

Press Release of July 14, 2023

M.O.W. 2023 September 17 to 21

International Upholstered Furniture Competence

After kitchens, upholstery is the second most important revenue driver in furniture trade. From September 17 to 21 the M.O.W. will show at Messezentrum Bad Salzuflen on over 25,000 square metres the colours, forms and functions that will be successful in the next business year. The international range of exhibitors ranges from specialists and big players to well-known new exhibitors such as Ekornes/Stressless, Hjørt Knudsen, Euro Comfort with E. Schillig, Altoni, Alfemo, Kuka, and Superb.

Upholstered furniture has become an integral part of living, sleeping and office spaces worldwide. Upholstered furniture invites you to relax, rest and socialise. Thanks to its versatile functionality, attractive design and its ability to transform rooms upholstered furniture is not only very important for consumers but also furnishing experts are a mainstay of sales in furniture trade. From September 17 to 21 the M.O.W. commits itself to this important product group and presents a wide range of exhibited products from the entry-level to upper middle price segment.

Seating Furniture Specialists from ADA to Wersal

In addition to well-known new exhibitors long-standing partners such as ADA, Restyl, Easysofa, Benformato, Primavera, Exxpo, Jakobsen, Bali, Sass, Domo, Weinrich, Libra Sofa, Femo, Atlantic, Istikbal, Ipek, Modam's Mobilya, Libro, and Prima display their skills. Brands such as Calia, Nicoletti, Incanto, Contempo, and Dienne Salotti stand for Italian upholstery competence. In addition, upholstery specialists from Benelux and Scandinavia such as Furninova, Flexlux, Conform, Theca, Scapa, Vilmers, and Innovation display demanded trends and set accents. Besides these, Poland and the Baltic countries are strongly represented with exhibitors such as Benix, Wersal, Notto, Home Group, Dom Art, Genpol, Kauno Baldai, and Intertrend. But also Asiatic big players such as HTL, Violino, Man Wah, and Kuka will be at the M.O.W. in Messezentrum Bad Salzuflen.

Upholstered furniture offers high adaptability to several furnishing styles and room sizes. It is available in many fabrics, leather types, colours, and designs, so that consumers have the possibility of reflecting their personal

preferences and the style of their home. In addition, it offers modular options based on which different components can be combined and adapted to meet individual requirements.

The current trends in the upholstered furniture sector show an increasing focus on sustainability, multi-functionality, Scandinavian influences, and individualisation. Upholstery furniture buyers can look forward to a pageant of innovative forms, colours and functions, technology, individual seating comfort, seat depth, and a wide range of upholstery materials.

For upholstered furniture and all other product groups we are expecting at the M.O.W a total of around 500 companies from over 40 nations. With their range the exhibitors represent the entire spectrum of consumer-orientated furnishing for all living areas, all product groups and all sales channels. The prices concentrate from the entry-level to the upper middle price segment. Besides system programs for classic furnishing you will find flat-packed furniture, dropship offers for the e-commerce as well as promotional products, best-selling products and audience magnets.

“Again the M.O.W. 2023 offers a unique furniture event and best conditions for finding the right product groups”, emphasize the M.O.W. decision makers Bernd Schäfermeier and Maximilian Richter. “We are looking forward to your visit.”

M.O.W. at a Glance:

Date from September 17 to 21, 2023.

Opening hours: from Sunday to Wednesday from 9 a.m. to 6 p.m., on Thursday from 9 a.m. to 4 p.m.

Messezentrum Bad Salzuflen, 17 halls, 85,000 sqm of exhibition space.

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzuflen. Admission, parking, WLAN, catering in the exhibition restaurants, and shuttle service between the halls are free of charge.

Access for professional visitors only.

Further information: www.mow.de

Press contact: Kaja Möller, Fon +49 40/36905290, Fax +49 40/36905291, kaja.moeller@waw-gruppe.de. Or directly from Messe Ostwestfalen, Fon +49 5222/9250-31, Fax 9250-35, www.mow.de.