



Insights-X Online –
the online meeting
place of the
stationery industry

Report
Online Live Event
from 14 – 16 October 2020

Business, networking and know-how for the stationery industry

Insights-X Online brought together international manufacturers, retailers and journalists in the stationery sector online for the first time, setting a new example in the market in the process. With famous brands and its personal approach, the digital platform garnered strong attention from the stationery industry. New exhibitors and trade visitors also took the opportunity to benefit from the product and brand diversity that was on offer, at the perfect time to place orders.

Visitors – top 15 countries

Germany, USA, Turkey, Netherlands, Japan, France, Austria, Finland, UK, Italy, Switzerland, Czech Republic, India, Spain, Armenia

170

suppliers from
34 countries

4,775

retailers and
buyers from
112 countries

Leading brand manufacturers and suppliers of all sizes showcased their products

Innovations are there to be seen! Insights-X Online offered the ideal platform:

Live exhibitor presentations and showrooms provided interesting insights into all kinds of ranges.

Professionals in the trade could also directly test the products demonstrated in countless creative workshops.

In spite of social distancing, personal contact was still a feature of Insights-X Online. Exhibitors and the trade public were able to communicate directly with each other through individually scheduled 1:1 meetings via video chat.

35

exhibitor events
(live sessions)

477

InsightsTalks
participants

InsightsTalks offered interesting online presentations from renowned speakers. This was the place for manufacturers and retailers to get countless practical tips on various topics, including the opportunities of digitalisation for retailers and how to integrate sustainable concepts into business processes.



The sector is behind Insights-X

These partners supported Insights-X Online 2020



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Successful première

There was a great response from the stationery industry to the new award. The jury, made up of representatives from the renowned Institut für Gesundheit und Ergonomie (institute for health and ergonomics), selected three nominees from each of the two categories. The award ceremony was held during Insights-X Online.

Nominees and winner in the Writing Utensils Category:

- STABILO International GmbH, Produkt: STABILO EASYgraph S **Winner**
- ONLINE Schreibgeräte GmbH, Produkt: Stylus Pen Best Ager
- Kaweco h&m gutberlet GmbH, Produkt: Kaweco Perkeo Kalligraphie Set

Nominees & winner in the (School)bags and Backpacks Category:

- Hama GmbH & Co KG, product: coocazoo, ScaleRate **Winner**
- Schneiders Vienna GmbH, product: Walker Rucksack Campus Evo, Laser Blue
- Beckmann AS, product: Active Air FLX

Your international brand expo: finally live again in Nuremberg in 2021

The successful concept of the stationary expo in 2021 has been further enhanced together with the industry in order to meet the market's needs.

Exhibitors, specialist retailers, decision-makers and media representatives can therefore expect a very special industry gathering from 7 to 9 October 2021:

1. Live and in person in Nuremberg
2. Additional digital offerings with new exhibitor and visitor services to ensure efficient and effective participation in the expo
3. Proven focal area: back-to-school segment with all key suppliers
4. New themed worlds: digitalisation and sustainability

Companies have already begun signalling their intention to participate in Insights-X 2021.



"I rely on Insights-X! It is an important platform for us at which we can showcase our product range to the top buyers at the right time before decisions are taken. In particular, the high-quality discussions with current and prospective customers and also other manufacturers make Insights-X a special event. After the year's break, I'm already looking forward to meeting up again next year."

Undercover GmbH, Michael Fortdran,
Managing Director
Exhibitor, Germany



Spielwarenmesse eG, organiser

Spielwarenmesse eG, based in Nuremberg, is a trade fair organiser and marketing service provider for the toy and stationery sectors. Besides Insights-X and the Spielwarenmesse® in Nuremberg, the company also organises Kids India in Mumbai and Kids Russia in Moscow. Its Nuremberg-based subsidiary Die roten Reiter GmbH acts as an agency for the consumer and investment goods industries and provides communication and company positioning support. The full Spielwarenmesse eG company profile can be viewed online at www.spielwarenmesse-eg.de



Spielwarenmesse eG
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