

Press Release

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Paperworld 2019: Flexible working and elegant style dominate Office and Stationery

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Paperworld has its finger on the pulse with its range of products for the office and stationery segments, as well as its comprehensive complementary programme. At the end of January, the world's largest trade fair for paper, office supplies and stationery products presented new themes and trends for the coming business season, focusing on flexibility and elegant chic.

In the office segment, it was all about flexible working, with intelligent solutions that make a link between modern working methods, digitisation and the office world of today. The stationery trends provide elegant styles and closeness to nature. Whilst megatrends, such as urbanisation and digitisation, continue to drive the tempo in working and everyday life, contemporary design approaches offer many sources of inspiration for personalised oases. The focus here is on harmonious colour worlds, natural materials and a touch of glamour.



Caption: Natural, elegant, chic – this is the trend for the modern office. Photo: Messe Frankfurt

The visionary office: a focus on flexible working

Flexibility is the magic word when it comes to contemporary working environments. And the exhibitors at Paperworld 2019 clearly showed that the future has already begun. Multifunctional furniture and work equipment make it possible to construct 'pop-up offices' quickly and easily. "It's an open secret that innovation cycles have become shorter.

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In principle, people can no longer spend weeks on planning and setting up office spaces and project areas", says Burkhard Remmers, speaking for the office furniture manufacturer Wilkhahn. Instead, it is about encouraging employees to create the required spaces themselves according to what they need.

"On the one hand, this new flexibility facilitates contemporary working with agile methods and changing teams. On the other, it promotes people's identification with change processes when they design their own environments", Burkhard Remmers explains.

With solutions like this, one and the same conference table can become a round table, a standing table, a room divider or a notice board. Whiteboards that are hinged or can be extended as needed function as a temporary wall and a creative instrument. Fully equipped, foldable tables can be constructed effortlessly and stowed away to save space. In addition, powerful, rechargeable floor lamps bring independence from the existing infrastructure. Modern acoustic systems and mobile indoor air purifiers create the important conditions for a healthy environment.



Caption: In the office of the future, the focus is on flexible office furniture. Photo: Messe Frankfurt

Digitisation also remains a big theme in the paper, office supplies and stationery sector. Here, impulses are coming from areas that tended to be analogue up to now, for example, with the first App-controlled stamp which allows people to configurate their own themes. There are numerous solutions for relaxed working and travelling when out and about. These range from mobile filing systems which become the 'smallest complete office in the world', to ingenious help with 'cable spaghetti', and mini reading glasses that can be stuck to a place where they don't get forgotten – on a notebook or smartphone. The trend is clearly towards future-orientated solutions with greater functionality and elegant features. This means that the managers' office will be furnished in a discreet style and dark colours next season. Reduction is the keyword. It is here that dark blue, green and ochre shades, together with natural materials, increasingly convey a style that combines an elemental, rustic and handcrafted look with an exclusive standard of design. In addition to crisp genuine leather and felt, cork stands out as

Paperworld - The visionary office and the stationery trends
Frankfurt International Trade Fair for paper, office supplies and stationery products
Frankfurt am Main, 26. - 29.1.2019

an attractive and tactile material. Cases, bags and desk accessories organise laptops, tablets, smartphones, notebooks and documents, and their handcrafted aspects give the style a certain down-to-earth feel in a highly digitised environment.

The stationery trends: geometric designs and an elegant sheen

This year, retailers can fall back on a number of different trends: simple elegance and opulent chic are not mutually exclusive. Whether it is fine dark colours in blue and green combined with shimmering gold, or light natural shades with silver highlights – both trends put the emphasis on urban chic and give the office an elegant touch. These colour trends are combined with sustainable products, natural materials, a reduced design and a touch of exclusivity. For the modern office or home office Paperworld showcases cork folders and calendars made from handmade paper, which require little water in their manufacture.



Caption: Natural materials and a natural look are on trend in 2019.

Photo: Messe Frankfurt

There is an increasing focus on the theme of sustainability. It is here that paper manufacturers, in particular, surprise visitors with partly unexpected raw materials. The innovations to be found at Paperworld included paper made from stone, apple leftovers and the fibres of cocoa bean pods. Katrin-Rössler-Ehlers knows that customers have high standards in this respect. At Rössler, she is responsible for product development, among other things, and she was awarded the sustainability prize by the Office Brands Industry Association for her cocoa paper range. "The themes of sustainability, origin and responsibility, and the history behind the products is becoming more and more important. Traditionally, we see sustainability as an integrated concept that encompasses everything from responsible raw material production to good working conditions. We know all of our employees and control all the quality assurance procedures ourselves. This builds confidence."

These products are combined with light beige as well as pastel colours, which give the office an airy and simultaneously modern touch. The light

Paperworld - The visionary office and the stationery trends
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colours of summer are moving into the office, whilst geometric motifs continue to be on trend, this time strongly influenced by art deco elements. At Paperworld, this style adorned notebooks, folders and accessories. "The clear trend towards delicate pastels and relaxed non-colours reflects the need for calm and naturalness. The highly subtle colours and materials have a soothing effect. They create a certain feel-good factor as a counterpoint to the speed and sensory overload in our urbanised world", says Katrin Rössler-Ehlers, Product Development & Marketing, Rössler GmbH & Co. KG.



Caption: Pastel colours and art deco style are popular in the home office. Photo: Messe Frankfurt

In the home office and the private domain, primarily light colours create a relaxed feel-good atmosphere. And here as well, carefully considered materials convey a near-natural, elemental look. Setting the trend for this are cotton and linen effects on gift wrap, writing paper and notebooks. An elegant metallic sheen of rose gold, bronze and dark gold pervades all different styles and product areas, and this harmonises perfectly with the latest highly graphic patterns. The mix of metallic colours with fresh mint and pink is reminiscent of the 1920s. Iridescent surfaces in subtly balanced rainbow colours and silver tones shimmer all over the place. The various patterns and designs have a particularly powerful effect when, for example, they are continued in coloured edging on notebooks or in complete writing sets.

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Paperworld - The visionary office and the stationery trends
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Paperworld – The visionary office and the stationery trends

Next event: 25 to 28 January 2020 in Frankfurt am Main

Every year, the leading international trade fair in Frankfurt am Main presents the latest products and trends from the paper, office supplies and stationery sector. Paperworld offers the world's biggest range of commercial office supplies (visionary office) and private paper and stationery (stationery trends). 1,668 exhibitors from 64 countries presented their products to 33,010 trade visitors from 143 countries. Paperworld is the highlight of the year for the sector and a source of innovative business ideas for the wholesale and retail trades, as well as for booksellers, internet and mail-order companies and commercial users. Additionally, the multi-faceted event and congress programme offers inspiration and knowledge not only for retailers but also for architects, planners and facility managers interested in the latest office trends and furnishing 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. With over 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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

Further information is available at: www.messefrankfurt.com

* provisional figures 2018

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