

Press release

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Paperworld 2022: Exhibitors can now apply for Special Interest Sustainability

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

Sustainability has played an important role at Paperworld for years. With the introduction of the Special Interest Sustainability, Paperworld 2022 will focus even more specifically on sustainability-oriented exhibitors and their products so that interested trade buyers can find the relevant suppliers more quickly. Exhibitors can still apply until 26 November 2021. For the first time, an independent jury of international experts will decide who is accepted.



For clean oceans: Pens and even notebook covers and pencil cases recycled from waste plastic were on show at Paperworld 2020. Photo: Messe Frankfurt

For years, sustainability has been an important topic at Paperworld - whether among the exhibitors and their products or in the supporting programme of the trade fair. Recycled materials and natural products are highly prized in the manufacture of writing instruments. A great value is also placed on environmentally friendly processes in production and delivery. "Customers increasingly prefer durable products and stationary articles produced in an environmentally friendly way. Thus, the time is ripe to highlight these products more prominently via a curated selection and to further emphasise the future-driving theme. In 2022, we will feature them for the first time with the Special Interest Sustainability", says Eva Olbrich, Director of Paperworld, Messe Frankfurt Exhibition GmbH.

"Exhibitors should seize this opportunity for themselves and apply now".

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

The sustainability marking on the award-winning stands draws attention specifically to suppliers who are doing remarkable things in the field of sustainability. All sustainability-oriented exhibitors are also marked with sustainability online so that trade buyers can easily filter their search for this offer and quickly find the relevant business partners.

New: curated selection for stationery products

Which companies and products are included is up to an independent jury of international experts. This jury is made up of Christina Bocher (DEKRA Assurance Services GmbH), Kees Bronk (CBI, Center for the Promotion of Imports from developing countries), Lutz Dietzold (German Design Council), Max Gilgenmann (expert for textile sustainability criteria), Sabine Meyer (Side by Side, Caritas Wendelstein Werkstätten) and Mimi Sewalski (avocadostore.de).

The jury of experts will examine the applicants and clearly structure the products in six sustainability categories. Each exhibitor can fulfil one or more of these requirements with their products and thus also fit into more than one of these categories. These include environmentally friendly material, resource-saving production, fair & social production, re/upcycling design, handicraft and sustainable innovation.

The deadline for application is 26 November 2021.

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

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.

Paperworld - The visionary office and the stationery trends
Internationale Frankfurter Messe für Papier, Bürobedarf und Schreibwaren
Frankfurt am Main, 29.1.-1.2.2022

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