

Brief analysis CMS 2011

Number of visitors: 15,510
Share of trade visitors: 99%



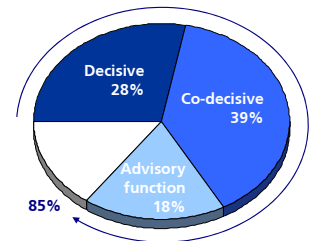
1 Trade Visitors' Survey

(Gathered and analysed by Hopp & Partner Communication Research, Berlin)

1.1 Structure of trade visitors/ decision-making authority

63 percent of the trade visitors hold a leading position in their enterprise. As such, the first places are occupied by representatives from private cleaning companies (47%), public cleaning enterprises (26%), hospitals/homes for the elderly/large-scale catering establishments (22%) and industry/commerce/banks/insurances (19%).

Decision-making authority

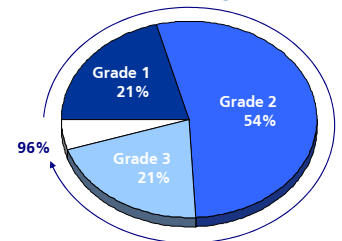


1.2 Product interest and range assessment

(Multiple citations/extract of denominations/n>15%)

Equipment, cleaning systems and appliances	70%
Cleaning chemicals and agents for usage	65%
Machines and machine equipment	50%
Services	31%
Lavatory sanitation and disposal	26%
Safety at work/Workwear Management/Software	23%
	18%

The entire range of offers was almost without exception positively evaluated by the trade visitors (on the average: 2.1).



1.3 Goals

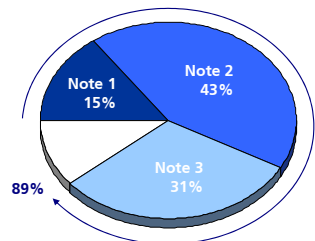
(Multiple citations/extract of denominations/n>20%)



(Scale: von 1 = very good to 6= very bad.)

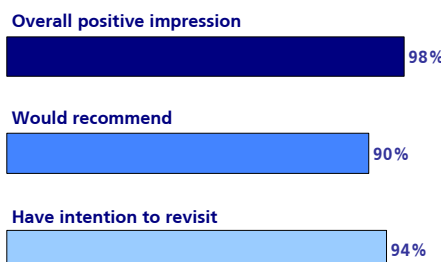
1.4 Visitors' results

89% of the trade visitors documented a positive business result of their CMS visit.



(Scale from von 1 = very satisfied to 6 = not satisfied at all)

1.5 Overall impression and outlook



More than nine out of ten trade visitors also have the intention of visiting the CMS again in the future.

Brief analysis CMS 2011

Number of exhibitors: 354 from 19 countries



2 Exhibitors' survey

(Gathered and analysed by Hopp & Partner Communication Research, Berlin)

2.1 Range of exhibits

(Multiple citations/extract of denominations/n>4%)

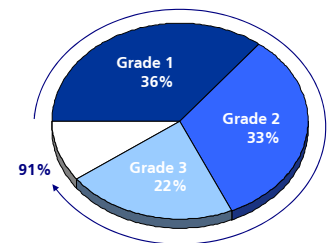
36 percent of the exhibiting enterprises offer equipment, cleaning systems and appliances at their stands. Additional exhibition focal points of the CMS of this year include cleaning chemicals/agents as well as machines and machine equipment.

Equipment, cleaning systems and appliances	36%
Cleaning chemicals and agents for usage	18%
Machines and machine equipment	15%
Lavatory sanitation	10%
Services	8%
Management/Software	5%

2.2 Presentation of new innovations

The CMS did justice to its role as a platform for the presentation of innovations. The vast majority of the exhibitors indicated that they consider the CMS suitable for the introduction of innovations.

(Scale from 1=very suitable to 6=not suitable)



86 percent of the participating enterprises therefore also exhibited their innovations and/ or advanced developments at this fair.

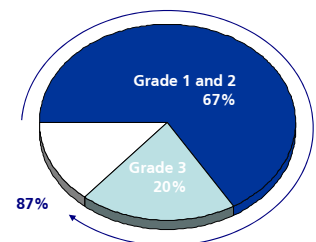
2.3 Goals and degree of achieving the goals



On average, the CMS exhibitors pursued 3.3 investment goals.

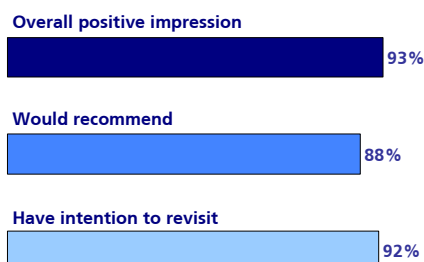
2.4 Follow-up business after the fair

At the time of the survey, 87% of the exhibitors assumed a positive effect on their follow-up business due to their contacts from the fair.



(Scale from 1=very high expectations to 6=no expectations)

2.5 Overall impression and outlook



93% of the exhibitors documented a positive general impression of this year's CMS.