

Press release

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Remanexpo product area with new hall concept for Paperworld 2021

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The Remanexpo product area has been an integral and important part of Paperworld for over ten years. For the coming event (30 January - 2 February 2021), the product range is being regrouped in Hall 6.1. Focusing on the three key sectors of Reuse, Distribution and Print Plus enables the fair to showcase the full spectrum of the market to the widest direct and indirect market.

The Remanexpo product area in hall 6.1 has been an integral part of Paperworld for more than ten years. The event format for 2021 and beyond is now being updated in consultation with key industry players to reflect current trends. Over the past decade, the product area has evolved from being a market for OEM and remanufactured products to become a platform for OEM, remanufactured and, in recent years, new non-OEM products. At the same time, office printing is still a €10 billion industry, but the days of rapid introductions of print technology and high growth are behind us. The future is nonetheless still full of amazing opportunities.



The Remanexpo product area has been an important part of Paperworld for over ten years. Photo: Messe Frankfurt

This is why the hall concept and combination of product groups in the Remanexpo area are being adapted for Paperworld 2021. "We are observing constant change within the market that we would now like to accommodate with the new concept. And it's all about the audience, we don't want them to merely consider coming, there is no way they can miss this event. We want them to come and learn, network, get informed

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and inspired", says Michael Reichhold, Director of Paperworld.

Remanexpo with three distinct sectors

The zone concept is a fresh approach to a changing market. A market where reuse, distribution and new products, technologies and services are competing to engage with the market.

Each zone has its unique identity and enables exhibitors to position their business, products and services in the relevant zone.

For visitors, the zones will enable them to get the most out of their time at the show and navigate the hall more effectively to find the products and services they seek.

The three zones in the Remanexpo area:

1. **Reuse Zone** with remanufactured printer products, services and dedicated supplies. The main business is the reprocessing of printer material. Remanufacturers are under competitive pressure and are clearly challenged by OEMs on one side and new non-OEM producers on the other.
2. **Distributor Zone** with distributors, full-service providers, component suppliers, OEM and aftermarket dealers (Data Direct) as well as companies with a full range of products and service provider. The distributor sector provides parts and components to remanufacturers and new non-OEM producers.
3. **Print Plus Zone** with any product or service that does not fit into the reuse or distributor category. This can include anything from printer software, 3D printing, new technologies and products etc. The exhibitors consist of new, up-and-coming and mainstream producers positioned outside the reuse or distribution zone.

The Recycler Live Seminars and Awards

The event will once again be accompanied by "The Recycler Live Seminars" in Hall 6.1. Visitors to the four-day congress will experience a varied series of presentations on the latest developments in the field of remanufactured printer consumables and hardcopy components. The congress is free of charge and the talks are held in English. The renowned Recycler Awards will also be presented to selected industry representatives in the congress area. Trade journal "The Recycler" is looking for the best producers and suppliers in the product area of remanufactured printer accessories. The "Recycler Award" is presented in the following five categories: Remanufacturer of the Year, Supplier of the Year, Innovation of the Year, Customer Service of the Year, and Rising Star of the Year. In 2021, a new Sustainability category will be added. This is a valuable addition and underlines the Paperworld focus on sustainability set for next year.

You will find all the information concerning Paperworld at:
www.paperworld.messefrankfurt.com

Press releases and images:

paperworld.messefrankfurt.com/press

Links to websites:

www.facebook.com/paperworld

Paperworld - The visionary office and the stationery trends
Internationale Frankfurter Messe für Papier, Bürobedarf und Schreibwaren
Frankfurt am Main, 30.1.-2.2.2021

Paperworld - The visionary office. The stationery trends.

Next fair: 30 January – 2 February 2021 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). 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.

In 2020, Paperworld welcomed 1,591 exhibitors from 69 countries and 30,723 trade visitors from 141 countries.

More information at paperworld.messefrankfurt.com

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. 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

* preliminary figures 2019