

Press Release

Well-known names to appear at Insights-X

- Stationery expo crosses the threshold of 200 registrations
- Traditional manufacturers and upcoming brands among the new exhibitors

Taking place every October, Insights-X is progressively evolving into an important industry event. The stationery expo which is scheduled to open its doors at Nuremberg's exhibition centre from 5 to 8 October 2017, has already received over 220 registrations. In comparison with the same period last year, this currently corresponds to a 38 percent climb. A delighted Ernst Kick, CEO of Insights-X organiser Spielwarenmesse eG, stated: "These figures illustrate that our concept to stage a personal and compact stationery expo is being embraced by companies both at home and abroad." This year's fair will feature both start-ups and many renowned manufacturers, coming to Nuremberg to unveil their innovative new products and current trends in various product groups.

Well-known companies opt for Insights-X

Exhibitors appreciate the pleasant atmosphere at Insights-X which allows them to devote enough time to their conversations with the trade visitors. More and more companies who attended the first two trade fairs as visitors, are seeing the benefits of this format and are climbing aboard. The Writing Utensils and Equipment segment, for example, will be featuring the extensive product ranges not only of Schneider Novus Vertriebs GmbH but also of edding International GmbH. Newcomers to this segment also include Pentel GmbH who will present a selection of its many writing utensils. Similarly, the Paper and Filing segment will welcome Hamelin GmbH to Nuremberg for the first time. The company from northern Germany will be showcasing the international premium brand Oxford, the Elba brand, which is widely known throughout Europe, as well as high-quality items from the Linex line. AMC AG – Division Global Notes, one of the world's biggest manufacturers of sticky notes, is likewise making its first-ever appearance at the fair in Nuremberg.

A wide variety of first-time exhibitors

The Stationery and Gift Articles segment is filled with beautiful ideas for wrapping and giving. UK company EastWest (Europe) Ltd. will be appearing here for the first time, showcasing unusual gifts and wrapping ideas. Another newcomer to this product group is

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the French company VIQUEL S.A.S., which will be showing a diverse spectrum of products. At the forthcoming Insights-X, Brother International GmbH will be celebrating its debut in the Desktop category where it will demonstrate the many benefits of the “P-touch” label maker. Laurel Klammern GmbH represents another new addition to this group. The company from Baden-Württemberg, situated in the west of Germany, will be exhibiting a selection of its colourful office products. The Bags and Accessories segment, on the other hand, is welcoming Heinrich Sieber & Co. GmbH & Co. KG as a first-time exhibitor. This company sells rucksacks and bags and holds licences for “Chiemsee”, “Maui Sports” and “Star Wars”. Similarly, Space Wallet GbR Seppour & Groo will be celebrating its debut at the stationery expo in October. This relatively young company will be presenting its small, handy wallets, which can hold more than 20 notes and up to 15 cards despite their compact dimensions. Likewise new to the fair, Hollmann Textil GmbH HOTEK is appearing in the Artistic and Creative segment with its Paracord thread for creating attractive bracelets and key rings. A current overview of the exhibitors appearing at the forthcoming Insights-X is available at <https://www.insights-x.com/en/exhibitorpreview-2017/>.

The registration deadline for new exhibitors has been set for 31 March. Information on how to register is available at www.insights-x.com/en/exhibitors/application.

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Note to editors: Reprint free of charge. Images are available at www.insights-x.com/en/photos. 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 5 to 8 October 2017. Further information can be found online at www.insights-x.com.

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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, **Kids Turkey** in Istanbul 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, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a major 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.