

Press release

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Paperworld 2019: A world full of new possibilities

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From 26 to 29 January 2019, world-leading manufacturers and innovative start-ups present what the future holds in store for the modern office and private stationery sector. Messe Frankfurt expects more than 1,600 exhibitors from around 60 countries to present their new products on seven hall levels.

Following growth in both exhibitor and visitor numbers in January 2018, Paperworld is further strengthening its position as a pioneer in stationery sector. The international trade fair for paper, office supplies and stationery is sharpening its focus on "the visionary office" and "the stationery trends" with a new hall layout. The aim is to present the comprehensive range of products to trade visitors in an ideal environment, thus providing a focused market overview. At the same time, the new arrangement opens up new perspectives that are crucial for fresh ideas, and lead to valuable business contacts.

The visionary office with innovations in the commercial office supplies sector

From office machines and equipment, organisational and presentation aids, office paper, writing and drawing instruments to IT and printer supplies and remanufactured printer materials, every product segment that makes tomorrow's workplace a visionary office will be on display. In the office supplies product area in **Hall 3.0**, exhibitors include Exacompta-Clairefontaine, Herma, HSM, Krug and Priester (Ideal), Olympia and Veloflex. Exhibiting once again with their own stand are: Durable, Holtz Office Support, Jakob Maul, Novus Dahle, Schneider writing instruments, Sigel, Tesa, and Trodat.

Hall 4.0 is occupied by writing and drawing instruments in the office area and school supplies in the stationery area. This product mix has proven itself, as the writing and drawing instruments are aimed mainly at a young target group, which is perfectly complemented by the schoolbags, pencil cases, notebooks, pads, folders and licenses. Writing instrument exhibitors include: Adel, Carioca, Kum, Möbius & Ruppert and Scrikss. The Remanexpo product group with OEM and printer consumables with related components, hardware and software and recycled printer materials, is moving from Hall 6.0 to **Hall 5.1** in 2019, thus moving up to the Via Mobile level.

Among others Axro, Clover, Integral, Imcopex, Pedro Schöller, SAS Armor, Static Control, Winterholdt & Hering and WTA Carsten Weser will be present. KMP AG are also making a comeback to the area this time.

Messe Frankfurt Exhibition GmbH
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Top German and international buyers from all sales and distribution

levels, such as wholesalers, foreign and retail traders, drop shippers, trade organisations as well as mail order and online traders, all find the right products at Paperworld.

"Future Office" shines a light on flexible working

The supporting programme in Hall 3.0, C51 is all about the "Future Office". This time, the special show with a speaker program and its own exhibition space concentrates on "flexibility". With this focus, Paperworld once again highlights a topical future and industry theme in the world of work.

"Flexible office design, zone concepts, clean desk and mobile devices are answers to flexible work requirements. That's why companies are increasingly investing in new concepts, office equipment and mobile devices. The 'Future Office' shows how this can be implemented at the workplace," says Michael Reichhold, Director of Paperworld, Messe Frankfurt Exhibition GmbH.

It covers themes like flexible working hours, mobile workspaces, and agile office concepts - such as zones for individual and focused work, meeting rooms, and areas for social interchanges. "The special show is characterised by a close spatial interlinking of exhibition areas, communication zones and the theme and presentation area", says architect André Schmidt of Architekturbüro Matter in Berlin, curator of the display.

The stationery trends with lifestyle products for the non-business paper and stationery sector

In the Stationery segment, the product areas gift giving, packaging and celebrating, which include paper goods, greeting cards, small leather goods, accessories, napkins, table decorations and designs, are relocating from Halls 5.1 and 6.1 to **Hall 3.1** in 2019. This new product mix offers both exhibitors and visitors numerous advantages: Exhibitors can position themselves in their market environment with their competitors and gain simpler access to additional purchasing groups. At the same time, trade visitors get to see which product range additions are available for their areas of business, and have the chance to establish contact with the manufacturers. Hall 3.1 will host greeting card publishers like Hallmark Cards and UK Greetings as well as suppliers of gift articles and greeting cards such as bsb-obpacher, Depesche, Becker & Becker Vertrieb - better known as Grafik Werkstatt. Paper + Design are also present once again with their table decorations. Manufacturers such as Francesco Brizzolari, Saul Sadoch and Zöllner-Wiethoff present their gift packaging. Publisher Leuchtturm Albenverlag or Boost, part of the Lediberg Group, are also present on this hall level with organisational aids, calendars and notebooks. In addition, Artoz Papier and Rössler Papier will be showing paperware, Caran d'Ache, tablet writing utensils, and Kaweco H&M Gutberlet writing instruments.

Hall 4.0 will be divided into two areas: writing instruments and school supplies. Gabol, Lyc Sac, Sportandem and Lannoo Graphics, Zipit will present everything from the area of school supplies.

