

Press Release

Seventh Insights-X features strong brands and a comprehensive Hygiene Concept

- Major international players among the exhibitors
- Far-reaching safety measures for a safe and enjoyable fair

Plans for the seventh edition of Insights-X are in full swing. At the same time, the Bavarian State Government has given some positive signals for the relaunch of the exhibition sector. Assuming the infection rate continues to fall, trade fairs will be able to reopen from the beginning of September at the latest. Insights-X which is due to run at Nuremberg Exhibition Center from 7 to 9 October 2021 will feature an abundance of top brands. To ensure that all attendees at the fair can participate safely, organiser Spielwarenmesse eG has drawn up a comprehensive Hygiene Concept in collaboration with the public health authorities and venue operator NürnbergMesse GmbH.

Reputed exhibitors and brands

“We welcome the decision by the Bavarian State Government and the positive implications it has for the exhibition sector. This will enable our customers and ourselves to make firm plans,” explains Ernst Kick, CEO Spielwarenmesse eG. The autumn event offers the international stationery industry a quality business platform at the ideal time of year for placing orders, as well as an opportunity to engage with industry members in person and to discover the latest trends and innovations. Many strong brands have already booked their spaces at the fair. Prominent names such as Edding, Hama and Pilot Pen, as well as Schneider Novus, Carioca and Erich Krause are appearing in the “Writing Utensils and Equipment” and “Artistic and Creative” segments. Major players such as AMC Global Notes, Hamelin, Herma and Elco will be unveiling their products in “Paper and Filing”, whereas RNK-Verlag will once again be featured in “Stationery and Gift Articles”. In the categories “Desktop and Office” and “Bags and Accessories”, Werner Dorsch, Trodat and Georg A. Steinmann Lederwarenfabrik are just some of the names showcasing their ranges.

A safe visit with no complications

The health and safety of all attendees at Insights-X is being given top priority. To guarantee their safety at the fair, a comprehensive Hygiene Concept has been drawn up which is based on the current guidelines of the Bavarian State Government. Besides the now customary

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measures of wearing a face covering, avoiding handshakes and observing the coughing and sneezing etiquette, the concept incorporates a series of additional measures. Frequently handled surfaces and the public conveniences will be cleaned and disinfected at short and regular intervals. Hand-washing facilities and sanitising stations will be located in sufficient numbers around the site and will be available to all attendees. A modern ventilation system will ensure that the air is completely exchanged every hour. In addition, Insights-X offers enough space for everyone to observe a safe social distance of at least 1.5 metres.

Advance registration required

Participants may only attend Insights-X if they are in good health. Attendees who have had contact with a confirmed case of Covid-19 in the two weeks prior to travel, are displaying symptoms of a respiratory illness or are running a raised temperature may not enter the fair. To ensure that everyone can be traced and contacted retrospectively, if necessary, all exhibitors, trade visitors, media representatives and service providers must register in advance of Insights-X. The full Hygiene Concept can be found at www.insights-x.com/en/hygiene. It is continually being updated in line with the pandemic and the latest public health guidelines.

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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 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

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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.