

New Special Interest Ethical Style by Nordstil: These products and manufacturers are taking part

Frankfurt am Main, 14 December 2023. Starting with the 2024 winter edition and thus to mark its 10th anniversary, Nordstil is introducing the special interest Ethical Style in line with the leading Frankfurt consumer goods fairs Ambiente, Christmasworld and Creativeworld. This means that the order fair in the north of Germany is focussing more strongly than ever before on the topic of sustainability. The Special Interest recognises exhibitors with particularly environmentally friendly and ethically produced products. In this way, Nordstil provides retailers with guidance on the topic of sustainability and brings together supply and demand in a targeted manner. Which exhibitors will be at the fair? An independent jury of international experts has now made its decision.

48 exhibitors will be allowed to bear the Ethical Style by Nordstil label at Winter Nordstil from 13 to 15 January 2024, an independent international jury of experts has decided. The special interest takes into account various aspects of sustainability such as environmentally friendly materials, resource-saving production, recycling and upcycling, sustainable innovations, artisanal manufacturing and socially responsible production. Ethical Style by Nordstil is modelled on the successful programme that was launched back in 2015 for the Ambiente consumer goods trade fair to help sustainably producing companies and their innovations gain more visibility in the market. For the 10th anniversary of Nordstil in Hamburg, the successful format will also be on show for the first time at the regional consumer goods fair in the north. Here are examples of five producers who work sustainably in different ways and are therefore convincing:

Juvahem will be presenting sustainable design products for moments of pleasure at the upcoming winter edition of Nordstil. Old wood is reprocessed for its shelf trays and spice mills made from reclaimed wood. Organic, food-grade oil made from regional oilseeds and without chemical additives is used to care for the products. Short delivery routes and direct contact with the producers minimise the ecological footprint and support local craftsmanship.

FAIRWERK is the own product brand of the Inntal workshops of the Attl Foundation in the foothills of the Bavarian Alps. For over 20 years, the name has stood for good design with a social plus: more than 300 people with disabilities learn and work in the workshops. The handcrafted production of high-quality goods made from local woods and safe materials is centred on people: This is a source of self-confidence, social participation for employees and high-quality products for consumers all over the world. Toys such as Elvira the Duck and home accessories such as teapots and wine racks combine high functionality with appealing design.

Founder Susann Bohn's family business **Baghi** also focuses on people and nature: true to the motto "eco meets fair", clothing and home accessories, jewellery and toys, soaps and

stationery are made from natural or recycled raw materials that have been grown in a resource-saving and ecologically sustainable way. The companies that Baghi uses for production are committed to complying with the rules of the World Fair Trade Organisation WFTO. During regular visits, Baghi ensures that the workplaces are safe and well equipped.

"Future-proof design" is at the centre of **House of Thol's** creations. Its products, such as cabinets made from recyclable materials, smart watering systems for houseplants and food storage solutions, are designed to make everyday life greener and easier. They also help to create a stylish home with a small ecological footprint. In addition to its own product innovations, the Dutch company works with brands and manufacturers that are also committed to sustainability.

The stationery from **Monimari** not only delights children, for whom the products are designed, but also enchants adults. The letter and number postcards, gift cards for festive occasions and invitations to children's birthday parties are printed on high-quality chlorine- and acid-free recycled paper with a pleasantly warm feel that is certified with the Blue Angel and FSC®. Founder Tanja Angermeier finds inspiration in her children and old children's books. The concept of the letter cards also impressed the jury of the German Design Awards, which awarded them the prize in the Excellent Communications Design category in 2019.

The companies listed under Ethical Style by Nordstil can be found in the exhibitor and product search under the specific special interest filter: [Nordstil – Aussteller & Produkte \(messefrankfurt.com\)](https://www.nordstil.com/aussteller)

The lecture programme in the Nordstil Forum with these contributions offers more on the subject of **sustainability in retail**:

Sustainable websites – a contribution to climate protection that every company should make: Saturday, 13.01.2024, 11:00 – 11:30

Huge amounts of data circulate around the globe every day. The CO2 emissions of the internet are growing rapidly – due to ever larger data centres, more powerful end devices and more complex websites. In his keynote speech, scientist and online expert **Dr. Torsten Beyer** explains how sustainable websites can avoid unnecessary data transmission and design climate and user-friendly, less accessible and faster websites instead.

Saleable and sustainable floristry trends spring/summer 2024:

Saturday, 13.01.2024, 12:30 – 13:00, Sunday, 14.01.2024, 15:30 – 16:00 and Monday, 15.01.2024, 12:30 – 13:00

A daily changing live presentation awaits visitors at **Victoria Salomon**: The master florist brings her creative floral arrangements from her store "The World of natural Beauties" directly from Halle/Saale to Hamburg – and offers lasting inspiration for floral shop and window decorations.

Information for journalists: Further details and photographic material of Nordstil can be found at [nordstil.messefrankfurt.com/press](https://www.nordstil.com/aussteller)

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Your contact:

Antje Janes-Linnerth

Tel.: +49 69 7575-5083

antje.janes-linnerth@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com