

Press Release of July 27, 2023

M.O.W. 2023 from 17 to 21 September

Service Orientation Scores

The furniture trade can score with customer understanding, planning, consulting service, delivery, and assembly. From 17 to 21 September the M.O.W. presentation will be focussed on the right partners for service-orientated, conventional furnishing in Messezentrum Bad Salzuflen. The exhibitors will provide inputs for all living areas from the entrance hall to the bathroom, they will offer products from all price ranges from the entry-level to the upper middle price segment to show you what secures competitive advantages now.

Service-orientated furnishing in furniture trade is an effective strategy to offer an intensive customer event and to differentiating yourself in a highly competitive market. The local furniture retailers can offer a unique customized customer event by understanding the customers' individual demands, by widely consulting them and giving them design support, by using appropriate technologies as well as by efficient deliveries, assemblies, and customer-service. At the M.O.W. 2023 the buyers will find the right partners for this.

The M.O.W. being Europe's most important furniture fair in autumn presents the whole range of consumer-orientated furniture for all living areas, all assortments, and all price categories from the entry-level to upper middle price segment. The offer comprises carcass furniture either from solid wood or alternatively veneered, polished, or varnished, upholstered furniture covered with fabric or leather, tables from glass, ceramics, and much more. In addition to new optics you can expect many innovations in the fields of sustainability, material combinations, technology, trends, and marketing ideas at the M.O.W.

All areas will be attended with national and international exhibitors from start-ups to big players including also marginal assortments such as the entrance hall, baby/child/young people, and office. Please find below an **extract** from the wide range of exhibitors:

Bedroom: Wiemann, Staud, Adova, Dunlopillo, Breckle, Delux, IMC, LBC, Serta, Jumeck, Cinall, Priess, Jadrina, Tjoernbo.

Living room: Quadrato, Skalik, IMC, Gomab, Aleal, Munari, Wojcik, Len-Art, MCA, Hammel.

Dining room: MCA, Hela, Bodahl, Standard, Dan Form, Sven Form, Dudinger, Minlife.

Entrance hall: Wittenbreder, Bienenmühle, Gradel, Voss, MCA, Pieper, M2, Bodahl.

Upholstery: ADA, Restyl, Easysofa, Benix, Wersal, Exxpo, Furninova, Ekornes, Nicoletti, Calia, Flexlux, Theca, Sits, Euro Comfort, Conform, Scapa, Primavera, Bali, Violino, HTL, Incanto, Hjort Knudsen.

Child/young people: Roba, Manis-h, Wimex, IMC, Relita, Finori, Euro Diffusion, Unico, Belenus, Trendteam, Mäusbacher, Cilek.

Office: Nowy Styl, Mäusbacher, Trendteam, Iversen, Duo Collection, M2, Femo, MCA.

Small pieces of furniture: IMC, Aleal, Carla & Marge, Gradel, MCA, HSM, M2, Voss, Phönix, Mobello, Concept, Vierhaus, Akante, Torna, Henke.

Bathroom: Puris, Lanzet, Fackelmann, Tienne4, Savini, Idea, Astor, Deante, Comad.

In addition, a varied range will be exhibited for young living and self-service. We are expecting around 500 companies from more than 40 nations. Besides system ranges for conventional furniture, you will find packaged furniture, dropship offers for the e-commerce as well as promotional products, top sellers and customer magnets.

“Nearly 90 percent of the exhibitors exhibit their products only at the M.O.W.”, emphasize the M.O.W. creators Bernd Schäfermeier and Maximilian Richter. “Buyers from all sales channels can look forward to a top-class range of exhibiting companies, an expert audience, best-selling assortments, top sellers, and pioneering service providers.”

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 Salzufflen, 17 halls, 85,000 sqm of exhibition space.

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzufflen. 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

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