

Insights-X inspires trade buyers with new Special Area #Inspiration

- Product innovations all in one place
- InspirationGuide with details about exhibits

The fifth edition of Insights-X is expanding its services for trade visitors. A highlight at the stationery expo, organised by Spielwarenmesse eG and taking place at Nuremberg's exhibition centre, is the new Special Area #Inspiration. From 9 to 12 October 2019, it will open the stage to innovations created by the sector, for the sector. Rather than abstract trends, the Special Area located in the passageway between Halls 1 and 3C will feature product-led inspirational ideas. Buyers and retailers can view the innovations all at once, whilst gathering trend-setting ideas for their point of sale.

Trend-setting and inspirational

Eleven international exhibitors are poised to showcase 13 product highlights at #Inspiration. Besides the "Nice Present Sets" for creatively decorating gifts and the "PEAK" series of compasses, Baier & Schneider will present the "KNORR" eraser which can be moulded into the desired shape before being used for the first time. Whereas Pagna is shining a light, among others, on files and ring binders from the new school series "ZINE KULTUR", RNK-Verlag will spotlight colourful portfolios and folders. In addition, trade buyers will be inspired by the "Pen 68 brush" from Stabilo as well as the new fountain and ballpoint pens from the "Grip Edition Gold and All Black" from Faber-Castell. Also featured are Aquarel with the "Aquarel DUO", a water beaker with an integrated paint palette, and Mintra with the "Perfect Planner" from the "Talias Products" series. Jakob Maul, on the other hand, will show clipboards from hardboard in various colours and sizes, whilst History & Heraldry will spotlight its retro "Top Bloke Enamel Mugs". Buyers and retailers can also find out more about the "Active School Backpack" featured in the "neox" series from Undercover and the "CUB Shoe", a standing, multi-functional pencil case from Cubbi.

Free InspirationGuide

The Special Area #Inspiration will effectively draw attention to the exhibited innovations, presented both individually and on themed tables. The InspirationGuide provides more

Press Release

information about the products on show and is available free of charge. It contains product descriptions in both German and English as well as the participants' location at the fair.

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Note for editors: Reprint free of charge. Images and the logo of the new Special Area #Inspiration 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 9 to 12 October 2019. 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 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.