

Press release

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## Paperworld: Excellent start to the next decade with fresh ideas and numerous registrations

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**Paperworld 2019 is barely over yet the planning phase for the 2020 event is already underway. From 25 to 28 January 2020, the international trade fair for stationery, office supplies and writing instruments will show what's new in the modern office and private stationery sector. More than 900 manufacturers have already registered.**

In an interview, Michael Reichhold, Director Paperworld, reports on how the planning is progressing and what changes can be expected in the coming year.

### **You are already in the planning phase for 2020. What is the current registration status?**

**Michael Reichhold:** "The number of registrations is very positive and more than 900 manufacturers have already announced their participation in Paperworld 2020. We have moved the registration date forward this year to provide early planning security for us and the exhibitors. The manufacturers reacted positively and secured their participation immediately."

### **Can you already reveal which important exhibitors have registered so far?**

**Michael Reichhold:** "In the office area in Hall 3.0, Durable, Exacompta-Clairefontaine, Herma, HSM and Tesa have announced their participation. For writing instruments in Hall 4.0, Adel, Erich Krause, Kum, Möbius + Ruppert, Scrikss and Standardgraph are all on the list. In the Remanexpo section, Armor, Imcopex, Ninestar, THS and Winterholt & Hering have submitted their registration forms. A comprehensive range of products is represented in the Stationery area in Hall 3.1 by Hallmark, Kaweco H & M Gutberlet, Leuchtturm Albenverlag, Paper + Design, Perleberg and Zöllner-Wiethoff. And in the school area in Hall 4.0, Creationes Pandora, LycSac and Sportandem have all announced their attendance".

### **Is there a new hall allocation plan for 2020? Will anything change compared to Paperworld 2019?**

**Michael Reichhold:** "The new product mix in the Stationery segment was highly praised at Paperworld 2019, both by exhibitors and visitors. For this reason, Hall 3.1 is also scheduled for stationery suppliers in 2020. Only the Remanexpo area will move from Hall 5.1 to the newly renovated Hall 6.1 in 2020, as we have to make way for construction

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work. The hall is right next door on the Via Mobile level and is very similar in size and structure."

**What is the next step in your planning? Can you give us a few insights into the organisation of the trade fair?**

**Michael Reichhold:** "Before beginning with the concrete planning of the stands, we are about to send offers with location proposals to the exhibitors. These are then either confirmed or we discuss them personally with the clients. So we are in constant contact by phone or are answering questions by e-mail. This is very important so that we can satisfy as many of the exhibitors' wishes as possible. Once the registration deadline is reached, the hall planning department takes over. At the same time, we are developing new concepts for the accompanying event programme.

**Can you already reveal anything about the supporting programme for the upcoming Paperworld?**

**Michael Reichhold:** "The accompanying event programme is a very important part of Paperworld. That is why we invest a lot of time in perfect planning. We exchange ideas and information with experts on developments in the market and address new target groups. As we consider ourselves to be a platform for dialogue and content, the supporting programme is essential. There will certainly be Paperworld Trends again with the latest styles, designs and colours. The Future Office and Future Learning are also firmly planned in once more. Here we are currently developing new ideas and implementations."

**Note for journalists:**

Images are available at [paperworld.messefrankfurt.com/press](http://paperworld.messefrankfurt.com/press)

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**Paperworld - The visionary office. The stationery trends.**

Next fair: 25 - 28 January 2020 in Frankfurt am Main

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). In 2019, 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 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)

**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 2,500\* employees in 30 locations generate annual sales of around 715\* 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

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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 company headquarters are located in Frankfurt am Main. Its shareholders are the City of Frankfurt with 60% and the State of Hesse with 40%.

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary key figures 2018

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