

Seventh Insights-X event in autumn: the only independent trade fair for the international stationery sector in Germany

- Innovative exhibitors and high quality brands
- InsightsArena for knowledge-sharing and networking

Insights-X has established itself since 2015 as the trade fair for the stationery sector. After a two-year 'pandemic break', the event organised by Spielwarenmesse eG returns to the Nuremberg Exhibition Centre in the autumn, at the ideal time for ordering. It will incorporate several innovations, including a revised daily schedule and a companion business platform, Insights-X Digital. At the fair from 5 to 7 October, specialist visitors from the trade will, as usual, be able to network and encounter well-known brands and innovative new exhibitors in a relaxed atmosphere, as well as enjoying a high quality supporting programme.

New schedule

"With the highly diverse and improved range of services on offer, we've made the relaunch of Insights-X as enjoyable and efficient as possible for all participants at the fair," explains Christian Ulrich, Spokesperson for the Executive Board of Spielwarenmesse eG. The new schedule, for example, which runs from Wednesday to Friday, is in line with the need expressed by the majority of exhibitors for the best possible balance between benefit and duration. In addition, from this year access to Insights-X is possible from the central Entrance West and the fair has a new hall arrangement organised according to the traditional six product categories: The 'Artistic and Creative', 'Stationery and Gift Articles' and 'Writing Utensils and Equipment' sectors will again be present, as will 'Desktop and Office', 'Paper and Filing' and 'Bags and Accessories'.

Quality of exhibitors

As of 27 June 2022, 131 exhibitors from 31 countries are set to be presenting their innovations and new ideas in the stationery field. They value the efficient and clearly structured profile of Insights-X, and the short distances. Other persuasive features include the timing – ideal for ordering – the decision-making power of the trade customers, the strength of the fair in the Back-to-School sector and the personal support available from the team of organisers. Firms such as Lässig, Undercover and Felidae (Europe) will be taking part

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in Insights-X, while Edding, Online Schreibgeräte and Schneider Novus will present their wide range of markers, pens and pencils. Stylex, Exaclair and Zieler Tannegate will all be showing a broad portfolio of artists' materials and painting products. Paperblanks, Häfft-Verlag and Elco will be represented in the 'Paper and Filing' product area. ABC, the greetings card publisher, will be present, along with Sheepworld and the new exhibitors, Troika and Rheita-Krautkrämer. Herma and ACME United Europe will again be exhibiting.

A visit that offers added value

Going beyond the exhibition area, trade visitors will also benefit from the InsightsArena. This includes a lounge with catering facilities, the PartnerLounge for participating associations, and the InsightsTalks. In the InsightsArena, meanwhile, the nominees and winners of the Special Award Ergonomics will be presented. This year, the award will also be made in the 'Writing utensils' and '(School) bags and backpacks' categories. Businesses that are interested have until 22 August to register. The trade presentations at InsightsTalks will focus on the key themes of digitalisation, sustainability and trends from the stationery field and retailing. "Visitors value the relaxed atmosphere, which makes networking easy and provides space for inspiration and additional knowledge-sharing," observes Christian Ulrich. Further networking opportunities and a range of communication tools are also provided by Insights-X Digital. This new business platform contains exhibitor profiles, too, along with multimedia product presentations and a three-day live programme including streaming of the InsightsTalks. It will be available to visitors from 26 September.

Services at the start of the fair

A get-together is planned for the first evening of the fair. A ticket priced at €10 allows access to the fair for the full duration, and can also be used as a ticket for travel on public transport. Opening hours are 9 am to 6 pm on the Wednesday and Thursday, 9 am to 5 pm on the Friday. Tickets go on sale on 27 July. The Insights-X app provides support in preparing for the fair with an index of exhibitors, hall plans, a chat and networking function, and an overview of the programme.

The website www.insights-x.com provides regularly updated information.

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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 7 October 2022. 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-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **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 the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **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 found on the Internet at www.spielwarenmesse-eg.com.