

Social responsibility: Spielwarenmesse eG supports school supplies campaign

- Insights-X donates school backpacks to charity
- Entries for the Special Award Ergonomics 2021 open on 11 May

School bags, pencil cases and pens – for disadvantaged families, a child’s first day at school can be a huge financial burden. Spielwarenmesse eG, organiser of the stationery expo Insights-X, is lending a helping hand by donating more than 20 school backpacks to this year’s school supplies campaign. Initiated by the Nuremberg “Netz gegen Armut” (Network Against Poverty), the project provides families in need with vital school supplies. On 28 April, the donation was presented in Nuremberg to representatives of the Bavarian Red Cross, which as a member of the network is co-organising the campaign. The backpacks are from last year’s competition for the Special Award Ergonomics staged by Insights-X.

Ernst Kick, CEO of Spielwarenmesse eG, commented: “For us as a company, social responsibility is a matter close to our hearts. We’ve been helping children and adolescents in our region for decades.” It is in this spirit that the company has made the donation to the local school supplies campaign. Spielwarenmesse eG has provided the project with 23 colourful school backpacks from different manufacturers – whilst observing current hygiene and social distancing rules. “We’re very grateful to the companies who competed in last year’s Special Award Ergonomics for making this valuable donation,” Ernst Kick emphasised.

The Award was presented for the first time in 2020. It is born out of collaboration between the Insights-X trade fair organised by Spielwarenmesse eG and the IGR, the reputed German institute for health and ergonomics. The Special Award Ergonomics was created to raise awareness of the topic among manufacturers and to encourage them to develop ergonomically designed products. Stationery producers will have the opportunity to win the coveted title once again this year. The accolade is awarded in the two categories “Writing Utensils” and “(School) Bags and Backpacks”. Companies can enter up to three products free of charge from 11 May. The closing date for entries is 2 August. Further details can be found on the website at www.insights-x.com/en/special-award-ergonomics.

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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 from 7 to 9 October 2021. 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.