

Press

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Paperworld - The visionary office and the stationery trends
International Frankfurt Fair for Paper, Office Supplies and Stationery
Frankfurt am Main, 28 to 31 January 2017

Ina Gerbig
Tel. +49 69 75 75-6082
ina.gerbig@messefrankfurt.com
www.messefrankfurt.com
www.paperworld.messefrankfurt.com
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Paperworld 2017: platform for new products and trends in the paper, stationery and office supplies sector

1,525 exhibitors showcase innovations for 'the visionary office' and 'the stationery trends'

At Paperworld 2017, 1,525 exhibitors from 58 countries showed what the future has in store both for the modern office and for the paper and stationery needs of private individuals. These exhibitors were all able to take advantage of the international trade fair for the paper, office supplies and stationery industry and the sector's major platform for the introduction of new products and innovations. Both in the 'Office' section in Halls 3.0, 4.0 and 6.0 and in the 'Stationery' section in Halls 4.0, 5.1 and 6.1, national and international manufacturers exhibited numerous new products and innovations. "We are delighted that so many exhibitors use Paperworld as a shop window in which to display their innovations and to introduce their products to a broad audience for the first time," says Michael Reichhold, Director of Paperworld. Be it for the home office or the workplace, the new products range from 'smart' notebooks and office lighting that encourages a sense of well-being to shredders that increase security. The following trends could all be discerned at Paperworld 2017:



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

Colourful work-environment with high-quality products for the home office

In a home office, the lines between work and home become blurred. The working environment becomes personalised and more colourful.

Accordingly, numerous manufacturers are offering office accessories in bright colours. The whole workplace tends to be equipped with a series of items in personal, favourite colours – or colours that fit in with current trends – be it pink, blue or black and white, a strong sense of colour is as much in demand as are clean lines and high-quality workmanship.

“Colours are often borrowed from the world of fashion and are transferred to our collections. This way we also manage to get young people enthusiastic about our fountain pens,” says Michael Gutberlet, CEO of Kaweco.

There is increasing demand for high-quality materials and classic forms. Equally, there is a discernible trend for traditional craftsmanship. Many companies deliberately showcase the hand-made nature of their products in order to stress their quality and value. Metal pens, sometimes with an elegant patina, are intended to be more than simply functional objects.



Companies extend range of products for greater sense of well-being at the office

People spend most of their daytime hours in the workplace, often, therefore, in the office. The desire for a greater sense of well-being in the everyday life of the office is increasing. But everyone defines well-being in a different way, ranging from better quality air in the room to perfect lighting. Equally varied, therefore, are the suggestions for solutions on the part of the exhibitors at Paperworld. Durable, for instance, are offering office lamps that adapt to human biorhythms. “Our Lucetra range of lamps makes us the first manufacturer to have applied the findings on the biological effects of lighting in professional and specifically individual applications. And our 'Floor Office' lamp enables us now also to offer our customers this biologically active lamp in a particularly elegant and delicately formed standard lamp, which not only provides optimum illumination for the desk, but also for the entire working area,” says Horst-Werner Maier-Hunke, Managing Director of Durable. When it comes to well-being in the office environment, Novus Dahle are investing their efforts in improved air quality in living areas. On their stand, they not only introduced shredders with particularly low levels of fine dust emissions; they also had air-purifiers with nanoparticulate filters. “Behind

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a company's attempts to make everyday life in the office more agreeable, in order to create improved working conditions for employees, there also lies the pursuit of efficiency and competitiveness. We take the view that the investment in an improved working environment will pay for itself in the long term. For young people in particular, it is increasingly important to work in an appealing environment – companies who take that into account, will, at the same time, improve their starting position in the battle for new talent,” says Frank Indenkampen, CEO Marketing and Sales at Novus Dahle.

