

# Press

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Final Report  
Christmasworld, Paperworld, Creativeworld  
Internationale Frankfurter Messen  
Frankfurt am Main, 30 / 31 January to 3 February 2015

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**Consumer-goods fairs in Frankfurt close their doors with an increase in visitor numbers and a good propensity to order**

**High buyer standard, internationality and a business-oriented programme at Christmasworld, Paperworld and Creativeworld**

**Modern trade-fair concepts meet the needs of the bricks-and-mortar trade with digital and emotional ideas**

The trade placed lots of orders and thus ensured a positive result at the Christmasworld, Paperworld and Creativeworld trade fairs in Frankfurt. In addition to the outstanding propensity to order, the 2,855 exhibitors (2014\*: 2,883) taking part in the three consumer-goods fairs were particularly pleased with the large number of visitors and the high standard of decision makers. Altogether, 85,000 trade visitors from 156 countries made their way to Frankfurt am Main – an increase of two percent compared to last year (2014\*: 83,174). “All parameters for a successful international trade fair have shown an upward trend since Friday. The intensive collaboration with our partners from trade and industry has borne fruit and this is a solid foundation for strengthening the position of the consumer-goods fairs in Frankfurt as the world’s leading platforms for their sectors”, says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

In addition to the significant increase in the number of visitors from outside Germany – they now account for 61 percent of all visitors – the organisers, Messe Frankfurt, are very pleased with the role played by the German trade. “There were not only more German buyers in Frankfurt, they were also much bolder when it came to placing orders”, said Detlef Braun after discussions with representatives of the associations and exhibitors. Thomas Grothkopp, Managing Director, German Office Supplies and Stationery Association (*Handelsverband Bürowirtschaft und Schreibwaren – HBS*) confirmed this saying, “The office-supplies trade rates the development of Paperworld highly, especially the

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\* Basis: figures for 2014 FKM-certified (Society for the Voluntary Control of Fair and Exhibition Statistics (*Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen – FKM*)), Berlin

'Paperworld Plaza' with renowned manufacturers of paper, office supplies and stationery products in Hall 3.1, the informative lecture programme and the HBS Trade Area and the Büroring and Prisma purchasing and marketing cooperatives. Additionally, Creativeworld in Hall 4, the range of high-grade stationery products and the special exhibitions gave retailers excellent insights into the latest trends, designs and new products for 2015/2016. In other words, the fairs in Frankfurt are the most important order venues of the year."

### **A successful launch for the new business season with a mood of optimism**

The visitors to all three fairs were characterised by a much more positive mood, the main reason for which is the improvement in the climate of consumption in the retail trade at the end of last year. This was confirmed by Hamid Yazdtschi, CEO, Gilde Gruppe: "There is a certain degree of scepticism in the sector with regard to the economic situation and people are always surprised when business is good. It was the same again this year: we are fully satisfied with Christmasworld 2015. Business at the fair was remarkably good – so good that it is a hard competitor for Maison & Object. We welcomed visitors from all over Europe and even customers from as far away as Brazil." Besides South America, there were also more visitors from countries such as Italy, the USA and Scandinavia. However, the current political situation meant fewer visitors from Russia and the Ukraine. Creativeworld has developed into the world's most important event for the hobby, arts & crafts and artists' requisites sector. "We welcomed numerous international visitors. As a French company, we export a very large proportion of our products and Creativeworld is the international pivotal point for the artist and hobby scene, and our most important fair. Any company with an international orientation must be represented here in Frankfurt", says Pebeo Sales Manager Uwe Duckstein.

### **Value added and powerful impulse generated by an attractive programme of events**

The three consumer-goods fairs constitute not only the best platform for the international product spectrum of the three sectors. They are also a great source of positive impulses for the trade. A wide-ranging event and conference programme with numerous highlights and theme-specific lectures reveals new approaches in the trade, aimed at keeping sales up and retaining customers. A particular highlight was the 'Future Shopping' special show at Paperworld. At a specially built shopping arcade covering 400 square metres, retailers could see how new digital technologies can promote and invigorate traditional business life, with real products being given an additional dimension through the integration of mobile devices, such as smartphones and tablets. Beacon technology is one way of doing this while QR codes, couponing systems and links to audio and video content can also enhance the shopping experience.

