

news +++ Paperworld - The visionary office and the stationery trends
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paperworld

Paperworld Office Village: successful concept to be continued in 2022

Frankfurt am Main, November 2021. The successful concept continues: Paperworld Office Village will be offered again at the trade fair in 2022. In the specially developed area, companies from the office sector can present themselves in a high-quality environment. Eleven brand-name companies have already registered for the area.

The Paperworld Office Village was already convincing in 2020 with its unique concept in Hall 3.0. It will be offered there again from 29 January to 1 February 2022 and, in addition to the exhibitor stands, will offer an info point, lounges and meeting rooms for networking as well as its own catering area. "We have developed this concept to offer manufacturers an attractive presentation platform in the heart of the office section of Paperworld. What is special about the Paperworld Office Village are the fully equipped stands. The open design of the area and the central lounge area for exchanging ideas with trade visitors, which was highly praised in 2020, will also be back," says Eva Olbrich, director Paperworld.



"Paperworld Office Village" 2020: a uniformly designed area with presentation areas and networking areas - a similar design is planned for 2022. Photo: Messe Frankfurt

The concept is once again meeting with a positive response from the industry, as brand-name companies like Durable Hunke & Jochheim GmbH & Co KG, Edding International GmbH, HAN Bürogeräte GmbH & Co. KG, Jakob Maul GmbH, Krug & Priester GmbH & Co KG, Legamaster GmbH, Novus Dahle GmbH, Schmidt Technology GmbH, Schneider Schreibgeräte GmbH, Sigel GmbH and Tesa SE have already registered for stand space in the Paperworld Office Village.

"With its unusual concept, the Office Village is the perfect place to meet with our business partners and new customers on the one hand and to generate business. On the other hand, there will be the opportunity to talk to sales colleagues from other well-known manufacturers who will be presenting themselves in the Office Village in order to exchange information about their experiences and strategies for coping with the pandemic, among other things," says Bruno Stegmaier, Head of Sales, Krug & Priester GmbH & Co. KG.

Andreas Helmis, Managing Director, Edding Vertrieb GmbH, also praises the Office Village concept: "For us, the Office Village is an attractive presentation platform that enables us to showcase our brands and business units together in one place. It offers visitors the opportunity to visit many major brand companies in one area. We look forward to presenting new interesting products, inspirations and PoS solutions to the fair visitors."

Rolf Schifferens, Managing Director, Durable Hunke & Jochheim GmbH & Co KG, emphasises the advantages for visitors: "We expect great added value in the design of the Office Village for the benefit of our customers. As several exhibitors are located here in the immediate vicinity, the visit is all the more worthwhile as many discussions can be held on the spot."

"We are pleased to be able to return to direct dialogue with our customers and partners after the long period with home offices and video conferences," concludes Stefan Koritke, Managing Director, Legamaster GmbH.

There are still a few places available in the Paperworld Office Village. These can be booked through the Paperworld team.

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As usual, Paperworld will be held together with the international consumer-goods fairs Christmasworld and Creativeworld at the end of January:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

Press information & images:

paperworld.messefrankfurt.com/press

On social media:

www.facebook.com/paperworld

www.instagram.com/paperworld.frankfurt

www.linkedin.com/company/paperworldfrankfurt

https://twitter.com/Paperworld_Fair

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Paperworld – The visionary office. The stationery trends.

Next event: 29 January to 1 February 2022 in Frankfurt am Main.

The international trade fair presents the latest products and trends for paper, office supplies and stationery in Frankfurt am Main. Paperworld offers the world's largest range of products for commercial office supplies (visionary office) and private paper and stationery supplies (stationery trends). This makes it a source of innovative business ideas for wholesalers and retailers, booksellers, internet and mail-order businesses and commercial consumers. In addition, the multifaceted complementary programme offers inspiration around the themes of lifestyle trends and Future of Work / New Work for retailers, architects, planners and facility managers.

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

Further information at paperworld.messefrankfurt.com.

Nextrade – the digital marketplace

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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