

Press release September 08, 2020

M.O.W. 2020 from September 20 to 24, 2020

M.O.W. before the start

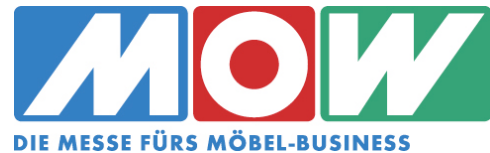
With anticipation the furniture industry is looking forward to the M.O.W. 2020 which is the first furniture exhibition to start on September 20 after the lockdown. A good 330 exhibitors are going to present themselves in Messezentrum Bad Salzufflen. They will occupy over 80 per cent of the exhibition area. They carry with them: Many innovations and a wide range of offers covering all product groups for conventional furnishing, flat-pack furniture, self-service, and on-line. The visit is surely worthwhile!

IMPORTANT: Those who want to participate must sign up in advance under www.mow.de.

Within the last days some more companies took the opportunity to register as an exhibitor at the M.O.W. from September 20 to 24, 2020. For example, some of the newcomers are companies such as Up2date medalounger, Dom Art, format, and Multiline. They are representative of the large range of exhibitors at the M.O.W. – from the international big player to the specialist – one of the M.O.W.’s strengths! The core aim of this exhibition is to present items ready for series production, sales-boosting goods for assortments, advertising and special offers. Concentrating on the consumer furniture business the M.O.W. has a unique position in the European area.

There is a great desire on the part of the exhibitors and visitors for trade fairs. After the long break the M.O.W. finally offers the opportunity to exchange, meet and contact. Even with mask and distance – the usual informal discussions at an exhibition are important and necessary for the business. All fair participants anticipate that they will all succeed in benefitting from the current positive impetus and sustainably ensure the priority given by the consumers to furniture. The mandated retreat into one’s own home has increased the importance of “homes”. This new importance will also be experienced at the M.O.W. The delivery capacity, delivery time, digitization, origin, and sustainability will be made a subject of discussion in the same way as work and leisure at home. In particular, people are expecting solutions for the home office.

In particular, in Corona periods the large-surface Messezentrum Bad Salzufflen offers advantages: With its 17 halls, many entrances and extensive outside area the premises offer favourable conditions for safe business and show that exhibitions can also be organised under the current



general conditions. An approved hygiene concept ensures health protection on site down to the last detail.

As usual service at the M.O.W. is free of charge, as well as admission, catering, parking, WLAN, and guides. Further information under www.mow.de.

„The exhibitors' quality is suitable. The protection and hygiene concept has been coordinated with and approved by the authorities. The general conditions have been agreed“, is the organizers' motivation. “Let's go together to the restart on September 20. We will certainly succeed in doing so with responsibility and observing the legal requirements regarding infection prevention. We are looking forward to your visit!”

Take note now

M.O.W. event from September 20 to 24, 2020

Opening hours from Sunday to Wednesday from 9 a.m. to 6 p.m.

Thursday from 9 a.m to 4 p.m.

Zentralparkplatz Heerserheider Str. 2, D-32107 Bad Salzuflen

Free admission (only professional visitors)

Visitor registration required under www.mow.de

Further information: www.mow.de

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