

**Insights-X: Prominent newcomers at the fifth edition**

Insights-X continues to generate growing interest among German and international stationery companies. The trade fair which is taking place at Nuremberg's exhibition centre from 9 to 12 October 2019 and is organised by Spielwarenmesse eG, has already attracted 256 registrations, with several reputed newcomers among them.

The "Artistic and Creative" product group is joined for the first time by Marabu, a German company well known for its diverse range of acrylic, textile, glass and porcelain paints. First-time exhibitor Craft Sensations from the Netherlands will also offer a wide selection of hobby and art products such as craft sets, design pads, stamps and ribbons. The "Paper and Filing" segment has attracted newcomers such as Swedish art and craft paper maker NPA Nordiskt Papper, and mayer-network. The German distributor for the leading European envelope manufacturer Mayer-Kuvert-network will shine a light on its range of envelopes, packaging solutions, mail order pockets, gusset pockets and labels. Appearing for the first time in the "Desktop" segment, Jakob Maul, the German manufacturer of office supplies, will feature boards and flip charts as well as a wide spectrum of useful desk utensils. In addition, the two German suppliers ECOBRA and RUMOLD will showcase a variety of different drawing tools such as compasses, rulers and protractors. As one of Europe's most comprehensive wholesalers of leather goods, the Dutch company Dugros is likewise exhibiting at Insights-X for the first time. Joining the "Bags and Accessories" category, it will feature, among others, school bags, sports bags and backpacks from its Enrico Benetti brand. FLSK Products from Germany and the British company DNC UK with its Polar Gear brand will both be showcasing practical and high-quality drinking bottles. Whereas the German company Woodcardz is set to unveil its collection of magnetic wooden postcards in "Stationery and Gift Articles", Ars Lamina from Macedonia will display a wide selection of notepads. "Writing Utensils and Equipment" is poised to welcome Montana Colors from Spain, well-known for its permanent markers, as well as Erich Krause Finland, presenting a wide variety of ball-point pens, pencils and text markers.

### Press Release

The website [www.insights-x.com/en/exhibitor-preview-2019](http://www.insights-x.com/en/exhibitor-preview-2019) offers a constantly updated exhibitor preview for Insights-X 2019. Further information on how to register is available at [www.insights-x.com/en/application](http://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](http://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](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 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 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).