

Press release

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Paperworld 2022 brings back live experience and personal business contacts

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It's starting again: at Paperworld, from 29 January to 1 February 2022, visitors will experience the products for a modern office and private paper and stationery needs live on site. The stationery sector will once again meet in Frankfurt am Main for personal business discussions and real product experiences. Current market trends and new aspects will play an important role.



The Frankfurt exhibition centre will now once again be transformed over four days into a trend and business platform that guarantees a successful start to the 2022 season for the trade and industry.

"We are delighted that, after a year's break, we will once again be able to hold Paperworld on site in Frankfurt am Main. The entire paper, office supplies and stationery sector is looking forward, just as we are, to the personal business contact to exchange information about new products and the direct product experience. Over the

past few months, we have repeatedly heard from all sides the wish for a real Paperworld, because it is simply THE meeting place for the sector", says Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH.

In 2022, Paperworld will remain true to its successful concept and present a unique range of products in both "the visionary office" and "the stationery trends" segments - making it and remaining the only paper, office supplies and stationery trade fair to cover both segments equally. At the same time, there will again be a supporting programme with valuable impulses and suggestions for the trade.

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60327 Frankfurt am Main

"The visionary office" shows products for commercial office supplies

From office equipment and furnishings to organisational and presentation aids, office papers, writing and drawing utensils, computer and printer accessories as well as recycled printer materials, the product segments on show in Halls 3.0 and 4.0 will make tomorrow's workplace a visionary office.

In the office segment, exhibitors including Durable, Edding, Erich Krause, General Machines Technology, HSM, Jakob Maul, Legamaster, Navigator, Novus Dahle, Ninestar/Static Control Components, Printservice (Pedro Schöller), Schneider Schreibgeräte and Sigel will be showing their product ranges.

At Paperworld 2022, top German and international buyers at all levels of distribution, such as wholesalers, outlets and retailers, stationery retailers, trade organisations and mail-order and online traders, will once again experience the products and innovations for the modern office live on site.

"Future of Work" brings the future of the office to life

In Hall 3.0, everything revolves around the future of the office in the complementary programme. The innovation area "Office of the Future" will be given a new name in 2022: "Future of Work". It will highlight a wide range of aspects relating to the office work of tomorrow, but also to collaboration in general. Digital products and solutions as well as the interplay of analogue and digital office worlds play a decisive role at "Future of Work".

Lectures will present new means of communication, office space concepts and personnel solutions for working together smartly and digitally. Exhibitors will also be showing their new products in the area and there will be a networking area.

In Hall 4.0, the Remanexpo area will once again host the Remcon Seminars with expert lectures on current topics in the industry.

"The stationery trends" with design-oriented products for the private stationery sector

The stationery area includes the product groups of giving, packaging and celebrating (with stationery, greeting cards, small leather goods, accessories, napkins, table decorations and designs) as well as school supplies and high-quality stationery. Here, exhibitors such as bsb-obpacher, Duni, Kaweco, Rössler, Sadoch/Brizzolari and Troika show their design-oriented trend products and novelties.

The stationery and high-quality stationery trade - whether PBS specialist shops, bookshops, gift boutiques, toy retailers or department stores and supermarkets - will find everything for their assortment at Paperworld. Buyers from the food trade, drugstores, supermarkets, the decoration trade and furnishing shops will also find an interesting additional assortment here. In the product segments of high-quality pens and pencils, school supplies, greeting cards, stationery, gift articles, packaging and small leather goods, they discover the latest lifestyle trends.

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Trends and lifestyle events provide fresh ideas

The first port of call for the latest innovations and a special highlight of the trade fair are the Paperworld Trends, which can be found in Hall 3.1 in 2022. In this area, three trend worlds for the coming season will be presented, combining modern working with hip lifestyle trends. On behalf of Messe Frankfurt, the designers of the bora.herke.palmisano style agency are taking up trends from fashion, architecture and art and adapting them to the world of stationery products.

Also in Hall 3.1 is the BMWi area, where young start-ups present fresh ideas and unconventional products under the motto "Innovation made in Germany". For visitors, the area is an inspiring source of information for learning about new, forward-looking product ideas from the stationery sector. The innovation platform serves as a valuable start-up aid for young companies, as it is sponsored by the Federal Ministry for Economic Affairs and Energy.

