



## Media Release

Schaffhausen

March 05 2021

### **The Connection Convention – a genuinely digital piping systems experience**

**Everything is connected: GF Piping Systems complements this year's digital ISH - the world's leading trade fair for water, heating and climate - with its own virtual convention "The Connection Convention" to display sustainable solutions for the drinking water, cooling and heating. The campus is open from March 23rd - 25th: 3 days, 24 hours, accessible worldwide.**

**GF Piping Systems will also exhibit at the ISH, as both events complement each other. On GF Piping Systems' own event campus, guests will experience new perspectives and sustainable solutions in the areas of (digital) drinking water hygiene, innovative piping system technology and sustainable cooling and air-conditioning water technology. Subjects are presented and discussed in keynotes, interviews and panels. There is also space for personal consultations and interactions. Following the show, the content will be available on-demand via the campus media library.**

#### **Everything is connected.**

The main focus of the Connection Convention is on digitization, efficiency, hygiene and sustainability in the transport of (drinking) water, cooling and heating. Staying in line with the company's philosophy, the real-digital event itself is sustainable. GF Piping Systems can connect attendees to the event, saving its customers long trips, high transport costs and lowering everyone's ecological footprint.

#### **Choose your channel. The Forum, Arena and Lounge await you with broadcasts.**

Several themed days and rooms - the Hycleen Forum, the Sanipex Arena and the Cooling Lounge - guide visitors to the products and areas they are curious about. Content from all product areas will be broadcast from 9:00 a.m. to 6:00 p.m. (GMT time zone) on a main stage. Each room also offers the possibility of product advice in one-to-one meetings. Appointments can also be made in advance. In addition, a display on the campus streams a live image from the studio in Albershausen, Germany. Interested parties can join in and ask questions directly in the live discussions. With "The Connection Convention", GF Piping Systems will also launch a global challenge and roadshow, both will proceed throughout the coming months.

#### **Digitization and sustainability combined: focus on data centers**

GF Piping Systems partners and customers will also have their say: Oliver Fronk, consultant at Prior1 ([www.prior1.com](http://www.prior1.com)), for example. Together with other specialists, he takes care of the planning and implementation of secure and sustainable data centers. Their new company building in Weitefeld is air-conditioned with the latest cooling technology. With the pre-insulated COOL-FIT PE pipes, one of the most energy-efficient systems for cooling and heating currently on the market are used. For Prior1, it was also



crucial to have a partner behind the product with GF Piping Systems, for whose corporate orientation sustainability is equally important.

### From exhibitor to event host

This year the ISH will be exclusively digital. The trade fair is thus following a global trend: the future of events lies in hybrid forms of real digital events. Participation in a traditional trade fair with many exhibitors in the digital space, however, limits the possibilities. For this reason, GF Piping Systems is going the extra mile and organizing "The Connection Convention" itself - inspired by the great success of its own conference "The Age of Water - on the future of drinking water" last November with 1'700 visitors.

Register for the Connection Convention here:

<https://www.gfps.com/com/en/about-us/events/2021/everything-is-connected.html>

 A digital banner for the event 'Everything is connected'. The text on the banner reads: 'Everything is connected', 'The Connection Convention', and '23rd – 25th March, 2021'. The GF+ logo is in the bottom right corner. The background features a glowing, wireframe globe with green and blue energy lines and small star-like icons.	<p><a href="https://www.gfps.com/com/en/about-us/events/2021/everything-is-connected.html">Everything is connected. With its own format „The Connection Convention“ GF Piping Systems creates global connections around the digital ISH trade show from March 23 – 25.</a></p> <p><a href="#">Source: GF Piping Systems</a></p>
 A photograph of the exhibition space for the event. It shows a modern, brightly lit interior with white curved reception desks, digital displays, and a large digital banner in the center that matches the event's branding. The space is decorated with blue and white elements and has a clean, professional look.	<p><a href="#">Three conference rooms – the Hycleen Forum, Sanipex Arena and Cooling Lounge – lead the visitors to the desired products and subjects. This genuinely digital event is also sustainable – in line with the company's philosophy.</a></p> <p><a href="#">Source: GF Piping Systems</a></p>

### For further information, please contact

Constanze Werdermann, Global PR Manager  
[constanze.werdermann@georgfischer.com](mailto:constanze.werdermann@georgfischer.com)  
+41 76 33 99 218

### About GF Piping Systems

GF Piping Systems is the global expert for the safe and reliable transportation of water, chemicals and gases. The company specializes in plastic piping systems and system solutions plus services in all project phases. GF Piping Systems has its own sales companies in 31 countries, which means it is always by its customers' side. Our production sites in 36 locations in America, Europe, and Asia ensure sufficient availability and quick, reliable delivery.

In 2020, GF Piping Systems generated sales of CHF 1'708 billion and employed 6'893 people. GF Piping Systems is a division of Georg Fischer AG, which was founded in 1802, and is headquartered in Schaffhausen, Switzerland.

[www.gfps.com](http://www.gfps.com)