

#### **Fifth Insights-X: Quality fair for global decision-makers in the stationery sector**

- #Inspiration and InsightsTalks: Innovative visitor attractions
- InsightsArena: the meeting place in the new Hall 3C
- Well-known names among first-time exhibitors

Within a short space of time, Insights-X has evolved into an international trade fair for branded goods. Trade buyers will once again enjoy the dynamic concept of this friendly stationery expo when it opens its doors for four days this autumn. Perfectly timed from 9 to 12 October 2019, the event is currently set to welcome 256 exhibitors from 38 countries (as per: 21.5.2019), who will unveil their innovations and trends at Nuremberg's Exhibition Centre across six product groups. In addition, organiser Spielwarenmesse eG is introducing several new features at the fifth edition of Insights-X, including the new Hall 3C and an extended range of services. These include the InsightsTalks at the InsightsArena, and the new Special Area #Inspiration. The supporting programme is rounded off with the popular networking and hands-on events staged by exhibitors.

#### **International approval**

The modern and distinct style of Insights-X has been well received across the board. Last year, 5,512 highly qualified visitors from 92 nations wended their way to the stationery expo. Attracting the industry's decision-makers, the event found that 86 percent of trade buyers were directly involved in buying decisions. They were greeted by 311 suppliers from 39 countries, an impressive 56 percent of whom had travelled to Nuremberg from abroad. At the same time, the proportion of international visitors amounted to 44 percent. "Setting a new country record is not our primary goal," states Ernst Kick, CEO Spielwarenmesse eG, adding, "We're very focused on pushing forward with our bespoke concept, the success of which is clearly being confirmed by our exhibitors who are not only satisfied with the organisation of the fair but also say it's of key importance to their marketing activities." Created as a trade fair from industry for industry, Insights-X has been supported by the sector right from the start. The suppliers appreciate its perfect timing for the presentation of their stationery innovations, as well as the decision-making calibre of the trade visitors, the efficient organisation before, during and after the fair and the strength of the Back-to-School segment.

## Press Release

### **Hall change and big industry players**

This year, visitors and buyers can look forward to a particularly attractive stroll around the fair. The newly built Hall 3C replaces Hall 3. It is directly connected to the familiar Halls 1 and 2, resulting in shorter walking distances. Boasting a 3,000 m<sup>2</sup> glass facade, the modern Hall will accommodate the InsightsArena and Atelier as well as the PartnerLounge and the Food Court. The three halls will continue to feature all six product groups which reflect the full spectrum and diversity of the stationery sector. “We’re very much looking forward to welcoming both established industry players and innovative start-ups. In addition, several strong brands are among the first-time exhibitors at the fair,” reveals Florian Hess, Director Fair Management. The segment “Writing Utensils and Equipment”, for example, will feature Spanish company Montana Colors for the first time, whilst Erich Krause Finland is returning after a break. In “Paper and Filing”, Kolma, based in Switzerland, and NPA Nordiskt Papper from Sweden are making a debut appearance. “Artistic and Creative” will be joined by the well-known German company Marabu, alongside Royal Talens with the Sakura brand and Craft Sensations, both from the Netherlands. The Austrian firms Colop and Trodat and the German enterprise Jakob Maul will be featured in the “Desktop” segment. FLSK and Lässig – both from Germany – will be appearing at “Bags and Accessories”, whilst Ars Lamina from Macedonia and the German calendar manufacturer Zettler will be joining “Stationery and Gift Articles”.

### **Inspiring Special Area**

A highlight for visitors at this year’s Insights-X will be the new special area known as #Inspiration. As the name already suggests, this latest feature is devoted to the presentation of trend-setting and inspiring products from the stationery field. Conveniently located in the passageway between Halls 1 and 3C, it will give retailers and buyers not only a compact overview of the innovations on show but also tangible added value that can be implemented in-store. Insights-X exhibitors can book the newly created InspirationPackage, giving them the opportunity to exhibit their innovative products in a prominent second location in this modern special area. The package also includes a listing in the InspirationGuide, which is available to visitors and media representatives and replaces the Innovation Report. Exhibitors wanting to appear in this area can register for the InspirationPackage from 1 June to 23 August.

**Press Release****InsightsArena: Knowledge and Workshops**

The InsightsArena is the meeting point for all participants at Insights-X. On all four days of the show, the Atelier in Hall 3C will feature engaging workshops that invite visitors to get involved and try out the products for themselves. Exhibitors will also be presenting their products in continual promotions. The InsightsTalks in the Atelier of the InsightsArena will provide attendees with valuable industry expertise. Taking place from Thursday to Saturday, from 11.30 am to 12.30 pm, the InsightsTalks will feature presentations by experts on topics relevant to the industry. The adjacent Lounge provides an oasis of calm for relaxed networking and business talks. It is equipped with charging stations for tablets and smartphones as well as an additional MediaPoint, displaying the trade magazines published by the fair's German media partners. The Food Court offers a wide variety of catering options. In addition, the PartnerLounge provides an exclusive and separate setting for members of associations and buying groups. It is the perfect place for reinforcing business contacts and sharing information. So far, 18 national and international partners have taken advantage of this service.

**Visitor-friendly services**

Insights-X enables trade visitors to forge lasting contacts and exhibitors to invest time in meaningful business conversations. The autumn timing of the event is perfect for planning product ranges. Now available all year round, the Insights-X App helps visitors to plan their visit in a relaxed and efficient manner. The clearly organised menu makes the app easy to navigate. The expo will be open from Wednesday to Friday from 9 am to 6 pm and on Saturday from 9 am to 5 pm. The tailored infrastructure helps attendees keep costs low. Accommodation is available through the partner hotel programme and the expo's partnership with Airbnb. Admission tickets to Insights-X cost € 10.00 and are valid for the entire duration of the fair. They can also be used for free travel on the local ÖPNV public transport network. Attendees travelling by train will once again benefit from the best price deals offered through the Deutsche Bahn Event Ticket. Extensive information can be found on the website [www.insights-x.com](http://www.insights-x.com).

CEO Ernst Kick: "Insights-X is the meeting place for all decision-makers in the international stationery industry. We offer them a high-quality concept comprising product innovations,

### Press Release

hands-on promotions and communication. There's one event everyone should put in their diary: Our AfterHour, which takes place after the first day of the fair at Entrance Mitte. I'd like to take this opportunity to invite all visitors, exhibitors and media representatives to this enjoyable and sociable get-together."

Text length: 7,488 characters

Note for editors: Reprint free of charge. Images are available at [www.insights-x.com/media](http://www.insights-x.com/media).

Please provide us with a voucher copy on publication.

29.5.2019 – sw

#### **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 9 to 12 October 2019. 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).