The Association of Greeting Card Manufacturers and Publishers (AVG) will again have its own area for its member companies in Hall 3.1 in 2022 - the exhibition for the Golden Greeting Card competition and the Initiative Schreiben e.V. will also be located there.

Eva Olbrich takes over temporary management of Paperworld

Bettina Bär, Head of Paperworld, will be moving internally to another division at Messe Frankfurt Exhibition GmbH as of 15 October 2021. "We would like to thank Bettina Bär for her work as Head of Paperworld, which she carried out with great enthusiasm and quickly became familiar with the paper, office supplies and stationery sector. We therefore regret all the more that she is now leaving this area of responsibility after only a short time, but at the same time wish her every success in her new tasks", says Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH.

The temporary management of Paperworld will be taken over by Eva Olbrich, who is already in charge of the two trade fairs Christmasworld and Creativeworld. With her many years of experience as head of consumer goods fairs, she is excellently prepared for this task. The parallel nature of the Christmasworld, Creativeworld and Paperworld trade fairs also makes it easier for her to familiarise herself with the sectors covered by the PBS trade fair. "Eva Olbrich has already gained a great deal of experience in the Paperworld environment in recent years and therefore brings a great deal of knowledge with her for her new task. I am delighted that she is taking over the provisional management until Paperworld 2022 and we all wish her every success with the fairs at the end of January", says Philipp Ferger.

Additional digital offers intensify networking

A supplementary online platform for Paperworld increases the international reach for exhibiting companies and trade visitors and also promotes new contacts, networking opportunities and knowledge transfer. Digital exchange via chat or video is already possible one week before and two weeks after the event.

In this way, the trade fair highlights can also be experienced by visitors from overseas who will not be able to travel to the fair in 2022 due to travel restrictions. The videos will be made available afterwards on the Conzoom Solutions knowledge platform. With the Nextrade order and

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data management portal, there is another digital service already established by Messe Frankfurt. Nextrade enables digital 24/7 business relationships between retailers and suppliers. As the first digital B2B marketplace for Home & Living, the platform digitally brings together supply and demand from the entire industry and thus creates great added value for both sides.

Safe trade fair visit thanks to protection and hygiene concept

Messe Frankfurt's hall and infrastructure is not only unique, but also an important component of the protection and hygiene concept. To make the personal encounter at Paperworld as safe as possible for all participants, Messe Frankfurt makes use of various control. These go far beyond the measures taken in the public sector and make the Frankfurt's exhibition halls into excellent and safe meeting places, even in times of pandemic. The measures include 100 per cent fresh air supply, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept and the proven wearing of mouth and nose protection.

Business trips to Germany possible without quarantine

According to the current status, entry into Germany is possible for business travellers from almost all countries without quarantine. The prerequisite for this is a business reason, which is participation in the trade fair. In addition, visitors require proof of complete vaccination, recovery or a current antigen test (3G).

As usual, Paperworld will be held together with the international consumer-goods fairs Christmasworld and Creativeworld at the end of January:

Christmasworld: 28 January to 1 February 2022
Paperworld and Creativeworld: 29 January to 1 February 2022

Press information & images:

paperworld.messefrankfurt.com/press

On social media:

www.facebook.com/paperworld
www.instagram.com/paperworld.frankfurt
www.linkedin.com/company/paperworldfrankfurt
https://twitter.com/Paperworld_Fair

Paperworld – The visionary office. The stationery trends.

Next event: 29 January to 1 February 2022 in Frankfurt am Main.

The international trade fair presents the latest products and trends for paper, office supplies and stationery in Frankfurt am Main. Paperworld offers the world's largest range of products for commercial office supplies (visionary office) and private paper and stationery supplies (stationery trends). This makes it a source of innovative business ideas for wholesalers and retailers, booksellers, internet and mail-order businesses and commercial consumers. In addition, the multifaceted complementary programme offers inspiration around the themes of

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lifestyle trends and Future of Work / New Work for retailers, architects, planners and facility managers.

In 2020, Paperworld welcomed 1,591 exhibitors from 69 countries and 30,723 trade visitors from 141 countries.

Further information at paperworld.messefrankfurt.com.

Nextrade – the digital marketplace

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year. www.nextrade.market

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com