

NUREMBERG, 6–9 October 2016



the new Stationery EXPO

## Press Release

### **Visitor Newsletter for stationery expo Insights-X celebrates relaunch**

- Digital news in an innovative, streamlined and free design
- International distribution to more than 90 countries

How do you make successful email marketing even more effective? In recent months, the team at Spielwarenmesse eG have been asking themselves precisely this question. The readers of the Insights-X Visitor Newsletter will see the result of these thought processes in their digital inbox as early as next week. Incorporating state-of-the-art technology, an appealing layout and innovative content in two languages, this newsletter combines tried-and-trusted service with renewed excellence!

The familiar concept of monthly news from the trade fair for paper, office supplies and stationery has been honed and enhanced. “We think it’s important to have short and selected teasers. The associated stories are then featured on our landing pages. We offer a modern, adaptive and streamlined news design with appealing graphics,” states Christian Ulrich, Director Marketing at Spielwarenmesse eG. The Visitor Newsletter’s new responsive design not only provides a better experience and higher speeds, but it can also be viewed comfortably on any smartphone, iPad or home PC.

The first restyled Newsletter is appearing on 23<sup>rd</sup> August 2016. This free service is available simply by registering online at [www.insights-x.com/en/newsletter](http://www.insights-x.com/en/newsletter).

Text length: 1,408 characters

Note for editors: Reprint free of charge. Images available at [www.spielwarenmesse.de/photos](http://www.spielwarenmesse.de/photos) under the heading “Insights-X”. Please provide us with a voucher copy on publication.

11.8.2016 – sb

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### **Insights-X – The New Stationery Expo**

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors from 6 to 9 October 2016. Further information can be found online at [www.insights-x.com](http://www.insights-x.com).

### **Spielwarenmesse eG**

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse**® in Nuremberg, **Kids India** in Mumbai, **Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a major stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).