

**Insights-X Online launches today with engaging programme**

- Brands and associations endorse new platform
- Special Award Ergonomics to be presented on 15 October
- Online Live Event accessible at [www.insights-x.online/en](http://www.insights-x.online/en)

Starting today, Insights-X Online offers business opportunities, networking, and knowledge all on one platform. 170 suppliers from 34 countries are meeting with high-calibre trade buyers and international decision makers from the stationery sector and presenting their innovations and product ranges. Besides product information, workshops and networking, the three-day Online Live Event also includes InsightsTalks, featuring presentations by experts on current topics. In addition, the Special Award Ergonomics will be presented on Thursday for the first time. Exhibitors, buyers and retailers as well as media representatives can register for the virtual industry gathering organised by Spielwarenmesse eG free of charge at [www.insights-x.online/en](http://www.insights-x.online/en).

**Direct customer contact**

The new platform offers a variety of segments and formats tailored to the participants' needs. The Exhibitors and Products section provides a compact overview of the companies and brands represented at Insights-X Online. Using the search function and various filters, international participants can quickly locate product innovations, company information and personal supplier contacts all year round. During the Online Live Event, buyers and retailers can hold individual video conference meetings with representatives of the participating companies. Insights-X Online features leading brand manufacturers and suppliers of all sizes. They include, for example, Edding, Faber-Castell, Häfft-Verlag, Han-Bürogeräte, Kolma, Kum, Staedtler, and Uhu. The organiser has also welcomed several newcomers such as 3M Deutschland, Art Material International, Balma Capoduri & C. from Italy, the Brazilian company Ibel, and Moravia Consulting with the Sharp brand from the Czech Republic.

**Inviting workshops**

Beyond this, the Online Live Event has an attractive programme in store for all registered participants. Companies are staging creative live workshops and engaging product presentations across all three days of the event. Among them is Spanish bag supplier Safta,

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who is unveiling backpacks and pencil cases for the upcoming back-to-school season. Wacom, on the other hand, is highlighting the benefits of its products and its “Digital Ink Technology” for pupils and teachers in the realm of e-learning. In another live event, Stabilo is sharing an array of hand-lettering tips. All in all, Insights-X Online is showcasing a total of 35 events of this kind.

### **Informative talks by experts**

Besides creating successful product ranges, buyers and retailers can improve their current industry knowledge by attending the ten presentations at InsightsTalks. The Covid-19 pandemic is posing huge challenges for bricks-and-mortar retailers. How retailers can come through this unprecedented crisis successfully is explained by Prof. Dr. Ayelt Komus, Frank Rehme and Richard Gottlieb. Svenya Scholl, Judith Hellhake, Caroline Zöller, Andreas Kruse and Marco Atzberger, on the other hand, shed light on the opportunities that digitalisation can offer the retail trade. Jörg Winter, Dr. Harald Käß, Lara Baschour and Lukas Burs focus on aspects of sustainability that are of particular interest to the trade. The talks are all delivered in German and English. They are taking place on Wednesday from 10 am to 12.45 pm, on Thursday from 2 pm to 4.45 pm and on Friday from 2 pm to 4.15 pm.

### **New Award**

In acknowledgement of companies who develop outstanding, ergonomically designed products, Insights-X is this year presenting the Special Award Ergonomics in collaboration with the IGR (Institute for health and ergonomics) for the very first time. The accolade will be given to products that clearly deliver added ergonomic value. In the category Writing Utensils, the judges have nominated the **Kaweco Perkeo Calligraphy Set** from **Kaweco h&m gutberlet**, the **Stabilo Easygraph S** from **Stabilo International** and the **Stylus Pen Best Ager** from **Online Schreibgeräte**. In the category (School) Bags and backpacks, the **Active Air FLX** from **Beckmann**, the **Walker Rucksack Campus Evo, Laser Blue** from **Schneiders Vienna** and the **coocazoo, ScaleRale** from **Hama** have been selected. The winners will be announced during an interview with Christian Brunner, Chairman of the IGR, at 4 pm on 15 October, as part of the Online Live Event at Insights-X Online.

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Ernst Kick, CEO of Spielwarenmesse eG, states: “Insights-X Online gives the stationery industry the opportunity to get together, unveil their innovations and share information even in times such as these. We warmly invite all participants to take part in our digital event and look forward to meeting again in person next year.” The next Insights-X is scheduled to take place at Nuremberg’s Exhibition Centre from 7 to 9 October 2021. Further information is available on the website at [www.insights-x.com](http://www.insights-x.com).

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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](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 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](http://www.spielwarenmesse-eg.com).