

Insights-X develops new Special Award Ergonomics for stationery products

- Cooperation with the IGR – Institut für Gesundheit und Ergonomie
- Awards ceremony on 15 October at Insights-X Online

Be it in the world of work or at school, ergonomically designed products help improve human health by minimising physical strains on the body. Manufacturers in the stationery industry are taking ergonomics more seriously than ever. In a move to encourage this development, Spielwarenmesse eG, the organiser of stationery expo Insights-X, is collaborating with the IGR, the renowned German institute of health and ergonomics. Together, they have created the new Special Award Ergonomics specifically for the stationery sector.

Awards in two categories

Starting this year, the awards will be presented to outstanding, ergonomically designed products in the categories “Writing utensils” and “(School) bags and backpacks”. The Award is part of the Innovation Prize Ergonomics, which has been awarded by the IGR since 2019. The objective is to raise commercial awareness for the importance of ergonomics and to encourage manufacturers to strive for the highest quality standards when developing ergonomically designed products. Ernst Kick, CEO Spielwarenmesse eG, stated: “We’re delighted to have found such an experienced partner in the IGR. The Special Award Ergonomics will act as an added incentive for companies, whilst giving consumers helpful guidance in their buying decisions.”

Jury to select winners

Companies in the stationery industry can enter up to three products for the Special Award Ergonomics. Entries are free of charge and can be registered on the website at <https://www.insights-x.com/en/exhibitors/special-award-ergonomics/> until 21 September. Comprising members of the IGR and Insights-X, the jury will make an initial selection, nominating up to three products in each category. The nominees will be announced on 5 October and the winners will be revealed on 15 October during the Online Live Event at Insights-X Online.

Press Release

Further details of the terms and conditions for entering the competition can be found on the website at <https://www.insights-x.com/en/exhibitors/special-award-ergonomics/>. An interview with Christian Brunner, Chairman of the IGR, can be accessed at <https://www.insights-x.com/en/article/special-award-ergonomics/>.

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

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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 in October 2021. 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.