

#### **Leading stationery companies praise innovative concept behind Insights-X**

- Reputed names among first-time exhibitors at fourth edition
- Major players commit to Insights-X

Insights-X is all about presenting product innovations in a pleasant atmosphere and having enough time for productive business talks. This modern concept has been warmly welcomed by international companies from the stationery industry. Indeed, 173 firms have already booked their slot at the fourth edition which is scheduled to open its doors in Nuremberg from 4 to 6 October 2018. Ernst Kick, CEO of Spielwarenmesse eG, which organises the fair, explains: “We’re delighted that our format for a personal trade fair has been so well received and is continuing to attract a growing number of companies from both Germany and abroad.”

#### **Perfect autumn timing**

Major names in the stationery world are among the newcomers to the fair. This year’s first-time exhibitors include AvanCarte, a leading company for greetings cards and gift wrapping, Buntpapierfabrik Ludwig Bähr, a maker of creative paper, the well-known writing utensil manufacturers Pelikan and Koh-I-Noor, and adhesive specialist UHU. Jutta Willmann, UHU’s Head of Marketing Germany/Austria, explained that the constant rise in visitors was not the only reason for taking part in this year’s Insights-X: “Existing exhibitors have confirmed that the quality of trade visitors from the stationery field is very high, leading to constructive and fruitful conversations.” Another reason for UHU’s decision to participate is the timing of the fair in autumn, a benefit that is widely appreciated by many other exhibitors as well. Axel Marx, Managing Director of STAEDTLER, concludes that Insights-X is staged at a particularly good time for unveiling innovations for the coming year. Back-to-School products can be launched at just the right time and ordered for the following season. This view is shared by Goodie Quaye, Sales Director of UK company Santoro: “Insights-X brings together key partners and leading retailers from across the European territories who are searching for the best product developments and exciting innovations.” This is why he sees the fair as the perfect platform for presenting innovations.

## Press Release

### **Talks in a relaxed atmosphere**

Innovations at Insights-X are shown in six product categories: Writing Utensils and Equipment, Paper and Filing, Artistic and Creative, Desktop, Bags and Accessories as well as Stationery and Gift Articles. Mathias Berger, Marketing Manager for Baier & Schneider, sees this as a great advantage: "In comparison with other events, the high concentration of exhibitors in the relevant areas of the stationery market is a clear benefit." He believes that this gives suppliers and retailers a great opportunity to present and view the ranges available on the market in both a targeted and efficient manner. Exhibitors also highlight the atmosphere at Insights-X as particularly conducive to doing business. In this context, Thorsten Paedelt, Managing Director of German buying group duo schreib & spiel, has praised the friendly staff at the fair, the short distances, the attractive halls and the well-oiled organisation of the event. In comparison with other trade fairs, both exhibitors and visitors say that these factors all contribute to making their time at Insights-X far more relaxed. Frank Hendricks, Sales Manager for PAGNA, shares this view, emphasising that the fair is organised and the exhibitors and visitors composed in such a way that there is plenty of time for informative and productive discussions and for presenting innovations in detail.

### **Comprehensive support for exhibitors**

The exhibitors are likewise impressed by the personal customer service provided by the organiser. "Insights-X is special because it is organised so professionally and puts the exhibitors' needs first," reports Sebastian Schwanhäuser, Managing Director of Stabilo International. Personal contacts provide professional advice and support for exhibitors before, during and after the trade fair. The closing date for participating in the next Insights-X is 28 February for exhibitors who took part in 2017, and 31 March for first-time exhibitors. A constantly updated preview of the exhibitors registered so far can be found at [www.insights-x.com/en/exhibitor-preview-2018](http://www.insights-x.com/en/exhibitor-preview-2018).

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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 4 to 6 October 2018. 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).