

Press release September 28, 2020

M.O.W. 2020 from September 20 to 24

M.O.W. Succeeded! Successful Restart

The M.O.W. 2020 has proven for the furniture sector that exhibitions are also possible in the current pandemic. For the continuing special economic situation about living the 329 exhibitors presented many innovations and further development. They worked hard. All registered associations, owners and buyers had come to select and also order novelties. The opportunity for encounters, exchanges and contacts was gratefully and with discipline accepted by all trade fair participants. The M.O.W. has not only inspired the furniture sector but also the entire exhibition landscape!

All fitted together: The high demand, the good order situation, the wide range of offers, the large-scale location, the warm late summer – the M.O.W. 2020 was the first furniture exhibition to have a successful restart under pandemic conditions after the lockdown.

The five days of the exhibitions passed in a pleasant, relaxed to which the summer weather contributed. Protective measures such as shock ventilation and fresh air supply could be perfectly implemented. The necessary hygiene regulations were observed as a matter of fact; there were intensive discussions and people were pleased to be allowed to meet personally. To talk, negotiate and laugh together – no digital format fulfils these sensual dimensions. Both exhibitors and visitors expressed their thanks to the organizers for having shown the courage to implement the M.O.W – despite all adversities. And with success!

Thanks for the Exhibition

„We as the organizers are very pleased to receive the thank you! We are grateful to the Messe Ostwestfalen team for their tireless commitment, to the authorities for their support, and, in particular, to the 329 exhibitors who made the M.O.W. event possible,” said the organizers Andreas Reibchen and Bernd Schäfermeier. “We thank the visitors for their presence and business transactions. We thank all participants for their discipline and care. Together we have proven that a trade fair is feasible if all the rules are observed.”

The M.O.W. could fully exploit their site advantages in Corona times: Much space, generous presentations, well-known audience of professional visitors and extensive outdoor area. To ensure health protection on site the

organizers had made great efforts and worked out a vast concept together with the authorities. Not least because of this, the M.O.W. was taking place in relaxed serenity which also seemed to inspire business. Likewise the current order situation had a positive effect on the mood at the exhibition. Homes have been upgraded with Corona. They have become the centre of one's life. Furniture is in great demand!

Essential for the Middle of the Market

This is precisely why the M.O.W. has been imperative for the consumer and volume business in 2020. The offer fitted perfectly based on the large diversity. The whole range was represented – from big players for volume business to specialists for niches. At the right time the 329 exhibitors presented exactly what the middle of the market needs now to transfer the current business success also to 2021. Products for advertising and special offers, but also for assortments, covering all product groups and differentiated according to distribution formats. In addition, essential issues such as delivery reliability, digitization, logistics, sustainability, and exclusive rights mattered and have received quite new dynamics against the background of Corona. The exhibitors' commitment has been rewarded; orders were placed in all fields, new partnerships and tasks had been defined, exclusivities refined. In particular, SME-associations were actively purchasing.

The common objective of all: To ensure the current success also for 2021. Above all now, the dealers should actively seize the opportunity to purposefully adapt themselves to the end users' changed demands and occasions for purchase in order to generate unique selling points with unequalled concepts. Based on this, the volume business can benefit from the product diversity and the reliable delivery chains that were presented at the M.O.W. Not only on-line, but also stationary.

Trends in Brief

The home as the centre of one's life +++ Conscious consumption +++
 Quality +++ Better instead of more+++ Origin becomes more important +++
 Workplace concepts for the home +++ High-quality beds for relaxation +++
 Sofa – the favourite place +++ Upholstered swivel chair for the dining area
 +++ 180 cm tables with pull-out +++ (Artisan) Oak remains fast selling +++
 Grey and black continue their advance +++ Foil reproductions true to the
 original +++ Muted shades for upholstery +++ Curry, Bordeaux-red, olive-
 green as spot colours +++ Velvet and corduroys +++ Country house with
 sustained strong demand +++ Industrial Look +++ Vintage +++ Natural
 materials +++ Solid wood +++ Sustainability +++ Re- and upcycling +++
 Fabrics made from recycled PET-bottles or left-over clothing +++ System

through all product groups +++ Individual pieces of furniture for living +++
Looks by Wolfgang Joop & Pierre Cardin +++ Fluffy carpets +++ Shoe
cabinets up to size 50 +++ Solid wood in the bathroom +++ Transportable
packaging +++

M.O.W. 2020 in Figures & Facts

The M.O.W. 2020 counted 329 exhibitors, including 159 companies from Germany and 170 companies from abroad. The following countries were most strongly represented: Poland, Netherlands, Italy, Denmark, Austria. Over 80 percent of the exhibition space were occupied. All of the 17 halls were open. In Corona times the Messezentrum Bad Salzuflen offered the advantageous combination of much space, individual hall areas, different entrances, a large-space outdoor area, and a clear group of professional visitors far below the number of persons allowed by the authorities.

Not all of the visitors could come to this year's exhibition. Nevertheless, frequency was more positive than expected. As always, it was not quantity but quality that mattered, and as usual, it was high. Those who were present came with tasks and placed orders.

„We are happy to concentrate on a topic which is enormously important to people,” says Bernd Schäfermeier. A global study proclaims the “decade of the home”. “In 2020 the M.O.W. could contribute to this with much innovation and inspiration. We wish the industry continued success!”

Further information: www.mow.de

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