



## RecyclingAKTIV & TiefbauLIVE: Outdoor exhibition area fully booked!

**With around twelve weeks to go before the start of the demonstration trade fair, the outdoor exhibition area is fully booked with a balanced mix of exhibitors from both featured sectors**

Karlsruhe, 6 February 2023. The recycling and construction industries will come together from 27 to 29 April 2023 at the RecyclingAKTIV & TiefbauLIVE double trade fair (RATL) on the grounds of the Karlsruhe Trade Fair Centre, as the event returns to its standard biennial schedule. The industry trade fair revolves around a unique combination of topics, making it an effective stage for these two key industries in Germany. Both of the event's focus areas are given equal attention, with shredding and screening technology particularly well represented this year. Visitors will be able to watch these systems live in action and compare them at the special theme area wood & biomass, which returns after its break in 2022. Alongside long-standing exhibitors like Jürgen Kölsch or Komptech, this year's trade fair will feature some big-name newcomers like Eggersmann, UNTHA and Vermeer. Visitors can look forward to a total of 15 topic-based shows featuring machinery and systems from the world of recycling. These will process a variety of materials from wood and biomass to scrap and metal. The fact that the outdoor exhibition area is fully booked reflects just how popular this event is among exhibitors: "With twelve weeks to go until the start of the trade fair, the 90,000 square metres of outdoor exhibition space is fully booked. The three compact days of the event will be full of tailored solutions for businesses from the construction, demolition and recycling industries", explains RATL project manager Olivia Hogenmüller.

This will be the fourth time that the Karlsruhe Trade Fair Centre will host the demonstration trade fair. Home to Germany's fifth-largest outdoor exhibition area, it offers the perfect conditions for the exciting live demonstrations that are the hallmark of the unique trade fair duo. Around 230 exhibitors are expected, including the likes of Zeppelin, Kinshofer, Sany, Kiesel and Doppstadt. These will present their construction machinery, equipment and recycling systems in realistic processes, either at their stands or on one of the five demonstration building sites and special theme areas. The live demonstration shows are organised by topic. They allow visitors to compare various products directly and provide inspiration on how to boost efficiency in their own businesses.

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## **New branding underlines unique combination of topics**

RATL now also has a new combined logo. This aims to highlight both the equal importance of the two featured industries and how they match together. “Our new branding reflects how the demonstration trade fair has developed with customers in mind. The positive feedback we received on the combination of topics was an important factor behind this step. 70 per cent of visitors to RATL 2022 said that the compact overview of both the recycling and civil engineering industries was their main reason for attending”, says Beate Frères, Director of In-House Trade Fairs. The focus on demonstrations that makes RATL so unique has also been incorporated as a key part of the new branding. The logo was first unveiled to a broad audience at the 51st VDBUM seminar in Willingen, where it was well received.

Niklas Brimm, Managing Director of NB Baumaschinen, says: “I really like the new branding. It further emphasises the symbiosis of the trade fair’s two focus areas. In the past, civil engineering and recycling were often treated separately, whereas today, there is greater focus on the overall cycle of construction materials. The trade fair covers this really well. The new branding is more modern and highlights the event’s USP even more.”

Dieter Schnittjer, Member of the Board of the German Association of the Building Industry, Environmental and Mechanical Engineering (VDBUM), adds: “The new name and branding further underline the fact that the two sectors are very closely related. There are plenty of points during the event where the product and application areas can interact and complement each other very well, both in terms of technology and processes. The new branding is therefore the right thing to do, in order to further sharpen the trade fair’s positioning.”

### **RecyclingAKTIV & TiefbauLIVE 2023**

**Dates:** 27 to 29 April 2023

**Location:** Karlsruhe Trade Fair Centre (90% across outdoor exhibition area + hall area)

**Supporting associations from the recycling industry:** BDSV, bvse, DA, VDM, VDMA

**Supporting association from the civil engineering industry:** VDBUM

**Short image film:** <https://youtu.be/ipK1enKM7tk>

**Social media:** Follow the demonstration trade fair on [Facebook](#) or [LinkedIn](#)

**Tickets at:** <https://www.messe-ticket.de/KMK/RATL/Shop>