

Insights-X Online exceeds expectations within the stationery industry

- Virtual concept meets with widespread approval among participants
- Suppliers and retailers praise quality and diversity

Be it from home, the office or while on the go – this week, all eyes were on Insights-X Online. 170 suppliers from 34 countries successfully presented their trends and innovations at the three-day stationery event (14 to 16 October). Featuring reputed brands and personal interaction, the digital edition of the popular Nuremberg expo achieved the same high level of quality and diversity as the last event. The blend of product information, workshops and networking was well received by the 4,775 retailers and buyers attending Insights-X Online over its full duration. Further inspiration was offered by the nominees and winners of the Special Award Ergonomics, which was presented for the first time.

Positive response from companies and associations

Ernst Kick, CEO of organiser Spielwarenmesse eG, stated: “In Insights-X Online, we created a needs-based platform which not only featured a fantastic diversity of products and brands but also ran at the perfect time for placing orders.” In keeping with the physical Insights-X expo, which was postponed until next year due to the coronavirus, the focus was on six product groups: Writing Utensils and Equipment, Paper and Filing, Artistic and Creative, Desktop and Office, Bags and Accessories as well as Stationery and Gift Articles. Among the firms presenting their innovations was Colibri System, whose Managing Director Alexander Brandt commented: “Insights-X Online made the optimum possible, bringing the industry together in a quality setting.” In addition, 18 associations and buying groups took part in the Insights-X Online partnership programme. Newcomers included InterEs, the IGR (Institute for health and ergonomics) and Licensing International.

Well-attended promotions

The programme designed for Insights-X Online ran from Wednesday to Friday and offered plenty of variety and information. Around 1,500 international participants registered for the events in advance of the show. Besides holding one-on-one video conference meetings with suppliers, they also attended 35 live workshops and engaging product presentations, staged by major market players and creative start-ups. One such firm was Lässig. Company owner

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Stefan Lässig, was full of praise: “Insights-X Online gave us the opportunity to present our products virtually, something no other fair has offered. We were able to unveil our new ideas from our showroom whilst also forging new contacts.” Romulo Araruna, CEO of the Brazilian company Ibel, commented: “Insights-X Online and the live session gave us the fantastic opportunity to be present and actively involved in the market despite being so far away.” Participants expanded their industry knowledge by attending innovative talks by experts on topics such as crisis management in the trade, digitalisation, and sustainability. “The InsightsTalks were packed with relevant information and held by extremely well chosen speakers,” stated specialist retailer Sascha Buck from Nindorf, who as a regular visitor to Insights-X followed the digital edition with great interest.

Special Award Ergonomics – the winners

During Insights-X Online, the Special Award Ergonomics was presented by Insights-X and the IGR for the first time. The Stabilo Easygraph S from Stabilo International clinched the title in the category Writing utensils. Commenting on the win, Christoph Seuß, the company’s Head of Strategic Business Area Learning to Write, stated: “Combining ergonomic aspects with attractive design has been one of our key objectives for many years. Winning the award is a great affirmation for us. We would like to express our sincere thanks for the accolade. We’re absolutely delighted!” In the (School-) bags and backpacks segment, the award went to cocazoo, ScaleRale from Hama.

Ernst Kick drew a positive conclusion about Insights-X Online: “We’re extremely happy with the way the event went and will continue to provide complementary digital services in the future. Having said that, they cannot possibly replace the physical event at the exhibition centre in Nuremberg. We’d like to take this opportunity to invite all independent retailers and buyers, as well as exhibitors and media representatives to our physical gathering next year.” Several companies have already signalled their interest in appearing at the next Insights-X from 7 to 9 October 2021.

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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.

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.