

Presseinformation

Insights-X posts a more than 40 per cent climb in exhibitors

- 270 companies take part in the new expo for stationery and office supplies
- Atelier hosts activity-based promotions for the specialist trade

Following its successful debut, Insights-X is experiencing strong growth: Last year, 4,365 trade buyers travelled to Nuremberg from 82 countries to view the products of 188 exhibitors from 34 nations. By comparison, the second event has already attracted 270 exhibitors from 33 countries, corresponding to an increase of more than 40%. Opening its doors in Nuremberg from 6 to 9 October, the four-day expo gives trade buyers in the stationery and office supplies sector a golden opportunity to survey the latest trends and products in the field. Organised by Spielwarenmesse eG, the trade fair will present the exciting new ranges in Halls 1 and 2, and for the first time, will fill an additional 5,000m² of Hall 3. Besides a whole host of reputed exhibitors, this hall will also accommodate the InsightsArena, featuring the Atelier and a spacious Lounge for networking.

A chance to get involved!

At the very heart of the InsightsArena, the Atelier invites manufacturers to demonstrate how in-store promotions can help customers experience products first hand. The 45-minute workshops and creative sessions include, among many others, “Know your Paintbrushes” by Leonhardy, “Aquabeads” by Epoch Traumwiesen and “Design your own Pukka Pad” by Pukka Pad. Quite apart from being fun, these sessions provide visitors with a wealth of inspiring ideas for their own in-store promotions.

The promotions featured at the Atelier:

Thursday, 6.10.2016

10 am – 10.45 am: **Aquabeads (Epoch Traumwiesen)**

11 am – 11.45 am: **Décopatch (Exaclair)**

12 pm – 12.45 pm: **A New Dimension in Colouring Books (VivaLS)**

1 pm – 1.45 pm: **Hand Lettering with Miss Hölle (Stabilo)**

2 pm – 2.45 pm: **Design your own Pukka Pad (Pukka Pad)**

3 pm – 3.45 pm: **Decorative and Useful Items made with Paper (Baier&Schneider)**

4 pm - 4.45 pm: **Creative Workshop with FIMO (Staedtler)**

NÜRNBERG, 6.–9. Oktober 2016

Presseinformation

5 pm - 5.45 pm: **Origami Blocks go Xmas (Sa.Bi.Ne Trend)**

Friday, 7.10.2016

10 am – 10.45 am: **Origami Blocks go Xmas (Sa.Bi.Ne Trend)**
11 am – 11.45 am: **Hand Lettering with Miss Hölle (Stabilo)**
12 pm – 12.45 pm: **Design your own Pukka Pad (PukkaPad)**
1 pm – 1.45 pm: **A New Dimension in Colouring Books (VivaLS)**
2 pm - 2.45 pm: **Creative Workshop with FIMO (Staedtler)**
3 pm - 3.45 pm: **Gift Wrapping & Giving (folia Bringmann)**
4 pm - 4.45 pm: **Know your Paintbrushes (Leonhardy)**

Saturday, 8.10.2016

10 am – 10.45 am: **Creative Workshop with FIMO (Staedtler)**
11 am – 11.45 am: **Hand Lettering with Miss Hölle (Stabilo)**
12 pm – 12.45 pm: **Origami Blocks go Xmas (Sa.Bi.Ne Trend)**
1 pm – 1.45 pm: **Know your Paintbrushes (Leonhardy)**
2 pm - 2.45 pm: **Creative Workshop with FIMO (Staedtler)**
3 pm - 3.45 pm: **Aquabeads (Epoch Traumwiesen)**
4 pm - 4.45 pm: **Calligraphy & Lettering (Exaclair)**

Sunday, 9.10.2016

10 am – 10.45 am: **Hand Lettering with Miss Hölle (Stabilo)**
11 am – 11.45 am: **Make your own School Candy Cones (folia Bringmann)**
12 pm – 12.45 pm: **Aquabeads (Epoch Traumwiesen)**
1 pm – 1.45 pm: **Innovative Learn-to-Write Consultation (Stabilo)**
2 pm - 2.45 pm: **Hand Lettering with Miss Hölle (Stabilo)**

Visitors will find the complete InsightsArena programme online at www.insights-x.com/en/events.

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

NÜRNBERG, 6.–9. Oktober 2016



die neue PBS-EXPO

Presseinformation

13.9.2016 – sb

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

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 in pavilions at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries and two subsidiaries, Spielwarenmesse Shanghai Co., Ltd. with responsibility for the People's Republic of China, and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which is responsible for 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.