

Press Release 20. August 2021

M.O.W. 2021 from September 19<sup>th</sup> to 23<sup>rd</sup>

## Experience Furniture Highlights Life!

Finally, exhibition again: furniture you can touch, meeting people, personal interaction. M.O.W. makes it possible. The furniture offered by about 400 exhibitors from over 30 nations at Messezentrum Bad Salzuflen from September 19<sup>th</sup> to 23<sup>rd</sup> will influence on furniture consumption of tomorrow. The range of new innovations at the M.O.W. 2021 is fuelling all furniture sectors – from the hallway to the bathroom – with new assortments, boosting the revenues with advertising articles and special offers and motivating the end user with practicable marketing and presentation concepts. A prospect of what professional buyers can expect at the M.O.W.

Those who register online in advance – easily and quickly under [www.mow.de](http://www.mow.de) – and who prove on site that they were tested, vaccinated or have recovered can experience first hand tomorrow's furniture trends at the M.O.W. 2021 and gain a head start through knowledge. This refers to all furniture distribution forms, and also for association members who have their products bought centrally but are looking for specific regional products and individual inspiration. At Messezentrum Bad Salzuflen it is about ordering but also about sustainably ensuring their own business success in the long term. With the right goods and with matching concepts, purchase incentives and contacts.

There is a versatile range of offers at the M.O.W. 2021 ensured by each of the about 400 exhibitors – from global players to small labels. That much information is revealed in advance: it is about **living** from solid wood to decor. Storage space, flexibility and multifunctionality is in demand +++ **Bedrooms** are presented even more extensive this year. As a central component the bed is displayed in many facets+++The **range of upholstered furniture** is shown even more customer-orientated thanks to the enrichment by new, attractive providers. Sofas are searched! +++ **Young living/self-service** has traditionally an excellent unique position at the M.O.W. and is good for surprises this year, too. +++ **Hallways** comprise a large offer with versatile solutions +++ The **bathroom** assortment is represented with new ideas by all relevant players. +++ Specialities for the **dining room** are offered in a way to match many different distribution channels +++ **Solitaries** are presented in a large variety +++ Furthermore the **Turkish Pavilion** with interesting manufacturers invite you to visit them +++ New partners for **special assortments** introduce themselves +++ The providers for **baby's/children's/young people's** furniture accept the current challenges



for living, playing and learning at home +++ And also the **office** sector which convinces with clever ideas for the home office +++ **Garden furniture** for the balcony and terrace form a new assortment module at the exhibition +++ **Kitchens** can be found in hall 12 +++ And finally the new **360GradPlaza with selected service providers** and specialists who offer pioneering tools for current topics.

„Well: so, the M.O.W. 2021 offers great potential for your own business success. The right products, matching marketing concepts and brilliant ideas to be presented at the POS. Therefore, the organizers Bernd Schäfermeier and Andreas Reibchen encourage you to register on-line now and to come to Bad Salzuflen in September. Hygiene and safety on site are ensured.“

**Further information: [www.mow.de](http://www.mow.de)**

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