Sustainability continues to establish itself as a persistent trend

Sustainability has been a major theme at Paperworld for many years – it is demanded by a great many customers and, indeed, offered by as many companies. Both in terms of the materials used and in terms of the manufacturing process, sustainability plays a major role and has established itself as a persistent trend for the long term. So, when it comes to carrier bags, greetings cards and stationery, there is a trend for using and processing of natural papers. Writing instrument manufacturers like Schneider, too, were keen to communicate their very real commitment to the environment in no uncertain manner at the show and brand their products accordingly; thus, many ballpoint pens bear the label 'biobased'. “Sustainability started out very much as our own aspiration, but we are increasingly aware that more and more wholesalers and retailers are coming to value the environmental aspects, not least in the conversations we have had at Paperworld,” says Martina Schneider, Head of PR at Schneider Schreibgeräte. Alongside sustainability, things that look natural are also very much in demand, be it files made of cork, pencils made from paper or stationery products made from natural materials such as pineapple fibres. Products need to be seen to be sustainable and this clearly visible sustainability combines with simple, elegant design to create high-quality office accessories that are currently very popular. “From our point of view, there is a clear upward trend for products in natural colours and we are building up the relevant product range significantly,” says Jean Hardt, CEO Artoz Papier AG.



Digital? Paper? Or both? Different in every individual case!

Numerous solutions bring together the traditional offline world of paper, office supplies and writing materials with digital possibilities, in surprising and elegant ways. A very modern new approach is that of the 'Smart Writing' set from Moleskine, which enables hand-written script to be

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transferred directly onto the PC and there to be translated into typescript. “Companies that want to remain distinctive must create the need. And that is what we are doing with our 'Smart Writing' set, through which we are able to link the digital and the analogue world with one another. That way we maintain our distinctiveness and can position ourselves as leaders of innovation in the sector,” says Jürgen Pfeiffer, Sales Director Germany / Austria at Moleskine.

Artoz are exhibiting the prototype of one of their online solutions at Paperworld for the first time. With it, individual, personalised greetings cards can be created and then printed on high-quality Artoz paper by the retailer. In this way, the company combines the trend for individualisation with the blurring of lines between the analogue and digital worlds. Whilst ready-made, high-quality designs continue to be popular, customers are increasingly on the lookout for solutions that can be personalised. As a result, manufacturers are introducing products, with which greetings card designs, for example, can be created by the end consumers themselves. “The digitalised world has got us used to finding individual, personalised solutions for our needs. Customers bring these expectations with them, when they are buying greetings cards, for instance – and we must respond to that,” says Jean Hardt, CEO Artoz Papier AG.



No such thing as the paperless office

Increasing digitalisation must not be confused with the arrival of the paperless office. *Many manufacturers see the consistent realisation of the paperless office as something that is a long way in the future, if not an unattainable Utopia. “There is no such thing as the paperless office,” says Frank Indenkampen, CEO Marketing and Sales at Novus Dahle. Whilst more and more documents are being digitally archived, in the vast majority of cases, the original documents exist as pieces of paper. And there is something else that speaks for the continuing use of paper and pencil: the colouring trend, which is responsible for current growth amongst pencil manufacturers in particular. There is a continuing trend amongst adults for painting and colouring-in, and this is set to crystallise into a long-term development, say the experts.* Whilst the colouring trend continues to enjoy high levels of popularity in England, Brazil and the Scandinavian countries, there is still growth potential in Germany and the USA. “The strong development in this segment has gifted us a fantastic year for colouring products. Because of the trend for taking things a little more slowly, we believe that painting and colouring equipment for adults is going to show long-term positive development,” says Dr. Nicole Blum, Managing Director of Lyra-Bleistift-Fabrik GmbH & Co.KG.

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Date of next event:

Next year the quartet of consumer-goods fairs will again take place, as in previous years, around the last Saturday in January:

Paperworld and Creativeworld: 27 - 30 January 2018

Further information and illustrative material can be found at:

www.paperworld.messefrankfurt.com/press

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Next event: 27 to 30 January 2018

Paperworld is the world's most important platform for information and communication in the national and international paper, office supplies and stationery sector. The leading international trade fair exhibits the latest products and trends in the paper, office supplies and stationery industry every year in Frankfurt am Main. Paperworld provides innovative business ideas for the wholesale, retail and specialist trades, for book dealers, internet and mail-order sellers and for trade and professional end consumers. With some 33,560 buyers and trade visitors from approx. 140 countries (just under 70 percent come from outside Germany) and 1,525 exhibitors from approx. 60 different countries, Paperworld is the most international trade fair in its sector. The exhibition offers a huge range of products, both in breadth and depth, extending from office and school requisites, to gift items, packaging and printing accessories, including exclusive stationery products, as well as writing and drawing equipment for private and commercial use. Additionally, it also offers a varied event and congress programme, providing a wide variety of inspiration and sector know-how

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating over €640* million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*Preliminary figures for 2016