

Insights 2023

Izveštava: Mina Vučićević



Insights-X po osmi put okuplja poznate brendove i najnovije trendove

Nakon prošlogodišnjeg uspešnog povratka na scenu, osmi **Insights-X** se već uveliko priprema za predstojeću jesen. Čelnici **Nirnberškog sajma školskog pribora i kancelarijskog materijala** ponovo su se pokazali kao izvrsni domaćini, okupivši novinare iz cele Evrope na dvodnevnom događaju u Amsterdamu. Nakon obilaska grada i vožnje čamcem kroz čuvene kanale glavnog grada Holandije, prisustvovali smo konferenciji za novinare na kojoj je uprava sajma podelila sa nama uzbuđujuće vesti: međunarodni sektor kancelarijskog materijala će se ponovo sastati ove jeseni, **od 11. do 14. oktobra**, u prostoru sajamskog kompleksa u **Nirnbргу**.

NA KONFERENCIJI su nas **Florian Hess**, član Upravnog odbora, i **Scarlett Wisotzki**, direktorka za komunikacije, upoznali sa detaljima predstojećeg sajma.

Uz povratak velikih brendova i poduhvat finansiranja inovativnih startap kompanija, ovaj sajam posvećen kancelarijskom materijalu, školskim potrepštinama, torbama i još mnogo čemu nudi posetiocima uspešnu kombinaciju trendova i inovacija, u idealnom terminu za pravljenje jesenjih porudžbina. Ugodna i efikasna atmosfera umrežavanja **Insights-X**-a će ove godine biti ojačana dodatnim večernjim događajima i uvođenjem **eXtra-dana**.

Dodatni dan za vikend

Čini se da se ni izlagači ni posetioci ne mogu zasititi **Insights-X**-a, pa su čelnici sajma odlučili da trajanje sajma produže sa tri na četiri dana.

„Subota se pokazala u našem istraživanju kao najvažniji trgovački dan u regionu nemačkog govornog područja, zbog čega smo uveli dodatni dan na ovogodišnjem **Insights-X**-u“, izjavio je **Christian Ulrich**, portparol upravnog odbora kompanije **Spielwarenmesse eG**, objašnjavajući novi raspored sajma.

Radnim danima, od srede do petka, očekuju se kupci uglavnom iz velikih trgovačkih lanaca širom Evrope, zbog kojih će se okupiti čitav niz izlagača u halama 12.0, 11.0 i 10.0, dok je dodatno otvaranje u subotu, takozvani **eXtra-dan**, fokusirano na specijalizovane prodavce na malo, obogaćeno cenjenim



dobavljačima i promotivnim aktivnostima u halama 11.0 i 10.0. Raspored različitih kategorija u tri hale **Nirnberškog izložbenog centra** dizajniran je tako da obezbedi efikasno umrežavanje i kratke udaljenosti. To znači da se tradicionalnih šest grupa proizvoda – „Umetnost i kreativna“, „Knjižarski i gift artikli“, „Pisaći pribor“, „Papir“, „Desktop“, i „Kese i aksesuar“ – mogu istražiti u opuštenoj poslovnoj atmosferi svakog dana sajma.

Poznati brendovi i kreativni startapovi

Visok kvalitet u pogledu izlagača i posetilaca i dalje će imati važnu ulogu na sajmu. Period registracije je u punom jeku. Nakon prošlogodišnje pauze, **Insights-X**-u se vraćaju renomirane kompanije i brendovi, uključujući **Faber-Castell**, **duo schreib & spiel**, **Iden Group** i **STABILO**. Pored toga, veliki međunarodni igrači u sektoru kao što su **Clairefontaine** i **Exacompta** (Francuska), **Gatarić** (Bosna i Hercegovina), **GIPTA** (Turska), **Santoro** (Ujedinjeno Kraljevstvo) i **Seven** (Italija) će učestvovati u **Insights-X**-u, zajedno sa nemačkim firmama **Lässig**, **Online Schreibgeräte**, **Styler** i **Undercover**.

Zemlje sa najviše izlagača prethodnih godina uključivale su Nemačku, Kinu, Tursku, Italiju, Poljsku, Španiju, Indiju, Grčku i Holandiju. Turska će ove godine po prvi put imati zajednički štand, nazvan **Turski paviljon**. On se može naći u Hali 12.0, u kojoj će takođe biti smeštene i kreativne startap ideje međunarodnih izlagača i mladih inovativnih nemačkih preduzeća. U hali 10.0 biće smeštena **InsightsArena**, poznata po svojim raznolikim aktivnostima, kao i **Food Court**.

