



MEDIA INFORMATION

Perfect implementation of the motto #KEEPPONGROWING

Impressive, unique and optimally utilised

Erkeln, 09/05/2023 – VAUTH-SAGEL make a strong statement about sustainability! Alongside the fact that products with a particularly long service life have always been part of the company's DNA, VAUTH-SAGEL have already relied on maximum reusability with earlier trade fair booths. With their current booth design, the company have taken a further significant step. People are the focus, and therefore the booth was created on an anthropological foundation in the form of a unique polygonal garden landscape. VAUTH-SAGEL explore the limits of the technologically feasible here and set themselves the challenge of devising a sustainable booth and event concept. The selected green plants turn the booth with a footprint of 832 square metres into more than an eye-catcher: it is a statement and a benchmark in the trade fair landscape. People and their desire for sustainable management, action and growth are in focus as partners, customers and users.

As early as 2019, VAUTH-SAGEL reused their complete booth structure and its exhibits, and integrated them into the in-house exhibition in the showroom at company headquarters in Erkeln, Germany. The sustainability viewpoint has again been included as a top priority in the concept development process. For one thing, the focus was the distinctiveness of the VAUTH-SAGEL event and trade fair concepts, but not in the form of classic booth construction.

Visitors to the booth should have a sense of well-being and experience the maximum spectrum of product presentations as various market- and application-specific collections.

“All of this is happening under the motto #KEEPPONGROWING, which we made our main communication tagline starting this year,” said CEO Claus Sagel. “With it, we want to show that healthy growth in a partner-like atmosphere is also possible even under the current circumstances.”



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In-house production underscores our sustainability!

As part of the sustainable concept development of the interzum trade fair booth, all exhibits and props (chairs, tables, etc.) are in-house designs made from natural pine plywood. Elements like counter systems, lounge and office components from the subsidiary Mauser, as well as props and decorative items, are also used.

Construction materials that are as natural as possible in the same material as flooring and wall materials, for example, are used in prototype construction, for logistical purposes, as shipping boxes and for the planned co-working space at the Beverungen development location. Additional construction components are conveyed to specialised partners. With detailed proof-of-use as a product material, they are supplied for reuse and find their second life here.

Eating & drinking: Regional is IN!

At the interzum trade fair booth of VAUTH-SAGEL, plates are filled with freshly prepared seasonal and regional organic products only. To round out the visitor experience, traditional dishes featuring game we have hunted are served. Our catering is sustainable: equipped with tableware and fabric napkins or biodegradable bowls and napkins that are supplied to recycling via the proven VAUTH-SAGEL waste separation systems.

The booth crew also travels sustainably, with public transport. We book hotels that are connected to the trade fair by foot or via public transport so that even shuttle services are not needed.

Perceptible everywhere: Helping the environment

VAUTH-SAGEL's commitment to the Plant for the Planet global initiative is unwavering. For each trade fair visitor, VAUTH-SAGEL plant a tree, making their clear commitment to sustainability visible. The initiative started in 2021 has already planted more than 10,000 trees.



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Product, surfaces, packaging, etc. – all sustainable!

At the product level as well, VAUTH-SAGEL strongly rely on sustainability and have developed a strategy that considers ecological, sociological and economic aspects equally. A key component of the V-S design DNA is the Long life sustainability strategy, which ensures that the products from VAUTH-SAGEL are among the world's most durable of their type. The products were initially and further developed according to the principles of universal design, whereby the sustainability aspects of neo-ecology have been extended by the sociological aspects of cross-generational health maintenance and autonomy. When their life cycle comes to an end, the products can be sorted by type and recycled as completely as possible.

VAUTH-SAGEL rely on the use of sustainable, solvent-free powder coating. One of the most modern coating plants in Europe at the company Korbach location has been able to reduce material consumption by 35% and saves a CO₂ equivalent of 730 tons per year through reduced energy consumption. The latest product launches feature cutting-edge powder-coated surfaces in the thin-layer process, a very energy-efficient process for producing the durable surfaces.

In the production of injection moulded plastic components, the company also rely on the maximum use of up to 100% recycle. The other assemblies, including elements made of wire or sheet steel, can be separated by type and are almost 100% recycled. The latest projects examine the use of "green steel", which enables a CO₂ reduction of up to 70%.

In the packaging and logistics areas as well, VAUTH-SAGEL also act sustainably. The most important aim is safe, complaint-free transport to customers. Here, the motto is: "Only as much as necessary and as little as possible". Optimal space utilisation for lower transport volumes in the sense of sustainable delivery to customers is also a key aspect of the further developments. All new packaging is pallet-optimised and dimensioned to the required sizes to the greatest extent possible. In continuous revision steps, plastic fillers like styrofoam and PE films are replaced by cardboard segments and paper filler whenever possible.

VAUTH-SAGEL have already implemented numerous sustainability initiatives, including the conversion to LED lighting, optimisation of the compressed air system and the use of co-generation units.



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With their comprehensive sustainability strategy, VAUTH-SAGEL make a clear statement in the sector and underscore their commitment to a sustainable look ahead to the future.

The additional sustainability pillars of VAUTH-SAGEL are listed in detail under <https://vauth-sagel.com/gb/en/about-us/sustainability>.

VAUTH-SAGEL:

CONTEMPORARY AND INNOVATIVE STORAGE SOLUTIONS. THIS IS WHAT VAUTH-SAGEL HAS STOOD FOR IN ESSENCE FOR MORE THAN 60 YEARS. IN ALL ITS STORAGE SOLUTIONS, THE OWNER-MANAGED FAMILY BUSINESS FOCUSES ON PEOPLE'S DESIRE FOR THE GREATEST POSSIBLE COMFORT. THIS IS WHAT THE COMPETENCE AREAS OF DEVELOPMENT, PRODUCTION AND SALES ARE GEARED TOWARDS - DAY IN, DAY OUT. THE CORE COMPETENCE IN THE KITCHEN AND FURNITURE INDUSTRY HAS LONG SINCE BEEN TRANSFERRED TO MODERN LIVING ROOM COMPONENTS. AND THIS MOTIVATES THE MORE THAN 850 EMPLOYEES TO MANUFACTURE MORE THAN 85 MILLION PRODUCTS WITH THE QUALITY FEATURE "MADE IN GERMANY" EVERY YEAR. IN ADDITION TO THE MANY YEARS OF CROSS-MATERIAL EXPERTISE, THERE ARE OTHER FEATURES THAT ENSURE THAT VAUTH-SAGEL'S GLOBAL CUSTOMERS ARE THAT DECISIVE STEP AHEAD: "CREATING HIGH-QUALITY SYSTEM SOLUTIONS FOR LIVING SPACES. AND FOR ALL PEOPLE" - THIS PROMISE IS BASED ON FORWARD-LOOKING IMPULSES IN PRODUCT DESIGN AND FURNISHING. ALL THIS IS VAUTH-SAGEL!

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