

## nordstil

### Off to new shores: The brand new Anleger B3 area is the meeting place for first-time exhibitors and returners

**Frankfurt am Main, May 2023. From 22 to 24 July 2023, the summer edition of Nordstil fair will once again dock in Hamburg and will bring along an exciting new feature: the area Anleger B3 will become the central meeting point for new exhibitors and returners. With a freshly designed exhibition area, all product areas of Nordstil will be presented in an eye-catching way. The area promises a unique atmosphere to discover exciting trends, original products and valuable business contacts.**

The new area Anleger B3 will be the home port for exhibitors from all product segments who want to present themselves at Nordstil for the first time or finally return to the fair after a pandemic break. The area in Hall B3.0 offers 16 stand spaces of around eight square metres. "We have listened into the market and found that many companies would like to exhibit at Nordstil again or test the platform for the first time. They have realised that their appearance at Nordstil is highly desired and are therefore looking for an uncomplicated access to the northern German market", explains Susanne Schlimgen, Show Director Nordstil. "This desire gave rise to our modular offer for complete stands: exhibitors can book and expand stand space at a favourable price according to the plug & play principle – including assembly and dismantling", she continues. "With this offer, Nordstil once again emphasises its role as a reliable partner in challenging times for the trade."

#### **On board at Anleger B3: Colourful variety of exhibitors and products**

Whether creative stationery items, lifestyle products, stylish home accessories or fashionable accessories with that certain something: products from a wide range of segments are impressively displayed in the newly designed area. So far, eleven labels have checked into the Anleger B3 area in Hall B3.0 for summer Nordstil.



The most beautiful overview of the whole year: visitors discover the wall calendars by Wi-La-No at stand B3.0 B21. Photo: Wi-La-No®

For example, Anette Pörtner of **Wi-La-No** who delights with unique wall calendars, cheerful ABC cards, clever measuring sticks for children and many other intelligently designed products. The distinctive layout offers high functionality in combination with minimalist design and a lovely colour palette. The calendars are printed, packaged and shipped locally in Braunschweig in an environmentally friendly way on 100% recycled paper.



Traders will find these beautiful handmade hammam towels and other fair trade favourites at stand B3.0 A14. Photo: Dörte Boesche, yolunda

**Yolunda**, Turkish for "to be on the way", embraces both the concept and the brand's main product: the hamam cloth. Yolunda is constantly on the move, discovering beautiful things and offering them in their shop. And the hamam towel is the perfect on-the-go companion – versatile, space-saving and as light as a feather. Since 2017, founder Dörte Boesche has been using the finest organic cotton and has hammam cloths and blankets woven in Turkey according to her own designs. To her, it is not only important that the products satisfy the customers, but also that their production uses our valuable resources mindfully.



Colourful, comfortable, organic: The socks from Faserwald at stand B3.0 A18. Photo: FASERWALD

At **FASERWALD**, visitors will find colourful, durable socks made of organic cotton and recycled polyamide, produced under fair working conditions in the EU. The socks are GOTS-certified and tested according to the OEKO-TEX Standard 100. The exhibitor from northern Germany shines not only with stylish design, but also with a real purpose: three percent of the turnover of each order goes as a donation to the Stiftung Deutsche Depressionshilfe, the Foundation for German Depression Aid.



Real jewellery treasures can be found at timi of Sweden, stand B3.0 A12 (left) and at Fräulein Wunder, B3.0 B15 (right).  
Photo: timi of Sweden / Fräulein Wunder

It glitters and sparkles in the Anleger B3 area: exhibitors such as **Fräulein Wunder** and **timi of Sweden** offer a diverse, inspiring product selection for that certain something extra. Fräulein Wunder presents fine jewellery from Hamburg, made with accurate craftsmanship in their own atelier and emphasising the unique journey of each customer to make her shine at every moment. timi of Sweden also inspires with handmade jewellery that evokes moments of happiness in everyday life. The Swedish company lives up to the philosophy that good products are made by happy people. For example, timi of Sweden supports their female employees in the Philippines with various social benefits.

#### Information for journalists:

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

[nordstil.messefrankfurt.com](http://nordstil.messefrankfurt.com)

#### **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 sale. 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)

#### **nmedia.hub: The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year. [www.nmedia.solutions](http://www.nmedia.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 some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2022