Novi trendovi u industriji

Kao predstavnik idealne mešavine šest sektora, **Insights-X** nudi kupcima i prodavcima priliku da otkriju inovacije i tren-

dove kako bi uneli novine u sopstvene asortimane. A u svemu tome, jedna tema nastavlja da se razvija i dominira: održivost. Ovo je evidentno u upotrebi plastike koja se može reciklirati i proizvoda koji se mogu dugoročno koristiti. Papir i papirni proizvodi su još jedan aktuelan trend, a najpopularniji proizvodi su sveske prelepeg dizajna, origami i, zaista neočekivano,

Debi United Essentials-a

Osim što smo uživali u predivnoj arhitekturi i ukusnoj kuhinji Amsterdama, takođe smo bili pozvani da posetimo sedište **United Essentials-a**, holandskog proizvođača specijalizovanog za licencirane proizvode. U organizaciji direktora kompanije Danijela Gusensa i Džejmija Van Veltena, videli smo njihovu ponudu prelepih rančeva, aksesora, odeće i kupaćih kostima, ukrašenih motivima iz voljenih franšiza kao što su **Hari Potter**, **Marvel**, **DC** i mnoge druge. **United Essentials** će debitovati na **Insights-X**-u ovog oktobra.

papir-maše, koji se nakon mnogo godina ponovo našao u centru pažnje kupaca.

U međuvremenu, tradicionalni proizvođači olovaka obogaćuju kreativni prostor i nude „uradi sam“ komplete, kao i opremu za kaligrafiju. Uz to, u školskom sektoru, polju na kom se **Insights-X** uvek isticao, sveprisutna je i tema licenciranja. Pored isprobanih i pouzdanih blokbafera kao što je **Hari Potter**, novi filmovi, uključujući **Barbi**, **Malu sirenu** i **Tamnice i zmajevе**, ove godine imaju potencijal za uključivanje u asortiman.

Bogati program ovogodišnjeg sajma

Pored predavljanja inovacija u idealno vreme za jesenje naručivanje, **Insights-X** se takođe snažno fokusira na umrežavanje. Jedna takva društvena prilika za održavanje kontakata je popularni **AfterHour** koji se tradicionalno održava prve večeri sajma. Sledeći događaji dolaze u petak, 13. oktobra, kada će udruženje **duo schreib & spiel** održati svoju jesenju konferenciju u samom izložbenom centru. Te večeri, organizatori, zajedno sa izlagačima, pozivaju prisutne na veliko druženje.

Oni koji učestvuju na sajmu mogu pronaći kompletan pregled programa na sajtu **www.insights-x.com**, kao i na aplikaciji **Insights-X**. Imenik izlagača, koji se nalazi u sklopu aplikacije, pruža dodatnu digitalnu podršku za savršene pripreme sa svojom funkcijom filtera, interaktivnim planovima hala i prostorom za umrežavanje sa mogućnošću časkanja i zakazivanja sastanaka. Po ceni od 15 evra, ulaznica omogućava pristup **Insights-X**-u tokom sva četiri dana, a može se koristiti i kao karta za putovanje u javnom prevozu. Sajam je otvoren svakog dana od srede do petka od 9 do 18 časova (do 17 časova za halu 12.0) i u subotu od 9 do 17 časova. Ulaznice će biti u prodaji 26. jula.

„Radujemo se što ćemo raditi sa velikanima industrije na daljem razvoju **Insights-X-a**“, kaže **Christian Ulrich**. „Kompaktan i komunikativan format je sada još više prilagođen potrebama naših izlagača i trgovine, tako da će svako imati priliku da iskoristi ova tri ili četiri dana na najbolji način“, zaključio je on.

Insights-X is gathering well-known brands and trends for the eighth time

Insights 2023

After last year's successful restart, the eight Insights-X event is beginning to shed its light on the autumn. Yet again, the leaders of the Nuremberg school supplies and stationery fair proved to be exquisite hosts and gathered journalists from all over Europe on a two-day event in Amsterdam. After a city tour and a boat ride through the Netherlands' capital's famous canals, we attended the press conference where the fair management shared the exciting news with us: the international stationery sector will be meeting up again from 11 to 14 October at the Nuremberg Exhibition Centre.

At the conference, **Florian Hess**, Executive Board Member, and **Scarlett Wisotzki**, Director of Communications, introduced us to the details of the upcoming fair.

With the return of major brands and funding for innovative startups, the trade fair for "Stationery, office, bags, and more" offers top international decision-makers a successful mix of trends and innovations at the ideal ordering time in the autumn. The enjoyable and efficient networking atmosphere of Insights-X is being strengthened with the expansion of communicative evening events and the introduction of the *eXtra-Day*.

