

Press Release

Insights-X displays great product diversity in six stationery categories

- Presenting current trends and innovations in the stationery industry
- Many well-known companies from both home and abroad

Insights-X is still firmly on track for further success. 251 companies have already booked their stands for the third event, which is due to open its doors at Nuremberg's exhibition centre from 5 to 8 October 2017. This corresponds to a circa 25 percent climb against the same period last year. Ernst Kick, CEO of Spielwarenmesse eG, which organises the stationery expo, states: "Our objective is to build on last year's resounding success and to continue with the expansion of the fair. The current number of registrations shows that we are making excellent progress." Insights-X reflects the diversity of paper, office supplies and stationery in six different product groups, giving trade buyers the opportunity to gain a comprehensive overview of the latest trends and innovations in the industry.

Wide selection of writing utensils

Pens and pencils of all kinds are a staple part of the stationery sector. It is hardly surprising, therefore, that Insights-X devotes an entire segment to this category. "Writing Utensils and Equipment" showcases everything from fountain pens and ballpoint pens, lead and colouring pencils to accessories such as pencil sharpeners and nibs. Many well-known names will be among this year's exhibitors. Besides edding International GmbH, companies such as Schneider Novus Vertriebs GmbH and Pentel GmbH will be showing their latest collections. A newcomer to the event, the Spanish company FACTIS S.A., has been producing erasers for almost 100 years, exporting them all over the world.

Paper for school and office environments

Life at school and at the office would be unthinkable without exercise books and note pads. In the "Paper and Filing" segment, trade buyers can find these and many other products such as packaging and shipping materials and filing systems. One of this year's exhibitors is ExaClair GmbH. By the end of last year's Insights-X, CEO Charles Nusse had already made up his mind to return in 2017: "The trade fair's a great business hub for the industry in Europe and the autumn timing is well chosen. There's plenty of time to have constructive conversations with the trade buyers." This company will be joined, among others, by AMC

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AG Division Global Notes, as well as Hamelin GmbH and the art paper producer Hahnemühle FineArt. VELOFLEX Carsten Thormählen GmbH & Co. KG will also be showing its wide spectrum of products.

Creativity on trend

The arts and crafts trend is as strong as ever. Be it hand-lettering, colouring-in or handicrafts – creative design is not just limited to the school curriculum but is also enjoyed by many adults. This is reflected in the “Artistic and Creative” segment. Appearing at Insights-X for the first time, Erich Krause Finland OY specialises, among others, in art supplies. MAX BRINGMANN KG, on the other hand, will be unveiling some new additions to its well-known folia craft range.

Equipping the office

In the “Desktop” segment, Insights-X features a cornucopia of products for the well-equipped workplace. The spectrum of products includes everything from conventional office items to storage boxes and notice boards. The exhibitors in this segment include Durable Hunke & Jochheim GmbH & Co. KG, one of the world’s leading manufacturers of office organisers. Brother International GmbH and Laurel Klammern GmbH will be joined for the first time by Legamaster GmbH, who will be showing its interactive smart boards. Sigel GmbH and the Portuguese company Bi-silque S.A. are also among the exhibitors.

Bags in all shapes and sizes

Trade buyers looking for high-quality pencil cases or school bags featuring the latest licensed themes will be in for a treat at Insights-X. In the “Bags and Accessories” segment, exhibitors will be showcasing next season’s pencil cases, rucksacks and briefcases – among them are Heinrich Sieber & Co. GmbH & Co. KG from Bavaria as well as the international player Samsonite GmbH.

Decorative gifts

A large selection of trendy gifts and creative packaging ideas can be discovered in the “Stationery and Gift Articles” segment. Greetings cards for all occasions will be featured, among others, by bsb-obpacher gmbh and Kurt Eulzer Druck GmbH & Co KG. The well-

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known company Sheepworld AG will be appearing at Insights-X again in 2017, together with its original collections. A current overview of the exhibitors in six categories is available at <https://www.insights-x.com/en/exhibitorpreview-2017/>.

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Note to editors: Reprint free of charge. Images are available at www.insights-x.com/en/photos. Please provide us with a voucher copy on publication.

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Insights-X – Your 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 5 to 8 October 2017. 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 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.