



PRESS RELEASE

Verband der Musikinstrumenten-
und Musikequipmentbranche

SOMM brings eco-powerhouse to the fair – Sustainable, retro-chic tradeshow presence

Berlin, 14 Mar 2012 The Society Of Music Merchants e. V., PPVMedien GmbH and Musikmesse joining in sponsoring the Electric Hotel, and bringing the 'ecological power plant' to Frankfurt for the tradeshow. After a successful debut at big rock festivals such as Wacken, the Electric Hotel is coming to the world's largest music trade fair for the first time from 21 to 24 March.

It isn't immediately apparent to the uninitiated that the retro airstream trailer is meant for checking in mobile phones, laptops and all sorts of battery-operated devices rather than guests. A wind turbine on the roof, solar panels on the outer shell, and not least the muscle power of the visitors pedalling away on a bicycle generator supply the necessary energy: 100% green electricity, generated on the spot. Visitors can 'check in' their mobile devices with the concierge to be charged, then relax as they stroll around the fairgrounds instead of having to constantly be on the lookout for a socket.

"Our commitment is an important signal for the entire industry to step up their efforts to actively protect the environment and practice sustainability," said SOMM Managing Director Daniel Knöll in Berlin. "The rethinking in the industry has already happened, but a little more attention and awareness is still needed here and there. The MI industry has a fundamental interest in sustainably securing resources in order to survive on the market in the short, medium and long term. Industrial goods such as wood, metals and oil for plastics are an elemental component in musical instruments and musical instrument equipment."

For several years now, the Society of Music Merchants has offered its members numerous seminars on environmental compliance; it also regularly informs industry participants about compliance with environmental regulations.

The Electric Hotel can be found on the tradeshow grounds around the Agora, near the festival tent. For further information see <http://musik.messefrankfurt.com>.

About SOMM e. V.:

The Society Of Music Merchants (SOMM) – the premier association of the musical instrument and equipment industry in Germany – represents the interests of close to 60 companies from the fields of music instrument production, distribution, retail and media, which in turn represent about two-thirds of the German MI market.

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SOMM



Society Of Music
Merchants e.V.

The association represents the cultural and economic interests of the musical instrument and equipment industry on a national and European level, with the aim of strengthening the industry's competitiveness across all market sectors; helping to shape government and legal policies in accordance with the industry's requirements; defining market standards and offering services to members; promoting advanced musical training that is in keeping with the times; and amplifying active music-making and musical skills in our society.