

Press Release of August 20, 2024

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

## Quality Improvement

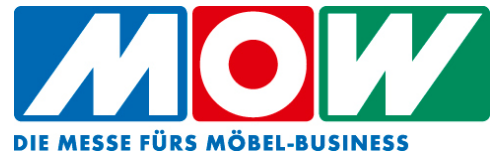
**On the occasion of the anniversary event from September 22 to 26, 2024 the M.O.W. still needs to do more work. Further new well-known exhibitors such as Femira, KA International, Niroh, Rott Design and Lazyboy top the already high quality of exhibitors. With this the M.O.W. sets standards! The clear concept and focussing on the volume market addresses more and more suppliers of the upper middle class. The M.O.W. is further establishing itself as a significant platform for all sales channels, both stationary and on-line.**

The preparations for the M.O.W. are running at full speed and joyful anticipation is increasing. In addition to numerous industrial partners of long standing and many already registered new exhibitors the fair management is looking forward to announce some real highlights: Femira is going to exhibit at the M.O.W. for the first time and will strengthen the area of competence around the bed with their individual sleep concepts. KA International complement the offer with customized wardrobes. Niroh stand out with solid hand-made furniture which impresses with its quality and durability. The Czech manufacturer Rott Design presents unique tables made of solid wood. Lazyboy will reveal at the M.O.W. the first products from the new licencing partnership with ADA.

This means that the M.O.W. covers the entire range of furniture consumption from the entry-level to upper middle class price segment for all product ranges and sales channels. Conventional furniture dealers, specialists, studios, and specialist retailers but also on-liners, mail-order houses, suppliers of young living/self-service, DIY stores as well as food and non-food discounters will find the matching assortment and offer here. This year the M.O.W. is presenting itself with unprecedented strength.

In addition to the extensive product offer the 360GradPlaza invites you to network in hall 22.2 Here the exhibitors and professional visitors cannot only be informed about current and futuristic issues of business development by exchanging practice and knowledge with around a dozen of service providers but also gain valuable insights, e.g. how to use AI by specialist lectures given by experts and subsequent discussion groups.

Hermes Logistik and its assembly team are showing live how good two-man handling service can be achieved, the team of Crystal Design will present the advantages of the DIVA on-line configurator for sales



consulting and error-free ordering and also how augmented reality can be used for sales promotion. The data expert and network partner IWO furn will talk about professional and faster data management through artificial intelligence.

SHD will show the latest developments in the IT solutions field and merchandise management systems. A DHL team will again participate as in addition to furniture delivery it also carries out the assembly of domestic appliances as a service, as well as the Reber Company which besides transport, intra logistics, warehouse and production logistics also offers expertise in the field of supply chain management. As an e-commerce agency Medienpark offers tailor-made shop solutions and on-line marketing. The management consultants and specialists of Pro-Struktur will inform about futuristic optimising concepts for the furniture industry. Planungsdetail.de will inform about the diverse possibilities of 3D visualisation. The logistics partner MMM will give an insight into their diverse services around furniture assembly and transport. Dirk Schröder, the co-organiser of 360GradPlaza will assist in the development of innovative business models and the female co-organiser Julia K.M. Greven brings her many years of expertise in brand management and marketing.

The complete exhibitor list of the M.O.W. is continuously updated at the M.O.W. website as are the individual exhibitor entries with important information and contact persons.

With the concentrated offer of products, innovations and information the M.O.W. intends to bring this sector back on the road to success. The organisers and exhibitors agree: "The M.O.W. sets an example. We invite all of you to use this exhibition as an efficient work tool for your own business success."

#### **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 Salzungen, 17 halls, 85,000 sqm of exhibition space.

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

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

Access for professional visitors only. [Go to visitor registration](#)

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

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