

Nordstil is right on track

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From 27 to 29 July 2019, the summer edition of Nordstil will once again turn Hamburg, the pearl of the North, into a robust anchoring point for retail success.

Here's something to look forward to at the end of July: Nordstil – the regional ordering days – will be showcasing the latest products of the consumer goods industry for the coming autumn and winter. Five months before the trade fair, there are now an excellent number of bookings for the Hamburg exhibition halls. “It’s just after the early bird discount has finished, and the current level of bookings is at about 85 percent,” says Binu Thomas, head of Nordstil. “We’re very pleased that exhibitors are just as interested in Nordstil as they always have been. And the current number of bookings shows how important this Hamburg trade fair is for the industry,” Thomas continues.



Visitors can get the right feeling of the design in sections such as the Northern Lights area in Hall A3.

Everything a retailer’s heart desires

Nordstil’s wide product range is the distinctive touch that makes it a unique ordering platform for Northern Germany. Retailers can find a variety of exciting innovations for their range, divided into four main product groups, so they can browse to their heart’s content. The product group which covers the largest area is Home & Garden, occupying Hall A1 as well as B1 to B4. It’s a place where you can explore everything relating to the home, furnishings and lifestyle. In Hall A4, trade visitors can enjoy the wonderful world of Style & Design, with lifestyle products from well-known designers, brands and manufacturers. A3 is the home of gifts, stationery and everything relating to children, while jewellery and

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fashion are located in Hall B7.

As well as looking at product displays from Germany, Scandinavia and the Netherlands, visitors can again look forward to an extensive complementary programme with special presentations. And the coming trade fair programme will also include the well-known Northern Lights again. In this part of Hall A3 up-and-coming enterprises will be showcasing their innovative products and new business ideas for the consumer goods market. At the same time, the welcoming atmosphere of the Village in Hall A4 will tempt visitors to take a short break from the hustle and bustle of the trade fair. In all, twelve companies, including Frohstoff, Joouls and Räder, have joined together to offer a joint exhibition of the latest trends, not forgetting creative ideas for the point of sale. And the Nordstil Forum in Hall B1.0 guarantees perfect inspiration for manufacturers and dealers. Presentations on current issues in the industry are accompanied once again by the Trend area, featuring creative displays for the shop windows of tomorrow. And how do you feel about having one for the road to finish off your visit in style? A selection of fine spirits and excellent wines are just asking to be tasted. These are also available in Hall B1.0, presented by Buddelhelden (beverage specialists).

The next Nordstil will be held from 27 to 29 July 2019.

Nordstil – regional ordering days in Hamburg

Nordstil is the regional ordering platform for the North. It features a wide product range, covering four segments: Home & Garden, Style & Design, Gifts & Stationery, and Jewellery & Fashion. Nordstil is the regional ordering platform for the spring and summer business and then again for the autumn, winter and Christmas business. It is aimed at northern distributors.

Information for journalists:

Further details and photographic material of Nordstil can be found at www.nordstil.messefrankfurt.com/journalisten

Follow Nordstil on Twitter: www.twitter.com/nordstil

Background information about Messe Frankfurt

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500* at 30 sites and generates an annual revenue of around EUR 715* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

Further details from: www.messefrankfurt.de

* Provisional key figures for 2018

Nordstil

Hamburg, 27 to 29 July 2019