

## nordstil

### Strong visitor satisfaction and best order mood at the first Winter Nordstil in pandemic times

**Frankfurt am Main, January 2022. Only one week before the start of the event, Nordstil got the green light from the state authorities. After the cancellations and postponements of the consumer goods fairs in Frankfurt, Paris and Stockholm, Nordstil was the place for the industry to meet face-to-face in Northern Germany and Scandinavia and get an inspiring outlook for next spring and summer, as well as for the upcoming Christmas season. Despite pandemic-related restrictions, such as the 2G-Plus regulation, ordering in Hamburg was, as usual, in full focus. With more than 12,000 visitors, Nordstil was above all a sure success for all involved under the given circumstances.**

Nordstil was one of the very few trade fairs that took place despite the pandemic and thus one of the most important order dates in the 2022 trade fair cycle. 670 exhibitors<sup>1</sup> from Germany, Denmark, the Netherlands, and Sweden presented their trendy new products for the coming spring as well as the next fall and winter season to more than 12,000 trade visitors<sup>2</sup> and offered plenty of inspiration for their own business. Retailers used these three trade show days to order seasonal products for the upcoming Easter business on site.



Strong ordering and good mood at the Winter Nordstil 2022

As expected, due to the current situation, fewer but highly motivated buyers came to the fair. Those retailers who had consciously decided to visit Nordstil ordered very extensively.

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<sup>1</sup> FKM-certified, 507 exhibitors exhibited at Nordstil in summer 2021 (To evaluate the key figures: Fair took place in the period of the Corona pandemic starting in January 2020).

<sup>2</sup> FKM-certified, 7,463 buyers visited Nordstil in summer 2021 (To evaluate the key figures: Fair took place in the period of the Corona pandemic starting in January 2020).

"Nordstil has shown one thing over the past three days: The trade wants the trifecta of trade fairs, novelties and the exchange on site, despite more difficult conditions such as the 2-G-Plus regulation and short-term decisions by politicians. Without Nordstil it simply does not work. The significant increase in exhibitors and visitors compared to last summer confirms us in this and shows that Nordstil is once again a safe haven to do business," says Stephan Kurzawski, Senior Vice President Consumer Goods & Sales. With a multitude of measures, which were constantly adapted in close cooperation with the Hamburg health authorities, Nordstil was thus able to be held successfully and in good spirits, even under 2G-Plus regulations and the wearing of protective masks at the traditional date at the beginning of the year.

Oliver Hagemann, speaker/communication at the Trade Association Home and Office (HWB), also draws a positive conclusion: "Due to the painful omission of the international leading trade fairs in the first quarter of the year for the entire industry, regional trade fairs such as the Nordstil have become even more important for the trade. This can also be seen in the steadily growing number of visitors to the North German order fair. Retailers need the trade fair as a platform for networking, ordering and experiencing the latest trends and lifestyle products live on site. All this was possible again this year under secure conditions at the Hamburg exhibition center. For the retail trade, the winter edition of Nordstil was a complete success."

#### **Exhibitor comments**

Finally Nordstil again - the exhibitors were relieved that the largest order platform of the North could take place again in January. They used the fair intensively to maintain contact with their existing customers and to establish contact with new customers as well as to present their new products to the visitors.

#### **Johannes Berner, Managing Director Gourmet Berner**

"We benefit from the fact that our booth is so large. There we could place our products and novelties very well. Nordstil was sensational for us, almost like before Corona. We had almost only decision-makers at our stand - every customer was virtually a prospect who then also bought. We made good sales, our customers urgently need new merchandise - they all had a good Christmas trade, the shelves are empty. And Nordstil is the opportunity to get merchandise, since many trade shows are canceled."

#### **Jens Ristedt, Managing Director Posiwio**

"Nordstil is going surprisingly well. Nobody expected the number of visitors to be so high. Overall, we have had fewer customers, but a higher average order volume. The customers who came to Hamburg were all very satisfied. I have heard nothing but positive things. Safety is the top priority at Nordstil. This was well implemented by the fair. The customers felt good and safe here. The halls are very well filled and there are many exhibitors. It would be a mistake not to come to Hamburg."

#### **Christian Schmidt, Managing Director Giftcompany**

"We need trade shows in our business. This is also very important for buyers, because we are dealing with haptic products. Customers want to smell, touch and feel the products - that's not possible to this extent digitally. The retailers are super happy, they had a good Christmas business and are mostly completely bought out. In times of crisis, people turn to the familiar, and we feel that here, too. We did incredibly good Christmas business at Nordstil. The ordering behavior is sensational. Visitors are very order-friendly, very

positive. They are informed about the current container prices and understand price increases. Our industry is holding together in these times."

**Tim Schuberth, Sales Manager, Grafikwerkstatt**

"We had a good frequency. Many regular customers, but also many new contacts. More visitors came than we expected. We were very surprised there. The customers placed strong orders, the new products were well received, all in all we had a great trade show with which we are very satisfied."

**Nextrade at Nordstil**

With its process chain and combination of additional services and products, the digital order and data platform Nextrade has become an all-rounder when it comes to the digitalization of retail. Currently, more than 10,000 retailers order from 400 brands on the online portal. It is also available at any time of day or night, 365 days a year. Nordstil offered retailers the opportunity for personal exchange. The B2B data and order platform presented its portfolio directly on site at its own booth. Interested parties were able to experience the digital showrooms live on screen there and see what advantages Nextrade offers and get to know the portal in more detail.

**Nature-embracing materials and flowery details ensure sustainability and a good mood**

Sustainability is close to many people's hearts and continues to be the theme around which everything revolves in their own homes. Consumers are committed to a more eco-friendly lifestyle - and therefore want a look inspired by nature for their own homes. Plant fibers and materials such as marble, real wood, linen, cork or natural stone - things that feel more organic - will therefore continue to accompany us. At the same time, hardly any one piece is the same as another.



Yellow tones convey a sense of freedom and liveliness - a trend at the Winter North style 2022

Decorative elements such as pampas grass or dried flowers as well as artificial flowers in all facets, emphasize the perceived closeness to nature. In the coming season, materials that imitate nature, combined with floral motifs and real plants such as bottle gardens or grasses, will ensure naturalness and a good mood.

In addition, colors such as rich green, sky blue, terracotta, and a subtle mix of gray and beige or cappuccino continue to be in vogue. Yellow tones additionally convey a feeling of freedom and liveliness - something we are increasingly longing for due to the pandemic

restrictions that have now been in place for some time. Hardly any trend has such a wanderlust character as the emerging tribal ethnic style, which quotes the moai of the Easter Islands, among others. It is equally inspired by different countries and continents and is not just something for globetrotters. Fittingly, the 70s are currently experiencing a strong comeback with cuddly materials such as velvet or teddy plush and bright colors that set a highlight to the natural tones in any living space. Practical pieces for the home office and multifunctional furniture we will increasingly integrate into our everyday lives, because in recent years our rooms have become more and more multipurpose spaces and will probably remain so for a while. Maritime is still in: fish motifs on pillows or as wall decorations. Sand, sea and lifebuoys show the longing for beach vacations.

The next summer Nordstil will be held from July 23 to 25, 2022, and the next winter Nordstil from January 14 to 16, 2023.

**Note for journalists:**

Further details and photographic material of Nordstil can be found at [www.nordstil.messefrankfurt.com/journalisten](http://www.nordstil.messefrankfurt.com/journalisten)

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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](http://www.conzoom.solutions)

**Nexttrade – the digital marketplace**

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

[www.nexttrade.market](http://www.nexttrade.market)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021