

Press release

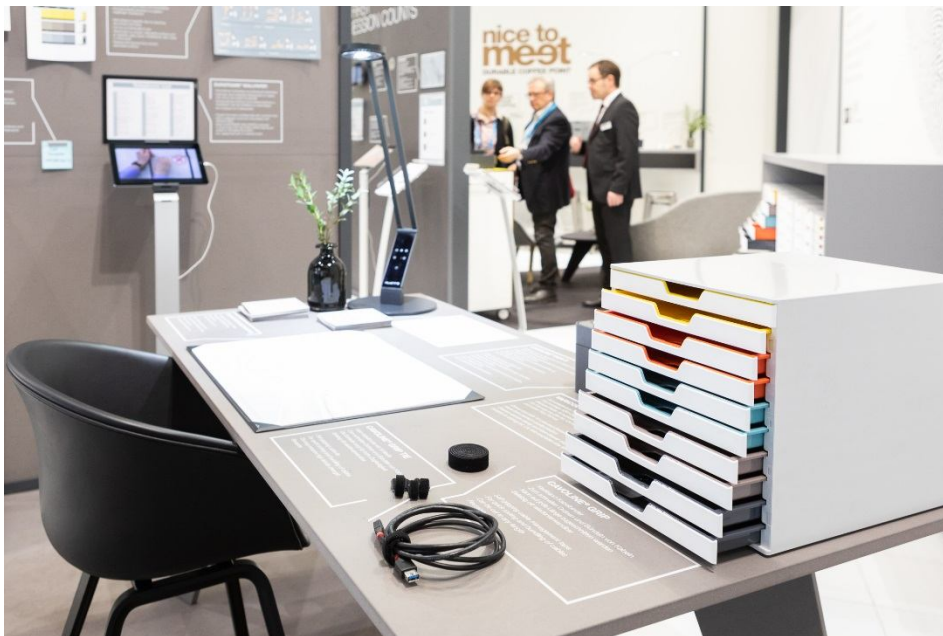
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Market-oriented and innovative: Paperworld presents trends for office and stationery

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Around 1,500 exhibitors from 60 countries have already registered for Paperworld in Frankfurt am Main. They will be presenting a wide range of products in the areas of office and stationery. At the paper, office supplies and stationery trade fair from 25 - 28 January 2020, visitors will be immersed in the future of the modern office, and also discover the latest innovations in paper and stationery supplies for private use.

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. For four days, the Frankfurt Exhibition Centre will be transformed into a trend and business platform, ensuring a successful start to the 2020 season for the trade and industry.



Trade visitors will find the latest office trends in the "visionary office" section.

Photo: Messe Frankfurt

"What makes Paperworld so special is the unique mix of well-known manufacturers and new market participants, some of whom are presenting themselves and their products for the first time at an international trade fair. In addition, Paperworld has a highly impressive international profile, accounting for some 80% of the exhibitors at the fair. This combination guarantees successful international business with numerous new products for company's own assortments – something

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that is only possible in Frankfurt," says Michael Reichhold, Director of Paperworld.

Paperworld continues to expand its position as a pioneer in the paper, office supplies and stationery sector, presenting a unique range of products in both "the visionary office" and "the stationery trends" - making it the only paper, office supplies and stationery trade fair to cover both sectors equally. This parallelism opens up new perspectives that are decisive for fresh ideas and exciting additional assortments. At the same time, the rich and varied accompanying programme provides fresh impetus for the trade - for example with additional ranges, ideas, and experiences at the PoS as well as the latest product trends for shop and window display design.

The visionary office: Innovations in commercial office supplies

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 Edding, Exacompta-Clairefontaine, HAN office equipment, Herma, HSM, Pelikan, Samsung, Schneider writing instruments, and Tesa.

Hall 4.0 is hosting exhibitors with writing and drawing instruments (Office) as well as manufacturers of school supplies (Stationery). 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 licensed articles. Writing-instrument exhibitors include: Adel, Erich Krause, Kum, Möbius & Ruppert, Pilot, and Standardgraph.

The Remanexpo product group with OEM and printer consumables with related components, hardware and software as well as recycled printer materials, is moving from Hall 5.1 to **Hall 6.1** in 2020. Exhibitors include I.R. Italiana Riprografia, Pedro Schöller Printservice, Ninestar, Static Control, Katun, and Winterholt & Hering.

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" shows smart solutions for the office

The accompanying programme in Hall 3.0, C51 once again 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 not only refers to digital products and solutions, but also to the interaction between analogue and digital office environments.

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 product innovations in

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the area, networking areas will be available, and guided tours will be offered in the area and to other exhibitors in the hall. The area is curated and designed by architect André Schmidt of the Matter architectural office in Berlin.



Trade visitors will find the latest stationery trends in Halls 3.1 and 4.0.

Photo: Messe Frankfurt

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

The Stationery area in **Hall 3.1** features the product groups gift giving, packaging, and celebrations (with paperware, greeting cards, small leather goods, accessories, napkins, table decoration, and designs). The product mix enables trade visitors to see the bigger picture so that they can expand their assortment and gain easier access to additional manufacturers at the same time. In Hall 3.1, greeting card publishers and suppliers of gift articles and greeting cards such as Hallmark Cards, Perleberg, and Becker & Becker Vertrieb (better known as Grafik Werkstatt) will be exhibiting. Table decoration exhibitors include Paper + Design, and Artebene. Manufacturers such as Francesco Brizzolari, Saul Sadoch and Zöllner-Wiethoff present their gift-wrapping assortment, while the Leuchtturm Albenverlag publishers and Boost showcase their organisational aids, calendars and notebooks. Artoz Papier and Rössler Papier display paper goods, Caran d'Ache, tablet pens, and Kaweco H&M Gutberlet writing instruments.

Hall 4.0 will be divided into two areas: writing instruments and school supplies. Ambar Passion, Creaciones Pandora, LycSac, Sportandem, and St-Majewski will show everything relating to school supplies.

The **Future Learning** impulse area is going into its second round, and will once again be located in Hall 4.0 in 2020.

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, for example, assist learning? And what's new in this respect in the paper, office supplies and stationery sector? The impulse area will feature specialist lectures and

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presentation areas that allow managers of educational and seminar institutions, HR developers, municipal decision-makers, and retailers 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. They can discover the latest lifestyle trends in the product segments of high-quality writing instruments and pens, school supplies, greeting cards, paper goods, gift items, packaging, and small leather goods.

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

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 with lectures will be offered daily.

The inspirational area "**Mr Books & Mrs Paper**" (Hall 3.1 C80) is aimed at booksellers and retailers 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 Nierstrath will report on current non-book trends in her daily guided tours.

In the **BMWi area** in Hall 3.1 J10, young startups present their fresh ideas and unconventional products under the slogan "Innovation made in Germany". 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.

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 trade visitors find suppliers, processors and manufacturers of own-label products. **Halls 1.1, 1.2, and Forum 0** are reserved for exhibitors with paper-related products, stationery, office supplies, and writing materials for bulk buyers, wholesale and foreign traders as well as import and export companies from all over the world.

Note for journalists:

Further information about Paperworld is available at

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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 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

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 €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).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

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