

#### **International stationery fair Insights-X with well-known manufacturers and brands**

- High quality exhibitors in all product groups
- New parallel event: Licensing-X Germany

Making new business contacts, meeting customers in person, experiencing and trying out products with all senses – from 5 to 7 October 2022 Insights-X will be bringing the global stationery sector together at the ideal time for ordering. The fair now runs from Wednesday to Friday, in line with the wishes of the majority of exhibitors to maximise the ratio between benefit and duration. Many leading manufacturers have already registered for the seventh edition of the fair. And in parallel to the stationery fair, the new Licensing-X Germany event for the German-speaking Europe, run in collaboration with Licensing International, will take place for the first time.

#### **High quality exhibitors**

Insights-X, the sole independent stationery trade fair in Germany, reflects this multifaceted market in six different categories. “In the industry and in the trade, there is joyful anticipation at being able to meet up again in the Nuremberg Exhibition Centre,” says Christian Ulrich, Spokesperson of the Executive Board at fair organisers Spielwarenmesse eG. “This year, Insight-X will again be held in a relaxed atmosphere in which all participants in the sector can enjoy productive business discussions.” In the ‘Writing Utensils and Equipment’ category, companies such as Edding, Online Schreibgeräte and Schneider Novus will be presenting their wide ranges of markers, pens and pencils. ‘Paper and Filing’ will be represented by firms including Paperblanks, Häfft-Verlag and Elco, the Swiss market leader in envelopes and other stationery items such as paper blocks and organiser files. In the ‘Artistic and Creative’ sector, not only Stylex Schreibwaren but also Exaclair and Da Vinci Künstlerpinselfabrik Defet will be showing a broad portfolio of artists’ materials and painting products. One of the leading manufacturers of stamping and marking tools, Colop Stempelerzeugung Skopek, will be present in the ‘Desktop and Office’ category. Herma, the labels producer with a strong reputation all over Europe, and Sigel will also both be exhibiting again. In the ‘Bags and Accessories’ category, companies such as Lässig, Undercover and Felidae (Europe) with its Kattbjørn and School-Mood brands, will be taking part. In ‘Stationery and Gift Articles’, card producers ABC Glückwunschkartenverlag will present their new products. Moreover,

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Sheepworld and new exhibitor Troika Germany will be showing a broad selection of gift products. Despite the generally positive reception, however, the 'pandemic pause' has left its mark. Companies are leaving it later before deciding, and some – such as Faber-Castell and Schwan-Stabilo – will still suspend their participation.

#### **Promising licensing topics**

Further added value for all participants will be offered by the new B2B event, Licensing-X Germany, where the licensing sector will be presenting not only classics but also the trends of the future. Industry representatives from the stationery sector will thus have the opportunity to learn about licensing issues and gather inspiration for the future direction of their business. "Licensing products generate sales and represent enormous potential for new business possibilities in industries including the stationery sector," says Christian Ulrich emphatically.

A regularly updated overview of all exhibitors and brands that will be represented at Insights-X 2022 can be found at [www.insights-x.com/en/exhibitor-preview-2022](http://www.insights-x.com/en/exhibitor-preview-2022).

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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 5 to 7 October 2022. 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-based company organizes the world-leading **Spielwarenmesse**® in Nuremberg, complemented by the services available on **Spielwarenmesse**® Digital. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai, and the **Insights-X** and **Licensing-X Germany** events held 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 the USA. Spielwarenmesse eG operates a worldwide network of

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representatives in over 90 countries. In addition, the subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. **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).