



On January 25th 2006 the doors open on yet another Paperworld, the leading international trade fair for office products, stationery, school and graphic arts supplies. More than 2,400 exhibitors will be showcasing their wares and meeting an expected 66,000 plus trade visitors.

The idea behind this mammoth event is to provide a total experience of the width and depth of this vast and valuable market place. From paper, stationery, office and schools supplies to computing accessories and everything else that is part of today's office. See new combinations of functionality and design and learn about up and coming trends and established and emerging product standards.

It's the showcase for new products that will shape product selection for the main UK catalogues for 2007 and it's where new trends and styles are unveiled. It's a great opportunity for European colleagues to meet and it is renowned for the senior meetings and high-powered negotiations that take place. As for the products to be launched these are largely a well kept secret until the official unveiling when the show opens. It's also a great way for new entrants to the industry to exhibit and for visitors to find possible new sources of supply (particularly lesser known ones from overseas).

The market place into which we sell is changing all the time. It is becoming highly engineered and there is increasing emphasis over productivity and efficiency combined with environmental, health and safety considerations. This is an important topic that will be covered by many of the exhibitors at Paperworld through their product research and development.

# PAPERWORLD

## PREVIEW 'The World of Office & Paper Products' 2006

BY JANE SMITH

## A HALL LOT OF EXCITEMENT

*Paperworld 2006 is comprised of 10 halls with separate areas designated for:*

**PAPERWORLD IMAGING** – focusing on all aspects of the growing printer and IT accessories section. For our marketplace this area is becoming more and more important strategically. It is a fascinating hall to visit with many opportunities to learn more about what products are on offer, what is coming onto the market and where the growth is going to come from in 2006.

**PAPERWORLD CREATIVE** – for hobby, handcraft and creative products (definitely a growing area).

**PAPERWORLD SCRIPTUM** – which showcases high quality accessories and writing instruments.

Traditional office products can be found mainly in halls 3.0, 3.1, 5.0, and 4.1, and a further breakdown of the exhibition content reveals somewhat more 'off-piste' themes lurking:

### OFFICE AND EVERYDAY LIFE IN THE FIFTIES – HALL 3.1

Travel back in time when typewriters and adding machines were considered to be high tech equipment, when the boss was the boss and not a manager and the secretary showed etiquette. The apprentice drives to work on his scooter, the chief clerk wears armbands and the young people meet in the milk bar for a milkshake and rock 'n' roll.

### CREATIVE IMPULSE – HALL 4.2

Creative impulse innovation prize. Besides the creative product of the year, awards will also go to the marketing campaign and entrepreneur of the year. You will find an exhibition of entries in Hall 4.2

