#

October 2, 2017

# PRESS RELEASE

**New exhibitors with digital focus at Nordbygg 2018**

*Fortum and Phoenix Contact are completely new exhibitors at Nordbygg, and both have a digital focus. Fortum introduces SmartLiving, a proprietary platform for the smart home. The goal of Phoenix is to position itself on the market for property automation.*

Nordbygg has a strong pull on both visitors and exhibitors, which has laid the foundation of the fair's long-standing success. Two entirely new exhibitors Fortum and Phoenix Contact, choose to make their marketing efforts with digital focus at Nordbygg.

* I, personally, have many year’s experience of Nordbygg and know that the fair is perfect for us now that we want to reach a wider clientele with our solution SmartLiving, says Larz Pohl, Head of Sales at Fortum in Sweden.

**Four corner stones for control and service**

Fortum’s main audience are residential builders, but also those who want to interact with SmartLiving. Nordbygg is also a good spot for a more official launch of SmartLiving, says Larz Pohl.

SmartLiving consists of four corner stones. *Energi;* shows your consumption of electricity, hot water and heating in real-time. *Conveniance;* controls e.g. lighting and white goods. *Security;* burglar, smoke and flooding alarms. *Community;* functions where those who live in the building can interact with each other and other services.

**Niagara for effective property automation**

Now that Phoenix Contact is exhibiting at Nordbygg for the first time, it is with a clear ambition. To position Phoenix in the market as a supplier of solutions for property automation.

* A showcase at Nordbygg is self-evident for the launch of our new IoT adapted property solution, the BMS system Niagara, says Martin Strömberg, Product Manager for control systems and industrial solutions at Phoenix Contact.

The German company develops and markets a broad range of electronic components, from terminals to control systems with complex functions. The customers can be found within a large number of areas, among others the property industry.

**Engelbert Strauss returns with an even larger showcase**

Nordbygg 2016 was the first Swedish fair for German Engelbert Strauss, one of Europe’s largest suppliers of work clothes. The successes since then makes the company return with an even larger showcase.

* We have met many from our target group and had several orders, Nordbygg has been a very successful investment, we are really happy, Brenda said during Nordbygg 2016.
* In Germany, everybody knows us, but we are new to the Swedish market. Nordbygg is the right place to be seen, says Brenda.

*For more information, please visit* [*www.nordbygg.se*](http://www.nordbygg.se) *or contact:*

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