

Press Release

Sixth edition of Insights-X realigns product groups

- “Desktop” becomes “Desktop and Office”
- Digital and sustainable products across all segments

Insights-X is the most important autumn gathering for the European stationery industry. In communication with exhibitors and trade buyers, the event’s organiser, Spielwarenmesse eG, is constantly working to improve its high-quality exhibition concept. In response to current market demands, Insights-X has restructured some of its product groups in time for the next edition from 14 to 16 October.

Enhancing the portfolio

The biggest changes have been made to the “Desktop” segment. In a move to sharpen its focus, it has been renamed “Desktop and Office” and its product portfolio has been extended. Besides desk equipment and multimedia, this group now also embraces presentation media and office technology. The scope of “Bags and Accessories” has, likewise, been broadened to include “Luggage”. For trade visitors, the extension of both product groups renders more visible well-known suppliers who were already exhibiting at Insights-X in these segments. Changes have also been made to the categories “Paper and Filing”, “Artistic and Creative” and “Stationery and Gift Articles”. Their portfolios have been streamlined to make it easier for exhibitors to register and to improve the product structure for buyers and retailers.

Focus on digital and sustainable products

“Sustainability” and “Digitalisation” are having a major impact on the stationery sector. The demand for environmentally friendly products is constantly on the rise. In addition, more analogue stationery and office supplies are being offered with digital expansions. In an attempt to reflect these market developments, sustainable and digital products are now included across all six categories at Insights-X. Ernst Kick, CEO Spielwarenmesse eG, sees the restructuring of the product groups as an important step: “By making these modifications, we’re responding to current changes in the stationery market and equipping our six categories for the future. The next Insights-X will offer buyers and retailers an even more comprehensive overview of the products available on the market.”

Press Release

Companies will find further information on how to register at www.insights-x.com/en/application. A continually updated list of exhibitors can be viewed online at www.insights-x.com/en/exhibitor-preview-2020.

Text length: 2,261 characters

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.

20 January 2020 – kk

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 14 to 16 October 2020. 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 Bengaluru 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.