

nordstil

Summer Nordstil: Well-known newcomers and familiar top exhibitors on board

Frankfurt am Main, June 2022. Only a few weeks to go until the Summer Nordstil starts from 23 to 25 July 2022 in Hamburg - and the anticipation for the live trade fair experience is growing daily. Well-known companies and notable newcomers such as Brabantia, Engels Kerzen, Fiskars, F. Edzard, F&H Group, H. Andreas, Ritzenhoff & Breker and Troika are on board to present fresh innovations that will enrich the retail assortments.



Soon it is time to say "Moin" again at the order platform for northern Germany and Scandinavia - renowned new exhibitors and top brands fresh on board. Foto: Messe Frankfurt / Jean-Luc Valentin

The number of participants is more than 20 percent higher than last summer's Nordstil and reflects the great anticipation among the exhibitors: "We are most looking forward to being able to present our new products live and in person. Especially a product like the candle, especially a scented candle, appeals to all the senses, and that is difficult to do online. Our expectation of Nordstil is that we inspire our existing customers with new products and arouse the enthusiasm of new customers for high-quality brand candles, handmade in Germany", says Christoph van Bömmel, Creative Director, Engels Kerzen. In Hall A3.0 Stand F19 in the **Style & Design** section, they will be showing a wide range of candles and accessories for the first time at Nordstil, ranging from the classic pillar candle and the outdoor lantern to the high-quality scented candle for the coming winter season.

You can also enjoy your home in the **Home & Garden** area - for example with trendy furniture, home accessories and textiles, lighting, room fragrances, pictures, seasonal decorations, floristry, candles or glassware. New exhibitor Ritzenhoff & Breker will be

presenting the latest trends for preparing, storing, eating, drinking, decorating and giving in Hall A4.0 Stand F41. "We are very pleased to now present the collections and concepts on which we have been working intensively in recent months to an interested trade audience. Optics and haptics play an important role in our products, so the trade must also be able to experience them live with the appropriate senses to get an idea. Against this background, Nordstil is a suitable business and communication platform for us, both to maintain existing connections and to establish new business relationships. We are looking forward to the personal exchange, networking and exciting impulses during the trade fair", adds Laura Wetter, Marketing Manager, Ritzenhoff & Breker.

In the **Kitchen & Gourmet** area, Fiskars will be exhibiting for the first time in Hall B1.1 Stand D31 and invites visitors to explore the high-quality cooking products and kitchen utensils that make every moment of cooking even more enjoyable. "High-quality products for the kitchen and table are at their best live - they can be experienced, touched and tried out. This makes it easy for retailers to convince themselves of quality and design. That is why we are very much looking forward to good discussions and an exciting exchange," says Perana Punniyamoorthy, Marketing Activation Manager, Fiskars Germany.

Interested to know who else will be there? Click here for the [exhibitor and product search](#).

Visitors can also look forward to a colourful supporting programme - with plenty of inspiration, expert knowledge and culinary offerings. "With the Buddelhelden, the Nordlichtern, the Village, the new area Modekapitän Judith and exciting lectures in the Nordstil Forum, we offer a very varied programme that sets the sails for the coming season and also navigates well through stormy times. Visitors should definitely take a look at the [event calendar](#) in advance to plan their stay at the fair and make the most of it," recommends Susanne Schlimgen, Nordstil Director.

The next Summer Nordstil will take place from 23 to 25 July 2022 and the next Winter Nordstil from 14 to 16 January 2023.

Information for journalists:

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

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Nordstil

Nordstil is the order platform for Northern Germany and Scandinavia. It offers a comprehensive product range divided into the following product areas of Home & Garden, Style & Design, Kitchen & Gourmet, Gifts & Stationery and Jewellery & Fashion. For retailers, it is the regional ordering date for spring and summer business, as well as for fall, winter and Christmas business.

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.
www.conzoom.solutions

Nextrade - the order and data platform for the home & living industry

The digital order and data management system Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year.

www.nextrade.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com