

Stationery expo Insights-X welcomes top exhibitor Leitz Acco Brands

The fourth edition of Insights-X is poised to present many well-known newcomers. The latest recruit is Leitz Acco Brands. Based in Stuttgart, Germany, the listed company is making its first-ever appearance at the Nuremberg stationery expo, which is organised by Spielwarenmesse eG and is taking place from 4 to 6 October 2018. Specialising in office products and filing solutions, this key player is exhibiting in the “Desktop” segment – one of six product groups – and is showcasing its strong brands in Hall 3.

In addition to the trade fair’s regular exhibitors such as Baier & Schneider, Bi-Office, Edding, ExaClair, Faber Castell, Iden, Max Bringmann, Schwan Stabilo, Staedtler and Stylex, Insights-X is welcoming a whole host of other long-established German names to Nuremberg this autumn. The high-profile newcomers include, among others, Buntpapierfabrik Ludwig Bähr, Pelikan, UHU and most recently also Leitz Acco Brands. Following the takeover by Acco Brands, the company is known not only for its wide product spectrum and high quality, but also its strong brands such as Leitz, Esselte, GBC, Rexel and Nobo. Ernst Kick, CEO Spielwarenmesse eG, is delighted to have such a prolific office brand among the exhibitors: “Leitz Acco Brands has an extremely high profile due not least to the Leitz brand. This will add to the pull of our back-to-school section, which already plays an important role at Insights-X.”

In an area of 125m², Leitz Acco Brands is spotlighting three of its brands at the popular InsightArena, which stages a wide variety of activities and promotions for visitors. Accordingly, visitors can look forward to the extensive portfolio offered within the Leitz Design Series, whilst shop concepts demonstrate their beacon function at the POS. The Esselte brand mostly comprises back-to-school products, whereas Nobo’s innovative, design-led products are synonymous with visual communication. Ard-Jen Spijkervet, Managing Director of LEITZ ACCO Brands GmbH & Co KG, states: “We’re already feeling very well looked after by the team in the run-up to the fair. The consumer market is an important pillar to our success. We’re delighted to have found in Insights-X the ideal platform for this target group, as it enables us to present our successful store concepts for

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department stores and food retailers as well as the back-to-school sector. It's also the perfect time for placing orders in the autumn."

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

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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.

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.