

Reputed brands, inspiring features: Fifth Insights-X delivers bespoke offering

- On-trend newcomers across all product groups
- Extended services with #Inspiration and InsightsTalks
- InsightsArena – the industry hub in the new Hall 3C

Right from the start, Insights-X was launched as a high-quality stationery expo. Over the next four days, trade visitors will be able to witness its modern, individual approach for themselves. Running at exactly the right time for placing orders, the autumn fair is opening its doors at Nuremberg's Exhibition Centre from 9 to 12 October, giving 321 exhibitors from 41 countries the opportunity to showcase their trends and innovations. The paper, office supplies and stationery sector is reflected in six product groups across Halls 1, 2 and the new Hall 3C. Widely appreciated for its popular hands-on activities, the supporting programme is being extended to encompass new services. Accordingly, event organiser Spielwarenmesse eG is introducing the special area #Inspiration and the InsightsTalks seminar programme.

Quality that delights

Ernst Kick, CEO of Spielwarenmesse eG, explains: "By last year, Insights-X had already matured into an international fair for branded stationery goods. We're now very keen to push forward with our bespoke concept, in which our focus is very much on quality." At the last edition, 5,512 high-calibre visitors from 92 countries met with 311 exhibitors from 39 countries. The participants not only appreciate the early timing of the event in October, which is perfect for planning product ranges, but also the strength of the Back-to-School segment. The expo gives visitors the opportunity to forge important business contacts, whilst allowing exhibitors to invest plenty of time in talking to customers. Offering both a broad spectrum of products and short routes, Insights-X is an extremely efficient way of doing business.

Strong brands, new hall

The new Hall 3C enhances navigation of the fair. It replaces Hall 3 and is well connected to the established Halls 1 and 2. The six product groups are spread across an area of 26,000m². Florian Hess, Director Fair Management, states: "Major industry players and start-ups

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together reflect the full diversity of the stationery sector.” Ranking among the reputed newcomers, Marabu is exhibiting in the “Artistic & Creative” group for the first time. “Desktop” is welcoming Jakob Maul whilst Rössler Papier is joining “Stationery and Gift Articles”. Montana Colors is appearing for the first time in “Writing Utensils and Equipment”, whereas Dugros – Enrico Benetti is showcasing its products in “Bags and Accessories”. The “Paper and Filing” product group is pleased to welcome Antalis – Europe’s biggest wholesale group for the distribution of paper, packaging and visual communication materials.

Inspiring: Knowledge and workshops

Retailers and buyers can gain an overview of the latest product highlights and innovations at the new special area #Inspiration in the passageway between Halls 1 and 3C. Marketing Director Christian Ulrich explains: “Rather than abstract trends featuring high-brow names, we prefer to give our trade visitors trend-setting, inspirational ideas that can be transferred to their own stores.” The accompanying InspirationGuide contains information about the products featured in the special area. The extended range of services at Insights-X also includes the InsightsTalks, located in the Atelier of the InsightsArena. From 11.30 am to 1 pm, Thursday to Saturday, experts will be holding talks on current topics affecting the trade. Attendees, who like to roll their sleeves up, will enjoy the varied and engaging hands-on activities taking place every day. An additional source of fun are the personal speed portrait artist, the photo box and the Point 88 Mega Machine from Stabilo, which enables visitors to put together their very own set of 15 pens.

Extensive visitor services

The InsightsArena likewise provides a relaxed atmosphere for business networking. Visitors can charge their mobile devices here or browse through the specialist trade literature at the additional MediaPoint. The Food Court offers a diverse range of catering options. The adjacent PartnerLounge is exclusively reserved for the affiliates of the expo’s 20 cooperation partners. New additions here include the AFCI – Association for Creative Industries – from the UK, the Austrian stationery association Bundesgremium des Papier- und Spielwarenhandels and TÜKID from Turkey. The German associations will once again be hosting their own events during Insights-X: On 11 and 12 October, duo schreib & spiel is

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due to hold its autumn conference, whilst Verband der PBS-Markenindustrie is staging its board meeting on 11 October.

Ernst Kick concludes: "Insights-X is a high-quality, hands-on fair that offers trade visitors and exhibitors the best possible synergies and services." This also encompasses the highly popular AfterHour on the first day of the fair. Attendees will gather at Entrance Mitte from 6 pm to enjoy a relaxed and sociable industry gathering, featuring band music and light catering.

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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 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.