



## Information

### International Reifen Trade Fair Will Honour Pioneering Solutions

### Applications for the Tyre Innovation Award Possible Until the End of March

### New Online Domain is Offering Exhibitors Even More Comfort

It has been the showcase for innovations since time immemorial: the international Reifen trade fair. At Messe Essen on June 5 - 8, it will once again be possible to see a large number of innovations for everything to do with tyres, wheels and chassis technology. Messe Essen and Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV - "Federal Association of the Tyre Trade and the Vulcanisers' Skilled Trade") will honour particularly pioneering products and services with the Tyre Innovation Award.

Until March 31, exhibiting companies will, with their innovations, still be able put themselves forward as candidates in the following categories: "Technology and Products", "Service Concepts and Process Optimisation" as well as "Environmental and Resource Conservation". A manufacturer-independent expert jury will check the submissions according to the criteria of environmental compatibility, sustainability, resource savings, innovation content, economic viability, user benefits, safety, potential for winning over and binding customers as well as optimisation potential for the value added chain.

The awards will be handed over within the framework of the festive opening ceremony on the evening before the fair, June 4. During Reifen, the innovations will be presented to the trade visitors on a separate booth in the Galeria.

With a new online domain, Reifen is offering exhibitors and visitors even more comfort. At [www.messe-essen-media.de](http://www.messe-essen-media.de), companies can easily and quickly enter not only information which is visible to visitors as well but also orders.

Further information at: [www.reifen-messe.de](http://www.reifen-messe.de)



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