

Clean Pro Expo 2026 Exhibitor Testimonials

Reiner Zenke, Sales Manager DACH, Tennant GmbH & Co. KG

"The trade fair went very well for us. Most of our discussions were with customers who came to us with specific requirements and a genuine interest in purchasing our products. For us, face-to-face contact is one of the major benefits of trade fairs and simply cannot be replaced. We were also impressed by the compact format and pleasant atmosphere. With its location close to Austria and Switzerland and its catchment area extending across southern Germany, the event enables us to reach customers for whom traveling to other trade fair venues is often too far or too time-consuming. The venue is also easy to reach, and the on-site organization is excellent. Since this was the first Clean Pro Expo, we weren't quite sure what to expect beforehand. That makes our assessment all the more positive: The trade fair was definitely a success for us, and we would certainly recommend it."

Dominique Wassermann, Branch Manager, Arndt GmbH & Co. KG, IGEFA SE & Co. KG, Memmingen

"From decision-makers and site managers to cleaning staff and end users, the full range of professionals relevant to us was represented, allowing us to have many high-quality conversations. What makes the Clean Pro Expo special from our perspective is its compact format: You can quickly get an overview and still have plenty of time to explore individual topics in greater depth. This has a positive effect on the quality of the conversations. The location is also ideal for us. Coming from Memmingen, it's practically a home game, and with our partnerships in Germany and Austria, the location at the intersection of three countries is a perfect fit. The trade fair was a complete success for us, and we also received positive feedback from our customers. We would recommend the Clean Pro Expo precisely because there has not previously been an event like this in southern Germany, and it also gives companies in the region an opportunity to attend a trade fair without the additional time and effort involved in traveling to more distant venues."

Simone Bäumer, Board Chair, Highclean Group eG

"We are very pleased with the fair. Since this was the first Clean Pro Expo, it was difficult for us to gauge in advance how well it would be received. We are

therefore all the more pleasantly surprised by the large number of visitors to our booth and, above all, by the quality of the conversations. There are a great many industry professionals here who really know their field. We are having substantive discussions about specific tenders and new business opportunities, and there is plenty of time for in-depth conversations. We also really liked the atmosphere in the bright exhibition halls and the Hospitality Lounges. We have a strong presence in southern Germany, so Friedrichshafen is an ideal location for us. The inaugural trade fair was definitely a success for us. We would very much like to return in two years and have already recommended Clean Pro Expo to others – because of the professional audience, the high-quality conversations, and the excellent support provided on site.”

Uli Zoller, Managing Director, Vogt GmbH

“The debut of Clean Pro Expo exceeded our expectations. There are a great many qualified trade visitors here, and the conversations are in-depth and at a high professional level. From my point of view, the Clean Pro Expo also stands out from other events thanks to its overall concept: Free parking, visitor lounges, and straightforward processes create a welcoming yet professional atmosphere. The Hospitality and Networking Lounges provided an excellent setting for in-depth professional discussions away from the bustle of the exhibition floor. There has long been demand for an event like this here in the south, because the region is an important sales area for us as a group of companies. Many of our customers came to see us at the fair because Friedrichshafen is easy for them to get to. For us, the premiere of the fair was a success, and we will definitely be back in two years, perhaps with an even larger booth. I would recommend the trade fair because the overall concept works and participation is also affordable for exhibitors.”

Stephanie Faigle, International Marketing Manager, Wetrok AG

“The trade fair went very well for us. We were able to generate many high-quality leads and have already closed several deals. Face-to-face contact on site is particularly important to us: At a trade fair, we can show the people behind our company and products, demonstrate our machines in action, and let visitors experience their quality firsthand. Holding a machine in your own hands or wearing a backpack vacuum cleaner gives you a completely different impression than you could ever get online. Since we operate in Germany,

Austria, and Switzerland, Friedrichshafen is also an ideal location for us. We will be happy to return in two years and would definitely recommend the Clean Pro Expo to others. We see great potential in the event.”

Tobias Wiebe, Managing Director, Tepto Robotics

“We are a very young company, and the Clean Pro Expo was actually our first-ever trade fair, so we are all the more pleased with how well it went for us. We were able to make a wide range of contacts, from other manufacturers and partners to professional end customers. The discussions were very productive, and there was also strong interest in purchasing our products. We do a lot of networking online and through social media, but at a trade fair it is much easier to establish contact in person and meet people face to face whom you previously knew only through digital channels. A major advantage for us is that everyone involved in the cleaning industry comes together here in one place. I also really like the compact size of the fair: You can take your time to get an overview while still having plenty of time for more in-depth conversations. In my view, this also has a positive effect on the quality of the discussions. We are more than satisfied and will definitely return.”

Stefan Lehmann, Sales Manager Europe, Edi Baur AG

“We are very impressed with the Clean Pro Expo and were able to have very productive, in-depth discussions in a pleasant atmosphere. We were particularly pleased with the opportunity to engage with numerous service providers and decision-makers from Germany and abroad who demonstrated considerable interest in our products. Compared with larger international trade fairs, the atmosphere here is considerably more relaxed, leaving more time for personal conversations. We were also very impressed by how well the fair was organized. In our view, Friedrichshafen is also an ideal location for the DACH region.”

Chadlin Wells, Commercial Director, Jeikner GmbH & Co. KG

“We had already exceeded our lead-generation target by the second day of the trade fair. For us, one thing is absolutely clear: quality matters more than quantity. We had many high-quality conversations, including with managing directors and other decision-makers. Trade fairs are particularly important for our capital goods because prospective customers can experience the products

firsthand on site and try them out for themselves. We also really like the compact format of the Clean Pro Expo: Visitors take their time, creating opportunities for more in-depth conversations. Friedrichshafen is a very good location for us because it allows us to reach contacts from the Munich area as well as Switzerland and Austria. Exhibiting at a trade fair requires a significant investment, of course, but with our products, just a few sales are enough to make that investment worthwhile. The trade fair was therefore a great success for us. We would be happy to return and would definitely recommend the Clean Pro Expo to others.”

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