnificent event in Löhne, Germany, the preparatory work is now entering the final phase. The daily updated exhibitor directory for 2022 is now available to all interested parties on www.area-30.de. Important for qualified and timely trade fair preparation: With each change, the directory is updated immediately. The extraordinarily extensive range of services around area30 and cube30 – from advance check-in to catering and hostess services – is already largely organised and is subject to final fine tuning over the summer.

So it will be really exciting again from 17 September 2022 in Löhne as the "world of kitchens". On the one hand, the diverse offers of the exhibitors, the always excellent mood of the trade visitors and the great media or public interest, on the other hand, the optimal location of the kitchen industry show area30 and cube30, the ideal event time, the short distances, a good connection to the infrastructure, perfect services and last but not least the virtual accompanying portal [kuechenherbst.online](https://www.kuechenherbst.online) give the central sales and communication event of the kitchen industry this unique position! Hans-Joachim Kalek,

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Head of Channel Management Kitchen at Hansgrohe Germany, is therefore happy to be quoted: "Big compliments already today to the 'Trendfairs', who always manage to provide the industry with this platform for presentation and communication ... Thank you!"

The daily updated list of exhibitors at area30 and cube30 can be found [here](#)

The logo of area30, cube30 and kuechenherbst.online can be found [here](#)

Statements from exhibitors about area30 can be found [here](#)