

Press release

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Sustainability and green products at Paperworld 2020

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Sustainability, environmental protection and ecological conduct have become key issues in the stationery sector - and are therefore also a part of Paperworld. The international trade fair for paper, office supplies and writing instruments has been addressing the "green office" theme for years, and is now focusing on it even more closely.

Recycled paper has been a standard part of stationery stores product range for many years. However, environmental protection has long since ceased to be limited to paper products - retailers and manufacturers from every sector of the office and stationery industry are increasingly focusing on sustainable and environmentally friendly products. Ecology in the workplace is an issue for the future because it not only serves to protect and preserve the environment, but also goes hand in hand with economic considerations. Conserving resources and increasing work efficiency are closely linked to ecological aspects. A "green orientation" also supports the environmentally conscious purchasing behaviour of consumers, which is increasingly coming to the fore.

Paperworld as a platform for "green office and stationery products"

As an international platform for the office and stationery market and a mirror of the industry, Paperworld also focuses on sustainability and environmental protection. Among the extensive range of products for office and stationery, environmentally friendly materials play a major role for brand-name companies as well as for suppliers of niche products.

On Tuesday, 28 January 2020, the fair's **Sustainable Office Day** is dedicated to sustainable products, and environmentally conscious purchasing. Lectures and examples of best practice will present practical solutions for sustainable and environmentally friendly office equipment. "Environmental protection and sustainability are not short-lived hot topics. On the contrary, an awareness of these issues has become established in the office and stationery sector, which manufacturers, buyers and consumers address in a variety of ways. No-one wishing to remain future-proof can turn a blind eye to this subject. Our 'Sustainable Office Day' aims to set an example for the entire industry", says Michael Reichhold, Director Paperworld.

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The Paperworld team is supported by B.A.U.M. e.V. (German Environmental Management Association) as a cooperation partner. In the course of the action day, the environmental organisation will present a varied and high-caliber programme of lectures in "Saal Europa" (Foyer Hall 4.0). B.A.U.M. was founded in 1984 as the first non-partisan environmental initiative of trade and industry and is today, with more than 500 members, the largest of its kind in Europe and a long-standing partner of Paperworld.

The Sustainable Office Day is accompanied each year with a **Green Directory** brochure published by Chmielorz Verlag in cooperation with Messe Frankfurt. It covers current sustainability-related topics, and documents companies offering green products with a description and placement in the hall plan.

In addition, the **Agency for Renewable Resources (Fachagentur Nachwachsende Rohstoffe - FNR)** will be presenting itself in the foyer of Hall 4.1 with the "Renewable Office", for which there is also a booklet. As lead partner of the Federal Ministry of Food and Agriculture, the FNR promotes greater consideration of sustainable (office) products in public and private procurement. The staff at their booth will explain the connection between product selection and climate, because with 18 million office workplaces in Germany and numerous home offices, there is great potential for plant-based innovative product alternatives.

Also to be found in the Hall 4.1 foyer is the **Forest Stewardship Council (FSC)** with an information stand. Its task is to promote the environmentally friendly, socially beneficial, and economically viable management of forests worldwide. The independent, non-profit, non-governmental organisation is today represented by national working groups in over 80 countries. FSC employees at the stand inform about the requirements for FSC certification for paper products, and advise both exhibitors and visitors. There is also a **Green Pages** information booklet published yearly, which lists all FSC-certified Paperworld exhibitors.

Note for journalists:

Further information is available at paperworld.messefrankfurt.com

Press releases and images:

<http://paperworld.messefrankfurt.com/presse>

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Paperworld – The visionary office. The stationery trends.

The leading international trade fair presents the latest products and trends in the paper, office supplies, and stationery sector every year in Frankfurt am Main. Paperworld offers the world's widest range of products in commercial office supplies (visionary office) and the private stationery sector (stationery trends). Last year, 1,665 exhibitors from 64 countries presented their products to 32,340 trade visitors from 143 countries. This makes Paperworld 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

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transfer for retailers, architects, planners, facility managers, as well as heads of educational and seminar facilities who are interested in the latest office trends and interior design concepts.

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Conzoom Solutions - the platform for retailers

Conzoom Solutions' information platform offers consumer good retailers a wide range of services such as studies, future trends, workshops, and point of sale guidelines. It provides a detailed overview of Messe Frankfurt's international portfolio in the consumer goods sector, and brings together pooled information for the trade. www.conzoom.solutions

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. 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. 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