

Fourth Insights-X: Quality trade fair launches with strong brands and promotions

- Reputed exhibitors in all six product groups
- NewcomerArea with innovative start-ups
- Workshops and partnerships expanded

As it opens its doors today, Insights-X looks set to delight trade visitors with a unique atmosphere, activity-based promotions and plenty of products. Perfectly timed for placing orders, the stationery expo is running at Nuremberg's Exhibition Centre from 4 to 6 October 2018, filling Halls 1, 2 and 3. Both established brand manufacturers and innovative start-ups are seizing the opportunity to unveil a wide selection of innovative office supplies, back-to-school and hobby products. 311 exhibitors from 39 countries are attending this year's event, organised by Spielwarenmesse eG. As in previous years, the InsightsArena in Hall 3 is hosting an extensive and engaging supporting programme. The many promotions and activities in the Atelier invite visitors to test the products for themselves, whilst the PartnerLounge gives associations and buying groups plenty of space for in-depth business meetings.

Tailored concept

Ever since its launch, Insights-X has been synonymous with a high-quality stationery fair. It has great appeal, a unique personality and is characterised by individuality. The fair's special concept drew 305 suppliers to Nuremberg last year, presenting their products and ideas to 5,578 trade visitors from 99 countries. The proportion of international exhibitors and visitors was particularly high. Ernst Kick, CEO of Spielwarenmesse eG, states: "We're delighted to see that more than 300 German and international exhibitors have returned to Nuremberg and that they appreciate Insights-X as a quality event." Now in its fourth year, the industry-initiated stationery expo continues to flourish, thriving on its modern, bespoke approach. Its strengths include excellent autumn timing, an extensive range of services and a relaxed atmosphere conducive to networking and forging new contacts.

Major players and newcomers

Filling an area of 26,500m², the exhibitors at Insights-X present their latest innovations in six product groups, giving retailers and buyers direct access to a diverse selection of well-

Press Release

known major players and newcomers. The “Artistic and Creative” product group, for example, is being joined for the first time by Buntpapierfabrik Ludwig Bähr and its well-known Ursus brand. “Stationery and Gift Articles” features Rico Design, whilst Jeune Premier and Beckmann from Norway are among the exhibitors in the “Bags and Accessories” category. The Swiss company Durrer Spezialmaschinen is appearing as a newcomer to “Paper and Filing”. Monolith offers products relating to “Desktop”, whereas Shachihata from Japan focuses on “Writing Utensils and Equipment”. Before, during and after the event, the exhibitors in Nuremberg benefit from comprehensive support provided by the Insights-X team. Florian Hess, Director Fair Management: “We offer our exhibitors an all-round carefree package and are always available to give them support and advice.” The participants in the NewcomerArea are enjoying these services for the first time. 13 companies from Germany, Korea, the Netherlands and Austria are located in the newly created area in Hall 3 and are being sponsored by Spielwarenmesse eG.

Activity-based fair

Trade visitors can also take advantage of the additional services laid on by Insights-X. The new Voucher Booklet, for example, contains 51 discounts and give-aways that can be redeemed at the stands of participating exhibitors. The InsightsArena in Hall 3, on the other hand, invites visitors to get active again this year. Every day from 10am, the Atelier is hosting workshops in two sections and on changing themes, giving attendees the opportunity to try out the latest innovations. Showcases and promotions, staged by exhibitors and running the full length of the fair, are an endless source of inspiration. The popular camper van photo booth and the button machine appeal to the visitors’ sense of fun and curiosity. And then, of course, there is a very special highlight on Saturday, 6 October: Legendary German rock star Peter Maffay is presenting the cinema trailer to “Tabaluga – the Movie” along with related licensed products at duo schreib & spiel’s stand in Hall 2 from 2.45 pm. He will be there to answer questions about his Foundation and the film.

Time to talk

Important business discussions can be conducted in a relaxed atmosphere in the InsightsArena. It provides plenty of space for networking along with a wide range of visitor

Press Release

services – including catering stations, WiFi, charging points for mobile devices and an extra MediaPoint, featuring industry-related trade magazines. As of last year, this area also contains a PartnerLounge, available to associations and buying groups. Marketing Director Christian Ulrich: “We’re delighted that industry support for our event is growing and that our partner total has climbed from 14 to 19.” The newcomers include BOSS (UK) as well as AIPB, EBEN and UFIPA (France), KONPA (Denmark) and WIMO (India). German associations are exploiting synergies by staging parallel events during Insights-X: German stationery association *Handelsverband Bürowirtschaft und Schreibwaren* is organising its autumn meeting on 4 October. A day later, the stationery brand association *PBS-Markenverband* is holding its board meeting. Buying group *duo schreib & spiel* is staging its autumn conference from 5 to 6 October, whilst Vedes is running its buying days from 28 September to 7 October.

As the first day of the fair draws to a close, both exhibitors and visitors will gather at Entrance Mitte for the AfterHour, a sociable get-together with entertaining music and a light bite to eat. Ernst Kick states: “We have a commitment to staging a top-class stationery expo and to promoting a dialogue of cooperation. We’d like to wish everyone involved in Insights-X much success over the next three days.”

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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 9 to 12 October 2019. 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.