Emotionality at the point-of-sale also helps boost sales. "In the retail trade, it is increasingly important to present experiential worlds that convey lightness. After all, decorations are 'emotional products' that people buy spontaneously. Hence, we have to sell feelings and emotions that make them happy. It's a pleasure to come to Christmasworld

because the standard of our trade visitors is very good, as their taste and eye for detail”, says Christborn CEO Helmut Schmidt. Also at Christmasworld, the ‘Ice Hotel’ special presentation by the designer duo of 2Dezign emphasised the significance and opportunities for greater emotionality in the bricks-and-mortar trade. Both visitors and exhibitors were inspired by the decorated world of products, flowers and accessories all in white and ice blue. ‘Ice Hotel’ offered ideas for striking, astonishing and stylish shop and display decorations in the bricks-and-mortar trade and, therefore, a counterpoint to the digital shopping experience.

### **Modern trade-fair concept for Paperworld given a good reception**

The Association of Brand Name Paper, Office Supplies and Stationery Manufacturers (*Verband der PBS-Markenindustrie*) is satisfied with Paperworld 2015, with many important manufacturers having returned to the fair as exhibitors. “The new concept is excellent. The new hall layout with the Paperworld Plaza is virtually perfect for us and our members. We are very pleased with the course of business at the fair. We spoke with more international visitors than expected. As well, the standard and number of German trade visitors is good. We want to continue working with Messe Frankfurt on this basis, to further develop the concept and attract even more visitors and manufacturers”, said Rolf Schifferens, Chairman of ‘PBS-Markenindustrie’ and CEO of Faber-Castell.

The paper, office supplies and stationery trade is also pleased with the new Paperworld concept, as confirmed, for example, by Kaut-Bullinger CEO Johannes Peter Martin: “For us, Paperworld is the most important trade fair and, thanks to the new concept, very many important manufacturers are to be found here. The exhibitors generate lots of impulses for all our fields of business – not just for the coming season but also for the general development in the coming years. And the networking that goes on during the fair – the direct contacts made – is an essential aspect of the fair and something no video conference can replace.”

### **Christmas trends 2015: anything but restrained**

Dramatic, striking and a touch glamorous – Christmas this year will be extremely festive and, sometimes, unconventional. Although natural materials are still ‘in’, there is a noticeable desire for the unusual: pink artificial trees compete with pastel-coloured baubles while red, blue and green, as well as black and white, set charming accents. Particularly popular for seasonal decorations this year is copper, which is often combined with gold and black. Additional extravagance comes from the use of hide, feather and plush accessories. Forest figures, polar bears and penguins are in the limelight and, together with elephants, cats in fancy dresses and comical monkeys ensure that the most endearing festival of the year is not boring. Also en vogue in 2015: storytelling. Individual decorative articles are presented in special settings that carry consumers off into wonderful or lost worlds and inspire them to make spontaneous purchases.

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### **Home decoration the most important trend at Creativeworld**

Whereas table decorations used to be the main theme at the exhibition

stands, the subject area has broadened this year to embrace complete lounge areas that give expression to the home-decoration trend. Thus, furniture and accessories are modified with paint and structural elements, and fabrics decorated using stamps or templates. Home accessories are no longer simply embellished but created anew: lamps from folding paper, dishes and candle holders cast in concrete and sculptures carved from sculpting blocks or made using material hardeners.

Next year, the trio of consumer-goods fairs will be held as always around the last Saturday in January:

Christmasworld from 29 January to 2 February 2016

Paperworld from 30 January to 2 February 2016

Creativeworld from 30 January to 2 February 2016

Further information and high-resolution photographs can be found in the journalists' portal at:

[www.christmasworld.messefrankfurt.com](http://www.christmasworld.messefrankfurt.com)

[www.paperworld.messefrankfurt.com](http://www.paperworld.messefrankfurt.com)

[www.creativeworld.messefrankfurt.com](http://www.creativeworld.messefrankfurt.com)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €550\* million in sales and employing more than 2,200\* people worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2014, Messe Frankfurt organised 120\* trade fairs, of which more than half took place outside Germany.

Comprising an area of 578,000 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The company 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](http://www.messefrankfurt.com)

\* preliminary figures (2014)