

Press Release

Fifth Insights-X with new hall arrangement

- A more compact circuit for trade visitors
- Renowned companies among the exhibitors

The bespoke format of Insights-X has been warmly received by the stationery industry. The autumn timing of the event which is perfect for the presentation of new products and innovations, and the informal concept which is actively shaped by the exhibitors, are appreciated both by leading brands and new companies. With the approach of the fifth edition from 9 to 12 October 2019, the stationery expo has announced a major change for exhibitors and trade visitors.

Hall 3C included

As a result of construction work at Nuremberg's Exhibition Centre, Insights-X is changing halls. Rather than Hall 3, the next trade fair will make use of the newly built Hall 3C, which was designed by Zaha Hadid Architects. The hall's 3,000m² glass façade bathes the hall in natural light, creating a pleasant atmosphere for exhibitors and trade buyers. In addition to the crowd-pleasing InsightsArena and the Atelier, this hall will also accommodate the PartnerLounge and the Food Court. The modern Hall 3C is directly linked to Halls 1 and 2 which will remain in use as before. "This will shorten the distances covered by trade visitors whilst providing them with a more compact experience," explains Ernst Kick, CEO of Spielwarenmesse eG, which organises Insights-X.

Strong brands in six product groups

The companies that have already registered to exhibit at Insights-X in October include both major industry players and numerous newcomers, offering trade buyers a plethora of products to choose from. Trodat and Colop, two internationally leading manufacturers of text stamps, are appearing in the "Desktop" category for the first time. "Writing Utensils and Equipment" spotlights companies like Schneider Novus, who is returning to the fair with brands such as Dahle, Molotow, Aristo, Cross and Sheaffer. This product group also comprises several companies exhibiting at Insights-X for the fifth time, among them Cleo Schreibgeräte, Kaweco and Brevillier Urban & Sachs with the Jolly brand. The "Artistic and Creative" product group is welcoming, among others, first-time Dutch exhibitor Royal

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Talens with its brand Sakura as well as Designmanufaktur Berlin, which produces stamps for decorating greetings cards as well as gift tape designed with city skyline motifs. New to “Paper and Filing” is Kolma, a Swiss producer of office supplies. Staufen Premium, now trading under its new name, is showing an extensive range of notepads, exercise books, filing aids and organisers. Armed with its colourful backpacks, Lässig represents a prominent newcomer to “Bags and Accessories”. Wearable Intelligent German is taking part again with its Swissdigital brand. Exhibiting at a larger stand, it is presenting smart backpacks and bags designed with smart-phone chargers in the shoulder strap. In the “Stationery and Gift Articles” segment, Zettler Kalender, a leading calendar and diary manufacturer in Germany, will exhibit alongside Belgian company Enfant Terrible which specialises in unconventional greetings cards and is appearing at Insights-X for the first time.

A constantly updated exhibitor preview can be found online at www.insights-x.com/en/exhibitor-preview-2019. Information on how to register is available at www.insights-x.com/en/application.

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Note for editors: Reprint free of charge. Images are available at 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 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 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The cooperative holds a majority stake in the Russian exhibition company

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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.