

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

Paperworld 2022: Jury awards Special Interest Sustainability for the first time to exhibitors with sustainable products

Frankfurt am Main, December 2021. Sustainability, environmentally conscious purchasing and ecological action have been important themes in the paper, office supplies and stationery sector for years and thus also at Paperworld. With the introduction of the Special Interest Sustainability, the trade fair from 29 January to 1 February 2022 will focus even more specifically on sustainability-oriented exhibitors and their products, so that interested buyers can find these suppliers more quickly. A jury of experts has now made the product selection, which exhibitors will be designated with the Special Interest.

More and more people are becoming mindful and critical when shopping, are usually well informed and ask about the origin, manufacturing conditions and materials of the products. "The demand of customers for durable products and items produced in an environmentally friendly way is increasing. Thus, the time is ripe to highlight these products even more prominently via a curated selection and to give this future-driving topic more visibility. 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.



The exhibitor e + m Holzprodukte GmbH & Co. KG with its stand at Paperworld 2020. In the coming year, it will be shown under the Special Interest Sustainability. Image: Messe Frankfurt

At the premiere of the Special Interests Sustainability, 36 companies have already participated, from which the expert jury has selected 28.

An independent jury of international experts decided which companies and products were included. The jury consists 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 examines the applicants and structures the products clearly into six sustainability categories. These are environmentally friendly materials, resource-saving production, fair & social production, re/upcycling design, handicrafts and sustainable innovation. Each exhibitor can fulfil one or more of these requirements with their products and thus also fit into more than one of these categories.

Among the selection was, for example, the company Edding, about which jury member Mimi Sewalski says: "Edding shows very nicely how even an established, larger company can perceive and implement sustainability as an opportunity for innovation. The concept of the EcoLine products made from 83 per cent post-consumer recycled material convinced us and is also holistically conceived due to the circular take-back box."

Also selected, among others, was the company e + m Holzprodukte. "Craftsmanship meets tradition and modern design at e + m Holzprodukte. The result is finely crafted writing instruments made of certified wood that impress with their durability and functionality. Another basis for our decision is the careful manual production with a lot of handwork, which only a few companies are still able to do", says jury member Sabine Meyer about the selection.

All companies receive a sustainability notice on their stands, which draws attention specifically to suppliers who are doing remarkable things in the field of sustainability. All manufacturers curated as sustainable can also be found online in the exhibitor search via the Sustainability filter function so that trade buyers can quickly find the relevant business partners.

The exhibitor search with the special interest Sustainability can be found at the following link: paperworld.messefrankfurt.com/exhibitorsearch

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

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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 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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

* Preliminary figures for 2021