New for this area is the special show **Future Learning**.

It presents visitors with current and future-oriented learning concepts. The emphasis here is strongly on lifelong learning. What are the new possibilities? How do virtual reality glasses support learning? And what's

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new in the paper, office supplies and stationery sector? The show will feature specialist talks and presentation areas that allow visitors to immerse themselves in a world of learning that they have never experienced before.

Paperworld provides the writing instrument and high-quality paper goods trade - whether specialist stationery shops, booksellers, gift shops, toy retailers or department stores and supermarkets - with everything they need for their product range. Buyers from the food trade, drugstores, self-service department stores, decoration retailers and furniture shops will also find an attractive additional assortment here. The product segments high-quality writing instruments and pens, school supplies, greeting cards, paper goods, gift items, packaging and small leather goods offer buyers a unique variety of products and the latest lifestyle trends

Highly varied programme of accompanying events provides fresh ideas for the trade

A special highlight is the "**Paperworld Trends**", which will have a new home in Hall 3.1 F10 in 2019. The area will showcase two stationery trends and an office trend display for the 2019/20 season. Messe Frankfurt commissioned designers from the bora.herke.palmisano style agency to pick up on trends in fashion, architecture and art, and adapt them to the world of stationery and office supplies. Guided tours and lectures will be offered daily.

The special exhibition "**Mr Books and Mrs Paper**", which is moving to Hall 3.1 C80, is aimed at booksellers and dealers who want to effectively combine books, paper goods and stationery products - so-called non-book articles. The orchestrated arrangement of the products in different areas of focus shows how the retail sector can stage its point of sale emotionally, and generate incentives to buy with additional product ranges. Curator Angelika Niestrath will guide visitors through the special exhibition several times a day and report on current non-book trends in the book trade.

In the **BMW promotional area** in hall 3.1 J10, young start-ups present their fresh ideas and unconventional products. For visitors, the area is an inspiring source of information to get to know new, forward-looking product ideas from the paper, office supplies and stationery sector. The innovation platform is a valuable starting aid for the young companies, as it is supported by the Federal Ministry for Economic Affairs and Energy.

The packaging show **Wrap Up!** shows tips and tricks on how gifts can be wrapped quickly and attractively. Wrapping expert Ulla Büning demonstrates step by step several times a day how unique gift creations can also be created with little effort in the retail trade.

The **Oriental Culture** exhibition in Hall 3.1 A11 shows a piece of the Orient with fine craftsmanship and products that combine traditional design and Far Eastern characteristics.

International sourcing: the complete value chain in Frankfurt

Paperworld in Frankfurt am Main has not only been the hub for the national and international trade in paper, office supplies and stationery products for years, it is also where companies find suppliers, processors

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and manufacturers of own-label products. Bulk buyers, wholesale and foreign traders from all over the world meet the right partners in the international sourcing area. **Halls 1.1, 1.2 and Forum 0** are reserved for exhibitors with paper-related products, office supplies and stationery products for bulk buyers (international sourcing). This segment enjoyed growth in 2018, which is why Forum 0 will again be occupied in 2019. Among others, exhibitors include D.H.A. Siamwalla Ltd, Eagle - Tung Yung International, Flair Writing Industries Ltd, Soni Polymeres, and Wenzhou Aihao Pen Trade Co. Ltd.

Further information and photos at paperworld.messefrankfurt.com

The film on the 2019 hall layout is available at

paperworld.messefrankfurt.com/hallenkonzept2019

The next Paperworld will take place from 26 to 29 January 2019.

Paperworld - the visionary office and stationery trends

Next fair: 26 to 29 January 2019 in Frankfurt am Main

The leading international trade fair in Frankfurt am Main presents the latest products and trends in the paper, office supplies, and stationery sector every year. Paperworld offers the world's widest range of products in commercial office supplies (visionary office) and the private stationery sector (stationery trends). **At the last event**, 1,640 exhibitors from 66 countries presented their products to 33,787 trade visitors (11,072 from Germany and 22,715 from abroad). Paperworld is the highlight of the year for the industry and a source of innovative business ideas for wholesalers and retailers, booksellers, the Internet and mail order sector and commercial consumers. In addition, the wide-ranging event and congress programme provides inspiration and knowledge transfer not just for retailers, but also for architects, planners, and facility managers who are interested in the latest office trends and interior design concepts.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. More than 2,400 employees at 30 locations generate annual sales of around 669 million euros. Thanks to its international sales network and far-reaching ties with the relevant sectors, the Group effectively supports its customers' business interests. A comprehensive range of services - both on site and online - ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The range of services it offers extend from site rental, exhibition stand construction and marketing services to personnel services and catering. The headquarters of the company are located in Frankfurt am Main. Its shareholders are the City of Frankfurt with 60% and the State of Hesse with 40%. Further information:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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