

Tanning Alive and Well at FIBO 2014!

For the first time in 7 years the European tanning industry has an event to call their own! FIBO, is the worldwide Leading Trade Fair for Fitness, Wellness and Health, opened its doors to the tanning industry for this year's expo. The event took place April 3rd-6th in beautiful Cologne, Germany. This massive trade show attracts 97,600 visitors and over 700 vendors yearly and the tanning business' inclusion indicates resurgence for the industry. Vendors included Ergoline, KBL, UWE, Supre Tan, Hapro, Devoted Creations, and of course Cosmedico Licht. The American presence at FIBO was very apparent in the tanning area of the show floor.

Kevin Apgar and Brendan McCarthy were honored to represent Cosmedico Light Inc. and join their parent company, Cosmedico Licht, to celebrate the recently re-energized European tanning industry. Everyone involved raved about the size and scope of the booths, products, and information provided by each vendor. "You could really feel the enthusiasm speaking with everyone involved." said Kevin Apgar, the president of Cosmedico Light. "It is great not only to meet up with our European colleagues and renew acquaintances, but the exchanging of ideas and opinions regarding the tanning industry will certainly help us in the US, no doubt." Not only was the show a great way to catch up with old friends but the newest products on display impressed the two Yanks very much. "The style, quality and attention to detail and advances of the new products we looked at were off the charts." Said Brendan McCarthy. "We are really excited to see some of these new tanning units working with our lamps in the US. The attention to in these units will only help the US tanners."

The expo was an overwhelming success not only for Cosmedico, but also a homerun for the tanning industry as a whole. Cosmedico has always been impressed with the strength and resilience of the tanning industry here in the US but to see it on a global scale at FIBO was a great feeling of faith in the tanning industry. Kevin and Brendan witnessed industry newcomers and established giants of the industry come together and swap ideas. To see the likes Jörg Wolff, the grandfather of the tanning industry and founder of Cosmedico, Susan Miller, owner of PC Tan, and Ed Jerger, president Four Seasons, all come together at one expo really accentuated the event for the US contingency.

Tanning is alive and well worldwide; see you at FIBO in 2015!