

Press Release of June 29 2022

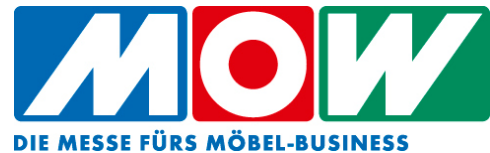
M.O.W. 2022 from September 18 to 22

## Exhibition In Sight

**The M.O.W. 2022 is getting closer: from September 18 to 22 the European industry will be meeting in Messezentrum Bad Salzuflen. All of the 17 halls are completely occupied. The buyers will meet international big players, strong specialists, well-known brands, labels undiscovered hitherto, successful niche providers, and dominant all-rounders. This unique range for the middle of the market forms the essential decision-making tool for the furniture and assortment year 2023, above all with a view to the current challenges. For every distribution type from stationary to on-line and from self-service to conventional.**

As one thing is clear: the M.O.W. 2022 promises to be a strong exhibition. As of today, the exhibition management has counted over 470 companies from 40 nations. Besides the numerous regular exhibitors and the already well-known newcomers such as Calia, Nicoletti, Man Wah, Scapa, Vis Comoda, and Innovation, the Adova Group with the Treca Paris brand and the Besolux Group with CXL by Christian Lacroix, as well as Interlink, ML Meble, Gautier, Flexa, Jadrina, Len-Art, the Beds Unique, and Sitab, the M.O.W. decision-makers Bernd Schäfermeier and Maximilian Richter announce further new exhibitors such as Dunlopillo, Breckle, Tommy M, LC, Metallbude, Intertrend, Eltap, Benix, Stoltap, Notto, Venture Design, Wood Else, AEK, Möbelstil, Standard, Tenzo, and JumeK. Furthermore, we have to note especially that the joint stand of Furnicity, the Romanian joint stand and the concentration of international market leaders for Young Living/Self Service demonstrate Europe's strong points as procurement market. A small teaser for those who are hungry for brands: At the M.O.W. 2022 Puris Bad will present their contribution to the new "Schöner Wohnen" collection and SourceByNet will introduce their current "Walt Disney" furniture range.

Many further highlights will follow: at the M.O.W. innovation is as reliable as the wide range of collections, models and marketing concepts on which trade can count for sure. Autumn decides the furniture and assortment year 2023 and the success of this industry. The current challenges are quite notable: high costs, long delivery times, low demand – this situation demands a lot not only from the trade but also from the industry. All the more important is the constant M.O.W. with its clear concept, its purposeful orientation to the middle of the market and its importance far beyond



Europe, as it was and continuously still is a reliable partner even in times of a pandemic.

“The preview to the M.O.W. 2022 emphasizes once more the importance and relevance of this exhibition for industry!” The M.O.W. is an important European exhibition and its reputation appeals far beyond this continent. It supplies a wide range of offers that are decisive for the dominating consumer market and custom-fit solutions that are essential for every single distributor who markets furniture – stationary, multi-channel or purely on-line.

In light of the forthcoming exhibition Bernd Schäfermeier and Maximilian Richter feel joyful anticipation but also responsibility. “Joint efforts for success – that is what we are striving for now”. Therefore, they already now cordially invite all furniture distribution channels to the M.O.W. in Messezentrum Bad Salzuflen from September 18 to 22. “Sign up in advance on-line under [www.mow.de](http://www.mow.de), where we continuously provide you with up-dated information regarding this year’s exhibitors”.

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

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