Additional day at the weekend

It seems that visitors and exhibitors alike cannot get enough of **Insights-X**, so the fair leaders decided to extend the fair from three to four days. "Saturday turned out in our survey to be the most important trading day in the German-speaking DACH region, which is why we have introduced the *eXtra-day* at this year's **Insights-X**," stated **Christian Ulrich**, Spokesperson of the Executive Board at **Spielwarrenmesse eG**, explaining the new schedule for the fair.



During the week, from Wednesday to Friday, buyers chiefly from large chain stores across Europe are expected, drawing on the full range of exhibitors in Halls 12.0, 11.0, and 10.0, while the additional opening on Saturday focuses on specialist retailers, with highly regarded suppliers and promotional activities in Halls 11.0 and 10.0. The multi-category arrangement across the three halls at the Nuremberg Exhibition Centre is designed to ensure efficient networking and short distances. It means that the six product groups — Writing Utensils & Equipment, Paper & Filling, Artistic & Creative, Desktop & Office, Bags & Accessories, and Stationery & Gift Articles — can be explored in a relaxed business atmosphere on each day of the fair.

Strong brands, creative startups

High quality in terms of both exhibitors and visitors will continue to play an important part in the fair. The registration phase is in full swing. After taking a break, highly reputable companies and brands, including *Faber-Castell*, *duo schreib & spiel*, *the Iden Group*, and *STABILO* are making a return. In addition, major international players in the sector such as



Clairefontaine and *Exacompta* (France), *Gatarić* (Bosnia), *GIPTA* (Türkiye), *Santoro* (UK), and *Seven* (Italy) will be taking part in **Insights-X**, along with German business *Lässig*, *Online Schreibgeräte*, *Stylex*, and *Undercover*.

Top countries in previous years have included Germany, China, Türkiye, Italy, Poland, Spain, India, Greece, and the Netherlands. Türkiye will have a shared stand for the first time. This can be found in Hall 12.0, as can creative startup ideas from international exhibitors and young innovative German businesses. Hall 10.0 will house the InsightsArena with joining-in activities and a Food Court.

New trends in stationery

With its ideal mix of sectors, **Insights-X** offers buyers and retailers the opportunity to discover innovations and trends to fine-tune their own ranges. And in all of this, one topic continues to develop and grow: sustainability. It is evident in the use of recyclable plastics, refillable products, and plantable pencils and paper. In another trend, paper is proving as popular as ever — in the forms of lovingly designed notebooks, origami, and, indeed, papier-mâché, which is enjoying something of a renaissance. Meanwhile, traditional pen producers are enriching the creative area and offering DIY and calligraphy sets. Last but not least, in the back-to-school sector, where **Insights-X** has a particularly strong showing, is the omnipresent theme of licensing. Alongside tried and trusted blockbusters such as *Harry Potter*, new films including *Barbie*, *The Little Mermaid*, and *Dungeons & Dragons* have potential this year for inclusion in the range.

A wealth of experiences at the fair

In addition to presenting innovations at the perfect time for autumn ordering, **Insights-X** also strongly focuses on networking. One such sociable opportunity for maintaining contacts is the popular **AfterHour** on the first evening of the fair, where the sector rapidly comes together. The next highlights come on Friday, 13 October, when the *duo schreib & spiel* association holds its Autumn Conference at the exhibition cen-

United Essentials is making a debut

Aside from enjoying Amsterdam's delightful architecture and delicious cuisine, we were also invited to visit the headquarters of **United Essentials**, a Dutch manufacturer specializing in licensed products. Hosted by the company directors **Daniel Goossens** and **Jamy Van Velten**, we got to see their beautiful backpack, accessory, apparel, and swimwear offer, all decorated with motives from beloved franchises such as *Harry Potter*, *Marvel*, *DC*, and many more. **United Essentials** will make its debut at **Insights-X** this October.

ter itself. In the evening, the organizers, together with the exhibitors, invite attendees to the great get-together.

Those taking part in the fair can find a complete overview of the program on the website www.insights-x.com and the Insights-X app. The directory of exhibitors provides further digital support for perfect preparations with its filter function, the interactive hall plans, and the networking area with the facility to set up chats and appointments. At a price of €15, the ticket allows access to **Insights-X** for the entire duration and can also be used as a ticket for travel on public transport. The fair is open every day from Wednesday to Friday between 9 am and 6 pm (5 pm for Hall 12.0) and on Saturday from 9 am to 5 pm. Tickets go on sale on 26 July.

"We are looking forward to working with the sector to develop Insights-X further," says **Christian Ulrich**. "The compact and communicative format is now tailored even more closely to the needs of our exhibitors and the trade so that everyone can take advantage of their own personal highlights in either three or four days," he concluded.

