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M.O.W. 2019 from September 15 to 19: Good record

Successful Anniversary Event

This autumn we have had two reasons to be positive in East Westphalia: 50 years Messezentrum Bad Salzuflen and 35 years M.O.W.! The importance and significance of this show for the middle of the market was pointed out once again by this anniversary event. All of Europe's distribution forms involved with furniture consumption were present at Messezentrum Bad Salzuflen to obtain sales-boosting products and fresh marketing ideas.

During the M.O.W. 2019 at Messezentrum Bad Salzuflen there was much innovation and inspiration: furniture for every budget, multi-functional sofas, complete bedrooms, entrance halls, kitchens and bathrooms, dining rooms, individual pieces of furniture, solutions for apartments and singles, sustainable solid wood, child-orientated baby rooms, professional home offices, and special assortments. Once again the M.O.W. confirmed its essential core, i.e. concentration to the middle of the market. This unique characteristic gives Europe's most important furniture fair in autumn international relevance and attraction.

This is not only due to the fact that over 90 percent of exhibitors only present themselves exclusively at the M.O.W. in Bad Salzuflen, but every time the wide ranging offer for all living areas is also unique at the M.O.W. Besides this, there was an extremely high presentation level in 2019, conceptionally and thematically well thought out and perfectly decorated. Many surface designs could be transferred one to one to the stationary trade.

The efforts made by the industry were rewarded by the trade - with direct orders and concrete tasks regarding follow-up business. In the halls there was a relaxed mood, people worked intensively on all of the five days of the fair. The wide range of contacts, the high visitor quality and the new international visitor addresses were much praised by the industry. Important suppliers took this opportunity to directly secure their exhibition stand for 2020. The customers paid special attention to the pleasant atmosphere, the unique wide range of offers and the unequalled service package of the M.O.W. as well as to the very successful exhibition party.

Constant visits from 59 nations

Compared with the preceding year the number of visitors remained constant but more international with almost 35 percent of foreign companies. Professional visitors from 59 nations were registered.

Same as in 2018 the Netherlands, Belgium, Austria, Italy, Poland, and France had the strongest presence. The fair management noted a high increase of visitors from Russia and Turkey. For the first time also visitors from Ecuador as well as from several African and Arabian countries were welcomed. The largest number of visitors were noted on Tuesday and Wednesday.

As usual the price was "of the essence" in the negotiations, but this year the concepts were also relevant together with other important issues such as quality, delivery reliability, exclusivities, and digitalisation.

Slight increase with 482 exhibitors from 37 countries.

Vacancies due to losses on the industrial side could be used by the M.O.W. for new supplier addresses and interesting parties that can enrich the procurement lists in the future. On the whole 482 exhibitors from 37 countries presented themselves at the M.O.W. in 2019. Compared to this: in 2018 the M.O.W. counted 462 exhibitors from 36 nations. Consequently the M.O.W. noted a slight increase of exhibitors for the second consecutive year. 44 percent of the actual exhibitors came from Germany, 9 percent from Poland, followed by the Netherlands (5%), Italy (5%), Denmark (3%), France (3%), Lithuania (3%), Bosnia-Herzegovina (2%), Belgium (2%) and further nations. In absolute figures: 212 companies came from Germany, 270 companies from abroad. With 56 percent the degree of internationality was at a constant level (last year 58%).

Those exhibitors who dominate the special requirements of online marketing put the focus on pure online players who increase their sales figures and open showrooms locally but also on stationary distributors who do more and more online business. Furthermore the M.O.W. offer concentrated even more on the demands of affiliates and specialists. Associations and major customers were important addressees for assortments, promotional merchandise and advertising products. So everyone on the M.O.W. found what they were looking for, be it the purchasing associations, chain stores, conventional furniture shops, studios, self-service/discounters, young living houses, mail order houses, construction markets and do-it-yourself stores, food and non-food marketing companies, or onliners.

M.O.W. trends briefly shown

Furniture for every budget +++ Flexibility and multi-functionality +++ Oak remains leading +++ Walnut in demand +++ Appenzell spruce, dark and exotic wood types as new looks ++ Marble is back again +++ Solutions for singles and apartments +++ Tiny house +++ Recycled materials +++ Sustainability +++ Domestic wood types +++ New interpretations for the

country house +++ Infrared transparent media furniture +++ Feminine glamour accents with brass and copper +++ Haptic textiles +++ Blue shades +++ Ground clearance for upholstered furniture +++ Smaller sofas +++ Comfortable customized entrance halls +++ Bathroom furniture for the utility room+++ Solitaires+++ Complete bedrooms +++ Optimized corner cabinets +++ Glass and matt and shiny finish +++ Beds in luxurious height +++ Comfortable LED operation technology +++ Space concepts for stationary trade +++ Optimally packaged products for E-commerce and mail order houses +++

The next M.O.W. will be taking place from 20 to 24/09/2020.

Further information: www.mow.de

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