

Press release

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## Paperworld's complementary programme provides specialist know-how and industry trends

Ina Gerbig  
Tel. +49 69 75 75-6082  
ina.gerbig@messefrankfurt.com  
www.messefrankfurt.com  
www.paperworld.messefrankfurt.com

**Around 1,500 exhibitors from 60 countries have registered for Paperworld in Frankfurt am Main. They will be presenting a wide range of products in the areas of office and stationery. A highly diverse complementary programme on relevant industry topics also awaits visitors to the paper, office supplies and stationery trade fair from 25 - 28 January 2020.**

The international trade fair for paper, office supplies and stationery continues to evolve, picking up on market trends and therefore presenting new aspects of the sector to trade visitors - including in the complementary programme. The digital event calendar, which is available on the Paperworld website, offers a valuable service. Here visitors can see all the dates at a glance and put together their own personal programme for an efficient visit to the fair.

### **The visionary office: events and information all around the modern office workplace**

The "visionary office" area shows product segments that will turn the workplace of tomorrow into a modern office. This world-wide unique selection of office machines and equipment, organisational and presentation equipment, office papers, writing and drawing instruments, IT and printer accessories and remanufactured printer materials is rounded off by a top-class complementary programme.

### **"Future Office" shows smart solutions for the office**

The complementary programme in Hall 3.0 revolves around the "Future Office" - this time with the focus on "Smart solutions". What is already possible with digital networking? How do we correctly deal with these technical possibilities? These and other questions will be answered in the Innovation Area, which targets architects, planners, facility managers, and retailers, with a focus on office products.

Smart Solutions: This doesn't just refer to digital products and solutions, but also to the interaction between the analogue and digital office worlds. In a series of talks, new means of communication, office space concepts, and personnel solutions for smart and digital collaboration will be presented. In addition, exhibitors will present their future-oriented product innovations in the area, networking zones will be available, and guided tours will be offered in the section and to other exhibitors in the hall.

The area is curated and designed by architect André Schmidt of the Matter architectural and urban development office in Berlin.

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main



In the "Future Office" in Hall 3.0, expert speakers will explain the current developments for the workplace of tomorrow in thematic lectures. Photo: Messe Frankfurt

Also in Hall 3.0 you can find the theme park **Envelope 2.0 @ E-Commerce cleverly packaged**. The theme area, presented by the Association of the German Envelope Industry e.V. (VDBF) is a marketplace for Internet trading, packaging, and postal service providers as well as operators of the respective trading platforms. The exhibition space will feature a variety of packaging solutions for the distribution of e-commerce items as well as premium envelopes and consumer packs for paper, office supplies and stationery wholesalers. The range will be rounded off by a diverse series of specialist lectures.

Visitors to the four-day congress, the "Remcon Seminars", which takes place in the **Remanexpo** product area in Hall 6.1 D60, can find out about the latest developments in the field of remanufactured printer consumables and hardcopy components. The congress is free of charge and the presentations are held in English. The renowned Recycler Awards will also be presented to selected industry representatives in the congress area. The congress and award ceremony are organised by Paperworld in cooperation with the trade journal *The Recycler*.

At the **Sustainable Office Day** on Tuesday, 28 January 2020, everything revolves around the topic of sustainability. In presentations and discussions, experts in the field provide insights into current developments in the world of the sustainable office, and address the challenges posed by eco-fair procurement. The programme also includes the "Office & Environment" awards ceremony and the announcement of the competition for 2020. The theme day is open to all trade fair visitors and takes place in the Europa Hall (entrance in the foyer of Hall 4.0).

Paperworld - The visionary office and the stationery trends  
Internationale Frankfurter Messe für  
Papier, Bürobedarf und Schreibwaren  
Frankfurt am Main, 25.-28.1.2020

## The stationery trends: special shows and trends provide fresh lifestyle ideas

German and international exhibitors with products for everything concerning paper and stationery products for private use present their new ideas, designs, and lifestyle range of goods for the coming season at the Paperworld stationery area. In addition to innovative paperware and gift items for trend-conscious visitors - i.e. everything to do with gift giving, packaging, celebrating and high-quality writing instruments, bags, accessories and greeting cards - there will also be numerous complementary programme events to discover.



Paperworld Trends show the colours, designs, and materials for the coming season, and provide a wealth of inspiration for the trade. Photo: Messe Frankfurt

The first port of call for current innovations, and a special highlight of the trade fair are the **Paperworld Trends**, which can be found in Hall 3.1 J11 in 2020. Three trend worlds for the 2020/21 season will be presented in the area, combining modern working with hip lifestyle trends. 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 of the area are offered daily.

The **Future Learning** impulse area is entering its second round and will once again be in Hall 4.0 C40 in 2020. Visitors can look forward to a presentation of current and future-oriented learning concepts. The emphasis here is strongly on lifelong learning and new forms of learning at school. What are the new possibilities to learn effectively and with fun? What does digital learning look like? And what's new in the paper, office supplies and stationery sector? The impulse area will feature specialist lectures, presentation spaces, and hands-on areas that allow heads of educational and seminar facilities, school authorities and municipal decision-makers, school principals, HR developers, and retailers to immerse themselves in a world of learning that they have never experienced before.

Paperworld - The visionary office and the stationery trends  
Internationale Frankfurter Messe für Papier, Bürobedarf und Schreibwaren  
Frankfurt am Main, 25.-28.1.2020

The inspirational area **Mr Books & Mrs Paper** (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 showcase its point of sale emotionally and generate incentives to buy with additional product ranges. Curator Angelika Nierstrath will report on current non-book trends in her daily guided tours.

In the **Förderareal (promotional area) innovation made in Germany** in Hall 3.1 J10, young startups 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!** (3.1 G21) 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 shows a piece of the Orient with fine craftsmanship and products that combine traditional design and Far Eastern characteristics. Also on display are high-quality paper, office supplies and stationery items such as bookmarks, papers and pens. The special show can be found in Forum 0 FOY01 and is being jointly presented with the Palace Museum.

The Working Association of Manufacturers and Publishers of Greeting Cards - *Arbeitsgemeinschaft der Hersteller und Verleger von Glückwunschkarten* (AVG) will once again host the "**Golden Greeting Card**" – "*Die goldene Grußkarte*" competition at Paperworld and will present the award in one of nine categories in Hall 3.1. At the audience award, visitors to the fair can select their favourite from the ten entries and cast their vote in Hall 3.1 D38.

**Note for journalists:**

Further information about Paperworld is available at [paperworld.messefrankfurt.com](http://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

Paperworld - The visionary office and the stationery trends  
Internationale Frankfurter Messe für Papier, Bürobedarf und Schreibwaren  
Frankfurt am Main, 25.-28.1.2020

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 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.

**[paperworld.messefrankfurt.com](http://paperworld.messefrankfurt.com)**

#### **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](http://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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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](http://www.messefrankfurt.com)

\* preliminary figures 2019