

#### **Third Insights-X gets off to a dynamic start with over 300 exhibitors**

- Growth across all product groups featuring well-known names
- InsightsArena features workshops and networking opportunities
- Lounge for 14 associations and buying groups

CEO Ernst Kick will be launching the third Insights-X in the presence of guests from the world of politics, business, industry and the media. Opening its doors from 5 to 8 October 2017, the event itself looks set to be both dynamic and engaging. Numbers have grown once again this year, with 305 exhibitors from 41 countries appearing at the stationery expo organised by Spielwarenmesse eG. Unveiling their product ideas in the stationery, office supplies and back-to-school segments, these companies will be spread across three halls at the Exhibition Centre in Nuremberg. The InsightsArena invites national and international trade buyers to try out the latest innovations at their leisure. An abundance of promotions with visitor participation and a Lounge add to the pleasant and relaxed atmosphere associated with this event.

#### **Modern industry concept**

Insights-X was created on the initiative of several major stationery companies and has been warmly received by the industry right from the outset. Originally conceived specifically for the German, Austrian and Swiss markets, it has grown into an event that is appreciated by retailers, buyers and exhibitors from home and abroad. Last year alone, more than 5,000 trade visitors from 87 countries wended their way to Nuremberg to meet 268 exhibitors from 32 countries. Ernst Kick, CEO of Spielwarenmesse eG, states: "When it comes to the exhibitors, we have smashed the 300-barrier in our third year. This positive development shows that we're definitely on track with our bespoke concept, the aim of which was to stage a high-quality stationery expo that is friendly, personal and individual." Insights-X provides trade and industry with a fitting stage for holding talks in a relaxed atmosphere and for forging new business contacts. The timing of this event is also ideal given that the trade likes to order innovations early in the autumn.

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#### **Renowned exhibitors across all product groups**

Covering a total area of 25,000m<sup>2</sup>, the trade fair presents a diversity of paper, office supplies and stationery. Exploring Halls 1, 2 and 3, the visitors will gain a comprehensive overview of the latest innovations and trends. The expo covers a total of six product segments: Writing Utensils and Equipment, Paper and Filing, Desktop, Artistic and Creative, Bags and Accessories as well as Stationery and Gift Articles. A delighted Florian Hess, Director Fair Management, states: “We’re recording growths in all areas and we’re successfully attracting both established manufacturers and young innovative companies.” One such name is Hamelin GmbH, a leading supplier of paper and filing products; then there is Friedrich Lederwaren GmbH, which features school bags but also an alternative range of briefcases and flight bags. Other newcomers include Schneider Novus Vertriebs GmbH, boasting a strong selection of brands and STAMM LTD from Russia – an important player for desk-related products.

#### **Promotions, the Lounge and Catering at InsightsArena**

Generating a dynamic dialogue between trade and industry has been at the heart of the InsightsArena ever since Insights-X began. Now in a new and prominent location in Hall 3, the Lounge gives industry members plenty of space to network, whilst also offering catering and hospitality. Associations and buying groups have been allocated their own area for the first time, with 14 seizing the opportunity to engage with their business partners in this way. Two sections of the adjacent Atelier are hosting different workshops every day from 10 am onwards. The calligraphy artist, Hannah Rabenstein, is also appearing as a special guest on all four days of the fair, offering fascinating insights into her craft. Christian Ulrich, Marketing Director, comments: “Hand-lettering is big everywhere,” continuing, “Trade visitors can go to the Atelier to explore this and other trends by trying out new products, whilst gaining innovative ideas that they can implement at the point of sale.” A photo booth in a nostalgic VW camper van and a button machine add an element of fun to the working day. The full programme of events at InsightsArena and the promotions at the exhibitors’ stands are all listed in the online calendar: [www.insights-x.com/en/events](http://www.insights-x.com/en/events).

The Insights-X app and the many on-site services, such as WiFi, the Media Point and charging stations for tablets and smartphones, make planning the fair that little bit easier

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and more convenient. Ernst Kick concludes: “Our bespoke trade-fair concept is characterised as much by our excellent range of services as our commitment to promoting communication and dialogue between all those involved in the fair.” The AfterHour event on the first evening of the expo is a popular meeting place and is completely free of charge. On 6 October, concurrently with Insights-X, the Verband der PBS-Markenindustrie, the German branded stationery industry association, is holding its board meeting whilst the Handelsverband Bürowirtschaft und Schreibwaren (HBS), the German office supplies and stationery association, is staging its autumn meeting. German buying group duo schreib & spiel is once again organising its retailer conference at the Exhibition Centre on 7 October.

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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](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).