

Press Release

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## Inventive solutions for a changing world: Solutions 2020

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**Year on year, Sebastian Bergne runs his Solutions special presentation at Ambiente, highlighting the unbroken innovative spirit of the kitchen and household industry. This year's selection of well-designed and useful products will be displayed together with explanatory videos in the foyer of Hall 4.0.**

The wide-ranging variety is noticeable as soon as you enter the foyer. A cordless hand-held vacuum cleaner can be found next to an air-cushioned backpack, mint-green cutlery and a drinks bottle made of Tritan. For the first few minutes Sebastian Bergne's experienced eye for detail wanders from one product to the next. 185 products have been submitted in all, and the industrial designer from London is now gaining his first impression. The other two experts on the team are Dr. Claudia Wasser, editor-in-chief of Trend & Style, and Sophie Lamigeon, editor of the French magazine Home Fashion News, who both allow all five senses to be impacted by the products. The two editors are assisting Sebastian Bergne in an advisory capacity, and this involves a lot of thinking and comparing as well as enjoyment.



Sophie Lamigeon, Sebastian Bergne and Dr. Claudia Wasser (from left to right) taking a close look at the Solutions Selection.

At the end of the selection procedure 28 products are left to qualify as this year's Solutions Selection. Their clever design and practical details make them stand out as extremely useful kitchen and household aids. They may be sustainable environmental solutions, multifunctional products in today's urban world, or everyday aids for people with their own specific nutritional needs or preferences. Every year, Sebastian Bergne's special presentation showcases the most interesting innovative

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kitchen and household items for a society that is continually in a state of flux. All the selected products will be showcased at Ambiente, in the foyer of Hall 4.0, from 7 to 11 February 2020. To illustrate the various benefits with all their facets, the presentation includes a brief video on each item.

### **Coconut fibre scourers by Green Pioneer**

Coconut fibre – also known as coir – is highly moisture-resistant. This makes them resistant to fungi and bacteria, so they last a long time in your kitchen. But this is only one reason why coir scourers by Green Pioneer have made it into this year's Solutions Selection. Thanks to the natural material, they are also free from chemicals and therefore biodegradable.

### **Go-anywhere cutlery by Koziol**

Another product in the Solutions Selection is Klikk – an on-the-go cutlery set by Koziol that is lightweight, saves space and can easily be clipped together and separated. The designer is Cairn Young from London, who was inspired by the high Japanese art of joinery. Young developed a liking for assembling and fitting together objects in an aesthetic, intelligent way.

### **Veggie Drinks Maker by Lékué**

The Veggie Drinks Maker by Lékué in Barcelona is also represented in the Solutions Selection 2020. It consists of two stackable containers with a filter system that will absorb all the nutrients of walnuts, almonds, beansprouts or dried fruit into water, creating a lactose-free drink in which all the ingredients are natural and without additives.

### **Tasting spoon and tweezers by Triangle**

The 2020 Solutions Selection will also include FinalTouch, a multifunctional tasting spoon by the German family business Triangle in Solingen. It combines a spoon and tweezers, allowing you to taste, garnish and accurately arrange a dish, using a single piece of equipment.

### **Solutions Selection 2020 – all the selected products**

Fold Flat Laundry Basket (Addis Housewares), air up drinks bottle (air up), Chikio bagasse dishes (Cookplay), Zenker paper muffin moulds made from cocoa shells (Fackelmann), glass scrapers (Fackelmann), Tidy&Store storage boxes (Fratelli Guzzini), Scrub Queen toilet brush (Full Circle), Invictus One handheld vacuum cleaner (Genius), EcoCoconut Fibre pot scourers (Green Pioneer), A Slice of Green Organic Cotton cleaning pads (Green Pioneer), Spin table lantern (Höfats), Revolution barista jug (ILSA), Easy Store shower wiper (Joseph Joseph), Galing banana fibre bag (Klatt Objects), Klikk cutlery set (Koziol), Lunchbag To Go two-in-one bag (Lékué), Veggie Drinks Maker (Lékué), Laib&Seele burger bun tray (RBV Birkmann), Re-Move set of steak knives (Laguiole en Aubrac), Remoska Tria multi-cooker (Remoska), SES 10 built-in vacuum cleaner (ritterwerk), MVB – Life & Living Backpack (The Hong Kong Exporters' Association), w bottle tea bottle (The Hong Kong Exporters' Association), Finger Toothbrush (The Hong Kong Exporters' Association), GIGI Baby 360° toothbrush (The

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Hong Kong Exporters' Association), Masher Spoon & Bowl Set (The Hong Kong Exporters' Association), Kilner Fermentation Set (The Rayware Group), FinalTouch tasting spoon and tweezers (Triangle).

The next Ambiente will take place from 7 to 11 February 2020.

### **Information for journalists:**

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

### **Press information and photographic material:**

[www.ambiente.messefrankfurt.com/journalisten](http://www.ambiente.messefrankfurt.com/journalisten)

### **On social media:**

[www.facebook.com/ambienteffritter](https://www.facebook.com/ambienteffritter) | [www.twitter.com/ambiente](https://www.twitter.com/ambiente)  
[www.instagram.com/ambientefair](https://www.instagram.com/ambientefair) | [www.ambiente-blog.com](http://www.ambiente-blog.com)

**Hashtag:** #ambiente20

### **Ambiente – a leading international trade fair**

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. From Ambiente 2020 onwards Hall 6.0 will be added as a dedicated Dining area that concentrates entirely on exhibitors in the HoReCa sector (hotels, restaurants and catering). An entire hall level, offering an additional, highly focused product line-up will therefore be occupied by this industry. Ambiente is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

### **Conzoom Solutions – The platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

### **Nextrade – the digital marketplace**

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.nextrade.market)

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### **Background information about Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates

annual sales of around €718 million. We have close ties with our industry sectors, and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)