
Theme: Innovation prize for caring for the elderly 2013

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A special prize for innovation was awarded to the wedi Fundo Plano

Prizes for outstanding ideas, products and services for pioneering nursing care of the elderly are awarded at the "Altenpflege" trade fair in Nuremberg every year. A special prize for innovation was awarded this year to the system solution wedi Fundo Plano. A jury of renowned members decided that the universal design demands had been met by the flattest complete system for floor-level showers. What was also honoured was the fact that the design allowed for sustainable investments to be made in the substance of the building as well as for a systemised and standardised building design.

The innovation prize was awarded for fourth time at the "Altenpflege" trade fair, which is Europe's leading trade fair for the nursing care industry. This year saw 23 nominees go forward to see who best fulfilled the evaluation criteria, such as, user friendliness, marketability or sustainability. The awards ceremony took place on 08 April as part of the opening celebrations and was attended by the German Federal Health Minister Daniel Bahr (FDP). The award winners introduced themselves to the trade professionals in attendance during the special exhibition "avenco – Raum für Innovation" [avenco – Room for Innovation] which was staged over the course of the entire trade fair.

wedi's Head of Marketing, Ralf Tillmann, received the special prize. He emphasised: "A year and a half after having been launched onto the market, wedi Fundo Plano enjoys an extremely high level of acceptance among our market partners. And that fact that we have convinced the jury for the innovation prize "Altenpflege" is yet further confirmation that we have created a pioneering product and brought it through to market maturity." With wedi Fundo Plano, a floor-level shower can be reliably installed with a total installation height of just 65 millimetres.

Between 09 and 11 April, roughly 31,000 nursing care professionals, of those 40 per cent decision makers, were able to find out about the very latest trends and innovations in the nursing care industry from the 636 exhibitors who attended the "Altenpflege" trade fair. The innovation prize was awarded by the trade fair organiser Vincentz Network.

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