

**DESIGN PLUS**

powered by: **ISH**

**CALL**

**FOR**

**ENTRIES**

# Word of greeting

## Design Plus Award: the innovation award at ISH 2023

ISH 2023 focuses on solutions for a sustainable future. In the heating sector, this refers to innovations that cut energy consumption in buildings, increase energy efficiency and take greater account of renewable energies. In the sanitary ware sector, sustainability is achieved through water and energy-saving products, environmentally friendly industrial production, sustainable materials and durable design.

A guide to the huge range of products and ideas to be seen at ISH 2023 is the Design Plus Innovation Award given by Messe Frankfurt and the German Design Council. The award honours products distinguished by a high degree of innovativeness and outstanding design characteristics.

The Design Plus Innovation Award is regarded as the benchmark in the sector and helps you position your product. This unique opportunity is open to all ISH exhibitors and we cordially invite you to enter your innovative products. A jury of renowned experts will select the best products from those entered. The winning products will be shown exclusively at a prominent special exhibition throughout the fair. For the first time, the Design Plus presentation will be located in Hall 3.1 and thus fully integrated into the event and sure to attract the attention of visitors from all over the world. The Design Plus Awards will be presented to the winners during the fair at a ceremony, which is certain to attract great attention from both visitors and exhibitors.

Enter your products to take advantage of this opportunity. We look forward to a host of innovative products, numerous entries and an inspiring competition. We wish all entrants every success at Design Plus powered by ISH 2023.

Wolfgang Marzin, President and Chief Executive Officer, Messe Frankfurt  
Lutz Dietzold, CEO, German Design Council

# Innovation and design – make the difference

## Your benefits

Use the 'Design Plus powered by ISH' Award to set yourself apart from your competitors and thus contribute to the profile of your brand and the degree of innovativeness. But that's not all: the Design Plus Award is an orientation aid for both trade visitors and consumers. Should your product be chosen, you can take advantage of the following comprehensive package of marketing measures:

## Label

The seal of quality with which you can promote your product in the market with no restrictions.

## Exhibition at ISH 2023

Winning products will be presented to trade visitors at a special exhibition during ISH 2023.

## Online exhibition

In this case, the winning products will be presented with images and texts in an attractive online gallery.

## Awards ceremony

All award winners are invited to participate in the ceremony at the Design Plus exhibition in Frankfurt on the first day of the fair.

## PR activities

Thanks to our PR activities, your product will benefit from a wide-ranging and effective presence in the media.

# Innovation and design – make the difference

## Jury

Further information about the members of the jury will be published soon at <http://ish.messefrankfurt.com/designplus>.

## Competition entries

Entries are welcome from all product groups of ISH 2023.

## Judging criteria

- Innovation: technology, function, technical quality and integration capability
- Ecology: energy efficiency, sustainability (resource usage), durability
- Design: design quality, choice of materials, operability (universal design)

## Form of entry

Entries will be evaluated by the jury using printed product photos in A4 format. It is also possible to submit explanatory digital videos of the products.

## Costs

Registration fee:

€ 225 for each product entered

Publication and exhibition:

€ 300 for each award-winning product

# Registration

## Registration

Online registration at:  
My Design Council



## Please note the dates and deadlines

Deadline online registration  
20 January 2023

Meeting of the jury  
27 January 2023

Awards ceremony  
13 March 2023

## Competition contact

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## Exhibition contact

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