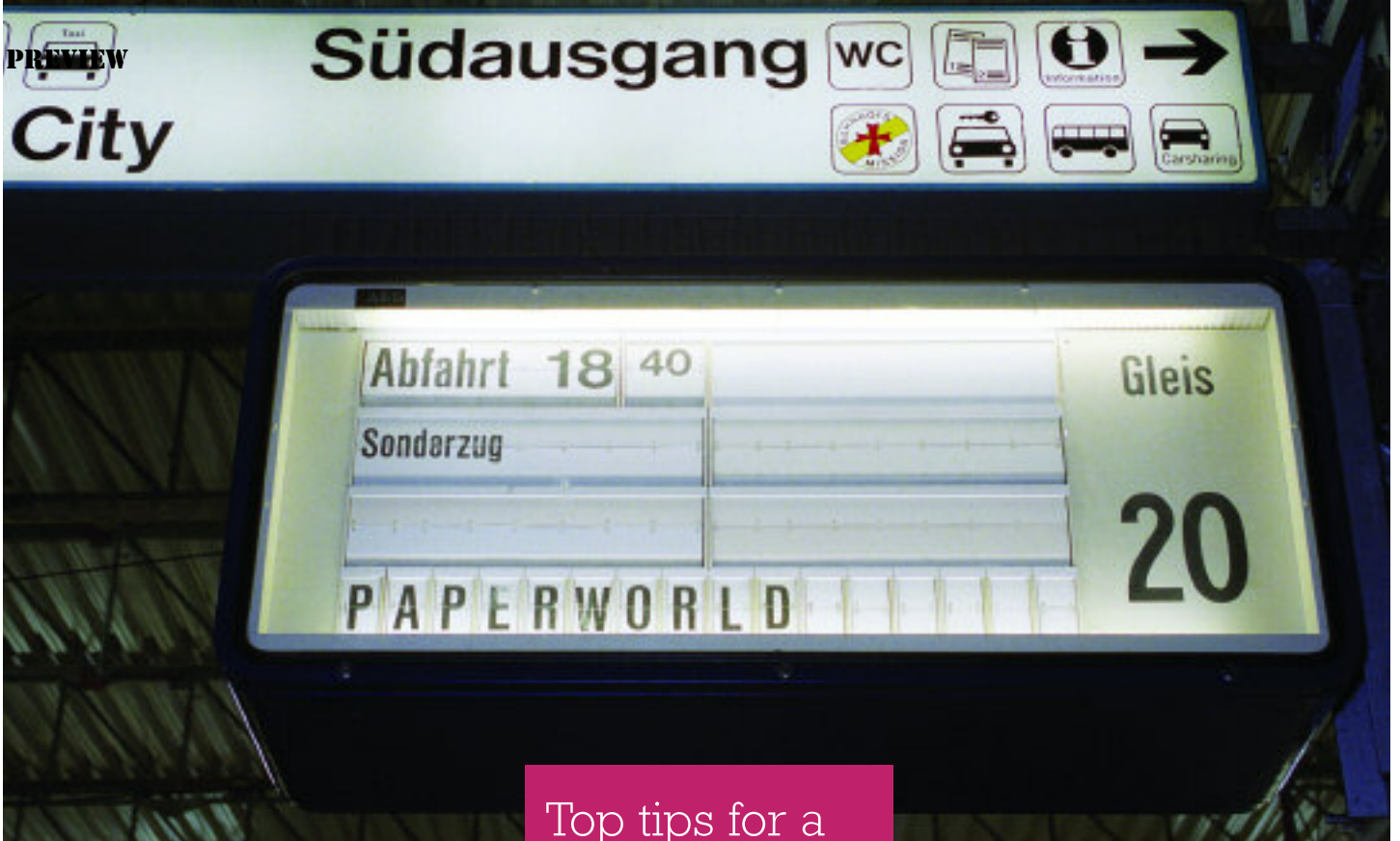
### CREATIVE TREND – HALL 6.2

Here trade buyers can obtain a host of ideas for ways of attracting their customers attention and for in-shop presentations and window dressing.

In Halls 10.0, 10.1 and 10.2 you will find a diverse and interesting array of exhibitors from all over the world. It's simply amazing to see so many variations on a theme with tiny little booths jam packed with products!

A complete breakdown of hall numbers and products can be found on the Paperworld Website [www.paperworld.messefrankfurt.com](http://www.paperworld.messefrankfurt.com). >>





## Top tips for a successful visit

### SEASONAL TRENDINESS

A key highlight of the show is the new trends area and since 1998 trend expert Gunnar Frank has been responsible for researching and developing this display area at Frankfurt Paperworld. A textile engineer who has also studied fashion design and philosophy, Gunnar has put together three lifestyle themes for 2006 to express the 2006/7 trends for this sector.

In an extraordinary display, the three trend prognoses reveal what is on the cards when it comes to shapes, colours and materials, as well as product presentations and marketing opportunities in the forthcoming season:

**FLORENTINE JOURNEY** - A breath of Tuscany permeates the design of superior office items for personal use and provides a touch of romance and the classics.

**HIGH END OFFICE** - Industry and sport – two worlds in which technical perfection and first class materials result in simple, but top quality products define today's trends for the modern office.

**COMIC STYLZ!** - Imagination and humour characterise the designs of affordable and fast living products that provide fun and enjoyment for school children, students and young families.

Trend tours with Gunnar Frank will be held twice daily throughout the show. Again more details are available on the website [www.paperworld.messefrankfurt.com](http://www.paperworld.messefrankfurt.com).

### GET ORGANISED

- Sign up to the newsletter available from the website
- Order your tickets and catalogue in advance
- Plan any transport and accommodation well in advance

### PLAN AHEAD

- Decide how long you want to spend at the fair
- Decide on your objectives and priorities
- Plan your route through the halls
- Book as many meetings in advance as possible
- Allow enough time to travel between meetings

### BE COMFORTABLE

- Smart casual clothes will get you through the day more comfortably than a suit
- Wear comfortable shoes and have more than one pair so that you can change in the evenings and give your feet a rest
- It can be cold in Frankfurt in January make sure you take enough layers to cope with winter temperatures
- The halls are air-conditioned and you can get very thirsty and dry

### ANY OTHER BUSINESS?

If all that spectacle isn't enough for you for the five days you could be there, a number of other events taking place that may be well worth diarising:

European office products awards 2006 - The fifth annual European office products awards will be presented during a glittering gala dinner held on 26th January at the Congress Centre A number of awards will be given including:

Reseller of the year, Wholesaler/distributor of the year, Most innovative company, Vendor of the year, New product launch, Marketing initiative and Environmental responsibility, Dealer group and Young professional.

It's bound to be a night to remember! And if your feet can stand it and you get a little 'punch drunk' with office products then why not take a little foray into Christmasworld – also showing at the Messe at the same time! ■

**For more information about the show you can visit the website [www.paperworld.messefrankfurt.com](http://www.paperworld.messefrankfurt.com)**

**Advance tickets for the show can be purchased at 19 Euros for a day pass and 40 Euros for a season ticket.**

**And finally, don't forget that in the true, efficient style of the Germans, your show ticket can be used free on public transport to and from the show.**