

Insights-X: Winners of the Special Award Ergonomics 2021 announced

- Ergonomically designed fountain pen and rucksack with innovative back system
- New information offering: Webcasts featuring industry experts

In collaboration with the IGR (Institut für Gesundheit und Ergonomie), stationery expo Insights-X has presented the Special Award Ergonomics for the second time. The award goes to products in the Writing utensils and (School-) bags and backpacks segments whose preventive and health-promoting design add exceptional ergonomic value. A jury of experts selected this year's winners at the same time the cancelled Insights-X 2021 would have taken place.

Outstanding winners

The jury for the Special Award Ergonomics has spoken: In the Writing utensils category, the award goes to the **EASYbirdy Pastel Edition** from **Stabilo**. The non-slip grip zone and its ergonomic design make it easier for children to learn to write at school. Thanks to the adjustable nib, the EASYbirdy adapts to the child's individual hand position, ensuring clean writing. A special edging on the nib prevents blue fingers. In the (School-) bags and backpacks category, first place was clinched by the **Active Air FLX** from the Norwegian company **Beckmann**. The back system is based on a combination of air and padding. This enables the Active Air FLX to distribute the pressure more evenly over a larger portion of the back and to fit around the wearer. The FLX system allows the volume of the rucksack to be increased from 20 to 25 litres when needed. In addition, the Active Air FLX is made entirely from recycled PET bottles.

Webcast on ergonomics

To supply the stationery sector with plenty of new ideas, Insights-X is extending its information offering. Experts will be sharing their insights into current trade topics and market developments in a series of short webcasts released throughout the year. Kicking off the series, the IGR's Chairman Christian Brunner and Head of Marketing Ralf Eisele talk about the positive health implications of ergonomic products. The webcast can be accessed on the website at www.insights-x.com/en/article/ceremony-special-award-ergonomie-2021.

Press Release

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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 in October 2022. 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 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, Russia and the USA. 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. 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.