

#### **Tailored concept for fourth Insights-X wins over international stationery industry**

- All-round Carefree Packages: Excellent exhibitor and visitor services
- NewcomerArea: Targeted support for innovative companies
- InsightsArena: Getting involved at the popular Activity Area

Since its debut in 2015, Insights-X has been growing on an international scale whilst focusing on providing a personal service. Trade visitors can experience for themselves the dynamism of this friendly stationery expo when it opens its doors from 4 to 6 October 2018. Perfectly timed for placing orders for the new season, the trade fair gives visitors an ideal opportunity to gain valuable insights into a diverse range of office, back-to-school and hobby products in Halls 1, 2 and 3 of Nuremberg's exhibition center. So far, 269 exhibitors from 38 countries (as per: 30 May 2018) have registered to take part. Featuring home-grown and international start-ups, the NewcomerArea will be a worthwhile destination for all attendees. The InsightsArena, on the other hand, invites visitors to try out the latest innovations and trends from all six product groups, whilst offering a Quiet Zone for networking in a relaxed setting. A wide selection of exhibitor and visitor services provided by organiser Spielwarenmesse eG contribute to the overall success of the fair.

#### **Reputed newcomers**

Last year's event saw 305 suppliers from 41 countries present their ideas to 5,578 trade buyers from 99 countries. The international share was particularly high, with 56 percent of exhibitors and more than 48 percent of visitors wending their way to Nuremberg from abroad. Ernst Kick, CEO of Spielwarenmesse eG, states: "Companies see the autumn timing, the personal atmosphere and our tailored services as decisive factors for participating in the fair." The leading players in the stationery field wholeheartedly support the modern trade concept, which fills an area of 26,500m<sup>2</sup> and is set to feature several well-known newcomers. The "Stationery and Gift Articles" segment, for example, is poised to welcome AvanCarte, one of the leading suppliers of greetings cards and gift packaging, Filofax, specialising in personal organisers, and the Irish company Hartley & Marks Publishers, well-known for its Paperblanks brand. Pelikan is a reputed newcomer to the "Writing Utensils and Equipment" segment, whereas Olmar from Portugal is presenting its product spectrum in the "Paper and Filing" sector. "Desktop" is joined by UHU, filing specialist Leitz Acco

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Brands and the Japanese company Wacom, whose products connect the digital with the real world. Papicolor from the Netherlands and Buntpapierfabrik Ludwig Bähr are appearing for the first time in the “Artistic and Creative” product group. Newcomers to the “Bags and Accessories” segment include Esbit Compagnie, showcasing drinking bottles for the school and outdoor sectors, as well as Italian market leader Seven.

#### **Services for exhibitors**

Exhibitors all benefit from the personal service offered by the Insights-X team in every phase of their participation in the fair. Providing sound consultation and excellent service is a top priority. To help exhibitors prepare for the fair as efficiently as possible, the team has put together a selection of online tools, such as the Online Service Center for booking all services quickly and conveniently. Exhibitors can also take advantage of an extensive marketing package, including invitation vouchers for their customers, personalised banners and QR codes as well as entries in the official Insights-X print and online media. The special offer also comprises visitor flyers that can be personalised and are available in 13 languages. Turn-key stand solutions complete the All-round Carefree Package. At the same time, the NewcomerArea offers a particularly affordable way to exhibit. Up to 20 start-ups from Germany and abroad can choose a 6m<sup>2</sup> or 9m<sup>2</sup> stand in the newly created area in Hall 3. German companies are subsidised by the German Federal Ministry of Economic Affairs and Energy (BMWi), whereas companies from abroad receive financial support directly from Spielwarenmesse eG.

#### **InsightsArena – the industry hub**

Trade buyers who wend their way to Insights-X are rewarded with a comprehensive overview of the diversity of products in the stationery field. The InsightsArena in Hall 3 gives them the chance to try out the innovations for themselves. On each of the three exhibition days, engaging workshops take place in the Atelier, whilst extended exhibitor promotions and showcases provide an additional source of inspiration. The popular photo bus is returning, allowing visitors to create their very own memories to take back home with them. The team’s commitment to providing excellent service is also reflected in the adjacent Lounge, featuring WiFi, charging points for mobile devices, catering and an extra MediaPoint, enabling the fair’s German media partners – bit Verlag, Chmielorz GmbH and

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Zarbock Media – to display their trade publications. A separate area for associations and buying groups provides space for business networking. Insights-X is currently collaborating with 16 national and international partners in this field. Both visitors and exhibitors are invited to come together at the end of the first day to socialise at the AfterHour event in the foyer of Entrance Mitte.

#### Services for visitors

Numerous digital services ensure that retailers and buyers are always kept in the loop and are well prepared for Insights-X. The online catalogue ([www.insights-x.com/en/online-catalogue](http://www.insights-x.com/en/online-catalogue)) is available from mid-June and contains an exhibitor index and hall plans, whilst reflecting the diversity of the brands and products on show. The organiser is also active on all conventional social media channels and offers added value with the Insights-X app. The website at [www.insights-x.com](http://www.insights-x.com) sheds light on everything visitors need to know about the stationery expo, such as its new opening hours: Insights-X is open on Thursday and Friday from 9 am to 7 pm, and on Saturday from 9 am to 6 pm. The admission tickets ([www.insights-x.com/en/ticketshop](http://www.insights-x.com/en/ticketshop)) cost € 10.00 for the entire duration of the fair and are also valid for use on local public transport (ÖPNV network). The partner hotel programme and a partnership with airbnb give visitors access to affordable accommodation ([www.insights-x.com/en/travel-stay](http://www.insights-x.com/en/travel-stay)). A special service is also available for attendees travelling by train: They can use the Deutsche Bahn Veranstaltungsticket (event ticket) to book the best price option.

Looking forward to the fourth Insights-X, Ernst Kick concludes: “The preparations for the fair are in full swing. Both the quality and international composition of the exhibitors are plain to see. The trade visitors will experience a professional event that has been created for the industry and by the industry, a fair that spotlights new products and hands-on activities for everyone to enjoy. It’s friendly, personal and individual. You really have to be here to appreciate what Insights-X is all about.”

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Note for editors: Reprint free of charge. Images are available at [www.insights-x.com/media](http://www.insights-x.com/media).

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 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 majority 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).