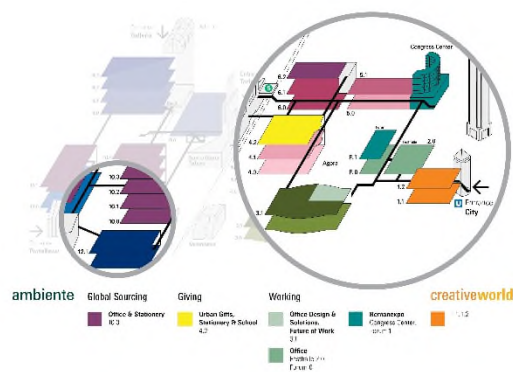


## ambiente

### Ambiente 2024: Growing offer for international paper, office supplies and stationery buyers

**Frankfurt am Main, May 2023. Ambiente Working is growing in all segments, occupies three additional hall levels with the Forum and Festhalle and offers decision-makers a much more efficient round trip in the eastern part of the fairground. In addition, high-volume suppliers of paper, office supplies and stationery in the global sourcing segment will have their own hall level at 10.0. The number of registrations is already above the level of this year's event - including numerous well-known returning companies and new exhibitors.**



Ambiente Working will be launched in 2024 with a significantly larger paper, office supplies and stationery cosmos and will offer specialised stationery buyers from all over the world an optimised round trip. At global sourcing, Office & Stationery occupies its own hall level. Graphic: Messe Frankfurt.

After the successful launch of the new Working product area at Ambiente 2023, the course is set for growth. "The interest in the upcoming event is huge. We are receiving very good feedback, on the one hand, from the companies that took part in 2023 and, on the other, from new interested parties. We already have more registrations than participants at this year's event," says a delighted Yvonne Engelmann, Director Ambiente Living, Giving and Working. Taking into account the feedback from the industry, the various paper, office supplies and stationery segments, including Remanexpo, will be expanded in a targeted manner. In addition, the entire hall level 10.0 is planned for the growing global sourcing range of office supplies, technology and equipment as well as paper and stationery (Office & Stationery).

"With our new office and stationery cosmos, we are responding precisely to the wish of the office supplies and stationery brand industry to join forces and use Ambiente as an international business platform. To this end, Office and Remanexpo will be given more space from 2024 onwards, will be newly anchored at the exhibition centre and, at the same time, will move closer to the Future of Work highlight in the Office Design &

Solutions segment and to Creativeworld. In addition, we are combining stationery and school supplies under one roof. In this way, we are creating a separate, significantly larger office and stationery cosmos for international buyers with short distances for maximum efficiency and simultaneously, better visibility for the global paper, office supplies, and stationery industry", emphasises Engemann. Via the new visitor guidance, the different buyer groups are specifically connected with the individual product segments - so all forms of global wholesalers and retailers as well as corporate buyers, major commercial customers, facility managers, interior designers, architects, office furnishers, project planners up to international hotel chains and restaurants receive inspiration when it comes to furnishing and equipping contemporary workplaces - whether home offices, working spaces, corporate offices or co-working spaces.

The innovations at a glance:

### **Office re-anchored with strong presence of the paper, office supplies and stationery brand industry on board**

The Office segment, with suppliers of commercial office supplies and technology (previously in Hall 4.2), is moving to the Festhalle and to the directly adjoining Forum 0 on the same level. The "Office Heroes" brand area will be placed in Forum 0 in cooperation with the Office Supplies Industry Association (PBS-Markenindustrie). Among the exhibitors from this paper, office supplies and stationery brand industry registered so far and returning in full force are, for example, Acme, Alco Albert, Casio, Durable, Go Europe, Han, Jakob Maul, Novus Dahle, Sigel or Tesa. Companies such as Clairefontaine, Schneiderpen or Tombow present themselves in close vicinity at Creativeworld which happens simultaneously.



Well-known office suppliers for commercial office supplies and technology will move into the Festhalle and the directly adjoining Forum 0. Photo: Messe Frankfurt/Thomas Fedra.

