

Press Release of July 30, 2024

M.O.W. 2024 from September 22 to 26

From The Individual Piece Of Furniture To The System

Conventional furnishing has always had high significance at the M.O.W. In 2024 the offering for these sales channels will be particularly strong. From September 22 to 26, 2024 even more extensive and versatile assortments for all product groups will be presented for sampling and ordering at Messezentrum Bad Salzflen. The buyers can look forward to innovations.

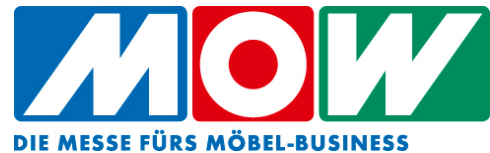
The variety and adaptability of conventional furniture makes it attractive for many target audiences. Its quality, timeless elegance and high-quality workmanship form a solid basis for trading. Furthermore, the companies can offer additional value through additional services such as assembly, maintenance and customer service that goes beyond pure product quality and contributes to differentiating from the competitors. These and further aspects are regularly discussed at the M.O.W. in Messezentrum Bad Salzflen. The M.O.W. 2024 which takes place from September 22 to 24 will, however, especially focus on conventional furnishing.

The complex from hall 1 to 4 forms a focus with its new allocation and the passenger guidance in hall 2. Examples of the great diversity of exhibitors here are companies such as Wiemann, Adova, Hilding Anders, Tiado, Fey, Furniteco, Staud, LBC, IMC, Aleal, Deluxe, ARC, Priess, Mobello, Collection C, Gwinner, Munari, Breckle, Wendre.

The halls 10/11 also present themselves in a new design with innovative booth concepts and area extensions. In these halls you will find well-known suppliers such as MCA (new with ABP upholstered furniture and Lindaro sleeping in hall 12), Wittenbreder, Voss, Gradel, Hela, LC, Pieperconcept, Mirrors & More, Wojcik, and IMV.

When the objective is to identify trends for conventional furnishing it is always worthwhile to visit **hall 19**. Among others, the companies Quadrato, Duding, Vierhaus, Skalik, Bodahl, Tjørnbo, Gutekunst, Iversen, and RV Design are represented in this hall.

Conventional upholstered furniture can primarily be found in the **halls 20/21**. A wide range of offers from the armchair to the landscaped interior is opened up on about 20,000 square metres. Well-known specialists such as ADA, Easysofa, Wersal, Furninova, Benix, IMG/Ekornes, HTL, Het Anker,



Maxfurn, DFM, Conform, Exxpo, Notto, Kuka, Scapa, Primavera, Dom Art Styl, Benformato, Restyl, Home Group, Domo, Jakobsen, Intertrend, Hjort Knudsen, Innovation, Sass, Bali, Flexlux, Theca, Sits, and Man Wah rank among the exhibitors in 2024.

Strong suppliers and partners such as Incanto, Puris, Sonorous, Madia Craft, Jutzler, Flexa, Thuka, Roba, or Canett can also be discovered in the other halls. The list is only a small selection but it shows the variety from paint to solid and from living to sleeping and dining. The M.O.W. 2024 is the ideal platform to get informed about the latest trends of the furniture and furnishing sector and to make new business contacts. On the website www.mow.de trade visitors can obtain further input on trade fair preparation at any time. Here you can also register quickly and cost-free.

M.O.W. at a Glance:

Date from September 22 to 26, 2024.

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.

40-year M.O.W. party on 24/09/2024 as from 6 p.m. between hall 19/20.

Access for professional visitors only.

Further information: www.mow.de

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