

M.O.W. Press release of May 3, 2010

M.O.W. 2010 from 25/04 to 29/04/2010 with convincing appearance

## **In the centre of the market, a hub for consumers**

After a positive development and good results for the industry the M.O.W. finished after 5 days on Thursday, 29/04/2010. "The M.O.W. is the most important fair of the year for us. This has been substantiated also in 2010", states Mr Volker Loch, managing director of the Kerkhoff Company. The most important decision makers from the purchasing associations and commissions visited this fair. But also the mail-order houses, the building centres and DIY stores, chain stores, as well as large-surface and Internet marketing companies from Germany and abroad. Decisions were made on specials available in the short term, assortments for the important autumn/winter business and preparatory work was carried out for the associations' selection. Marc Greve, managing director of Polstermöbelvertriebe Polipol/Polinova/Zehdenick/Megapol, also comes to a positive conclusion and says "We are completely satisfied". Volker Lux from Brinkmann being a representative of the branded furniture suppliers, and Harald Ploß responsible for the outdoor segment are also happy. Exemplary statements refer to all assortment fields. They all took benefit from the M.O.W. 2010 to set the course for a longer top-selling autumn/winter period as stated by many exhibitors. The positive work atmosphere offered the participating companies much space and time for the optimal presentation of their innovations with a subsequent good volume of orders and handout.

More visitors than in May of last year were registered in all fair centres, in MESSE PARK BARNTRUP as well as in some areas of MESSE-ZENTRUMS BAD SALZUFLEN even more than at the M.O.W. in September, 2008. Bernd Schäfermeier, the head of the M.O.W. explains that this increased number of visitors was reached thanks to three essential factors: "First – most people of this branch have accepted the new spring cycle, although the scheduled dates in spring are still being discussed. Second – the market demand is increasing on a high level in Germany, and another upturn could be noted in export markets after a temporary downturn. Third – we have been able to win additional new relevant visitor groups thanks to the specific orientation to subjects such as bathrooms, self-service, children+young people, as well as bedrooms and outdoor furniture."

Beside the predominant associations and big customers the presence of company owners demonstrates the high-quality level of visits to the M.O.W. Every competence sector of the M.O.W. 2010, i.e. upholstered furniture/conventional furnishing/furniture for young people and/or self-service, registered on an average approx. 1,500 retailers, up to high-quality furnishing companies who sighted the consumer assortments in order to adjust them based on their sales arguments to the high-end segment. Furthermore the following trend was clearly perceptible: E-commerce is gaining an increasing importance beside the classic marketing forms. In time at the beginning of the M.O.W. fair a new large furniture shopping gate was put on-line where the distributors and furniture shops could offer their goods.

A total of far more than 2,000 groups visited the M.O.W. – competence centres of which most came on Monday and Tuesday. The buyers came from 41 nations, 23 % of them from abroad. The Netherlands, Switzerland, Poland, Italy, Austria, Denmark, Belgium, and France were most strongly represented, followed by the Czech Republic, Bosnia, Romania, and Slovenia. Bernd Schäfermeier comments, „The exhibitors, the fair and the ordering schedule would have deserved even more visitors. This job will be done together with the whole branch in 2011. The positive benchmarks for spring are still valid.”

Highly attractive: the variety of subjects at the M.O.W. 2010 with innovative products, ideas and concepts for the important consumer business. Bathroom, office, children+young people, living-room, bedroom, dining room & tables, individual pieces of furniture, solid wood, furniture imaginations, boutique, outdoor: this is only an exemplary choice proving the colourful variety of subjects in MESSE PARK BARNTRUP. In addition, of course also the classic self-service and JuWo-specialists found in every respect what they were looking for. The offer ranged from tightly priced discount products to trend-orientated labels. Exciting marginal subject in hall 3: the M.O.W. forum “Tea+Themes” with the exhibition focus “Service providers for the furniture sector” in connection with a very interesting short presentation program, beside others from Porsche Consulting.

The subjects in MESSEZENTRUM BAD SALZUFLEN: hall 1-4 sleeping and living, Hall 5-6 living and dining. Hall 10-11 living and – this year really great – entrance halls. This was a total of 35,000 sqm of conventional service-orientated furnishing. Adjoining these POLSTERFORUM BAD SALZUFLEN with upholstered furniture on 35,000 sqm, competent for all distribution channels, from discount and furniture for young people to service.

Furthermore the INFORMA MESSEZENTRUM offered in connection with the M.O.W. a large selection of top-class exhibitors for nearly every living area.

The excellent quality of the presented products as well as the diversity of the shown innovations impressed the people on the whole. The increasing concentration in this branch requires efficient market partners. Therefore potential manufacturers/distribution companies increasingly move onto extending their performance portfolio in a consequent way. And they have been successful in doing so as proven by this year's M.O.W.: they have improved their positions as specialists for their product group, e.g. they offer upholstered furniture, living-room furniture or bathroom furniture for all distribution channels of the trade, from self-service and furniture for young people to high-quality products. Or they offer nearly all product groups in one price segment – from living-rooms, dining rooms, bedrooms, entrance halls, bathrooms to offices.

The trade aims at own brands and exclusivities and asks for other flexible suppliers who can also sell smaller quantities in a profitable way. Here too the M.O.W. offers the ideal platform for supply and demand.

The various combination possibilities and the up-to-datedness of the furniture for the consumer class is part of the greater trends at the M.O.W.; new materials and technologies have convinced with their comfortable usage requirements and lifestyle standards.

At the M.O.W. over 500 exhibitors (468 authorised exhibitors plus sublessees) from 31 nations showed innovations and new products for the centre of the furniture market on an area of 150,000 sqm. In 2009 438 authorised exhibitors plus sublessees came from 27 nations. 55 % (in 2009 62%) of this year's exhibitors came from Germany, 45 % (in 2009 38 %) from abroad. Many important market partners of the over 500 exhibitors exhibit at the M.O.W. as their only German fair platform. Slightly more than 80 % of the M.O.W. exhibitors do not exhibit at the International Furniture Fair in Cologne. In 2010 the M.O.W. had a total of more than 100 new exhibitors on an increased area with changed possibilities of use, beside others due to joint presentations.

Conclusion: the M.O.W. is the furniture fair for consumer business, it offers the German and international trade a compact performance overview for the core of the market including all furniture types up to special assortments. The assortment-related decisions are made at the M.O.W. The essence is profit, shaping and presentation at the POS. The number of new exhibitors who registered for the M.O.W. 2011 in the course of this year's fair already is a proof of its central importance.

The 2011 schedule will be made shortly in agreement with the organisers who hold their fairs timely close to the M.O.W.

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