"The trend speaks for itself - we can observe a strong renaissance of trade fair events worldwide. Therefore, the new format of Ambiente 2024 with the Forum and the brand area there under the leadership of the paper, office supplies and stationery brand industry association is only consistent and right. We are delighted with the many commitments we have been able to obtain from our association and are confident that, under these conditions, 2024 will once again be a good year for our industry", confirms Volker Jungeblut, director of the Office Supplies Industry Association.

Götz Stamm, CEO Sigel, who will be exhibiting at Ambiente for the first time in 2024, adds: "We want to use as well as support the opportunity of an international and industry-wide platform. In doing so, the opportunity for personal exchange at a central venue with all renowned companies from industry and trade is a priority for us."

### **Remanexpo doubles in size**

Remanexpo, the platform for remanufactured printer components, continues to be located in the Congress Center and - new - additionally in Forum 1 - on the same level. Here, a remanufacturer brand area will be set up with European brands and distributors, so that the Forum will become an impressive and renowned "House of Brands". "We want to be the largest and most international platform for the remanufacturing of printer cartridges and components and expand this offer in the future to include printer hardware, consumables, IT and mobile reuse, spare parts and services. The demand is there and continues to grow," Engelmann adds. This is also confirmed by Stefanie Unland, editor and publisher of the magazine The Recycler: "The renewed show format is a fantastic platform to promote and expand reuse and ultimately deliver sustainable solutions that benefit everyone."

The ETIRA association is also reporting back for 2024. "Our participation with our members at this year's Remanexpo was very well received. And we are already looking forward to being back next year," says Vincent van Dijk, Secretary General of the European Toner and Inkjet Remanufacturers Association (ETIRA).

### **In Hall 3.1, Office Design & Solutions shows where the smart furnishing of modern working environments is heading**

Premium suppliers of intelligent furnishing concepts for the classic office, co-working spaces, home offices and for mobile and hybrid working will continue to find their home in an attractive interior design environment under the new title "Office Design & Solutions". However, they will move to the east side of Hall 3.1 - closer to the Forum and the Festhalle.



Office Design & Solutions and the Future of Work area move to the east side of Hall 3.1 in the attractive design environment. Photo: Messe Frankfurt/Jean-Luc Valentin.

The meta theme of New Work will once again be reflected here in all its facets - accompanied by the Future of Work area with a curated selection of conceptual solutions and a top-class programme of speakers at the Future of Work Academy especially for

interior designers, architects, office fitters and planners, project developers, facility managers and commercially oriented major customers.

A new addition is a promotional area for young, innovative suppliers who can use Ambiente as a springboard for establishing international contacts.

### **Stationery, school articles and gifts combined**

In future, the entire range of stationery, school articles and gifts will be united under the Ambiente Giving roof in the Urban Gifts, Stationery & School product segment in Hall 4.2. Thanks to this bundling, buyers will find an attractive mix of brands for all aspects of giving in one place - for even greater appeal and visibility with even shorter distances. The proximity to Christmasworld with its overlapping segments, especially in Halls 4.0 and 4.1, makes Hall 4.2 a one-stop shop for buyers. "In this way, we want to boost business with new customers. In addition, visitors will benefit from a greater connection to the Living product area of Ambiente in Hall 3", adds Engelmann.

Registered at Stationery are, for example, Herma, Rössler Papier and Trodat, as well as Acte Tre Deutschland or e+m Holzprodukte with high-quality writing products and new exhibitor Bene with sustainable design accessories.

Further statements can be found on the [website](#).

Ambiente will continue to be held at the same time as Christmasworld and Creativeworld at the Frankfurt Fair and Exhibition Centre:

Christmasworld/Ambiente: 26 to 30 January 2024  
Creativeworld: 27 to 30 January 2024

### **Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#)

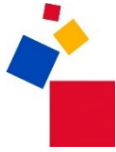
### **Press releases & images:**

<http://ambiente.messefrankfurt.com/press>

### **On social media:**

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**Information on Ambiente**

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair and platform for commercial equipment and furnishings in all areas of life, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners. [ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

**Home of Consumer Goods**

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously at one of the world's most modern trade fair centers from January 26/27 to 30, 2024. The combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

**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)

**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)

### **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).

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

\* Preliminary figures for 2022