

news +++ Christmasworld - Seasonal Decoration at its best
28 January to 1 February 2022

christmasworld

Christmasworld 2022: Special Interest Sustainability award for 14 exhibitors

Frankfurt am Main, December 2021. Christmasworld 2022 is introducing the Special Interest Sustainability for the first time with a curated selection. An independent jury of international experts has now decided on the exhibitors' submissions. The result is 14 exemplary products from sustainability-oriented companies.



Focus on sustainability: Selected exhibitors of sustainable products and environmentally friendly festive decorations are marked with the Special Interest Sustainability - both in the online exhibitor search and directly at the fair stands.

Today, sustainability is a global, social and economic core issue. More and more people are becoming more mindful and critical when shopping, asking about the origin, manufacturing conditions and materials of the products on offer. This also applies increasingly to festive decorations. Whether ribbons made of organic cotton or Christmas tree stands made of recycled plastic waste - the demand for these products is growing. That is why, in future, sustainable festive decorations will be marked with the Special Interest Sustainability at Christmasworld. An independent jury of international experts has selected 14 particularly convincing companies and their products from the applications submitted by Christmasworld exhibitors. These include 8 seasons design, Drechslerei Kuhnert, formes Berlin, Gebr. Steinhart, GMC, Graupner Holzminiaturen, Graziani, Kleinkunst aus dem Erzgebirge Müller, Koza Dereza Manufacture, Krinner, S L Packaging, Sopp Industrie, Vers Deko and Wunderle.

"The green way to the future is also the motto of many of our exhibitors. I am delighted about this premiere because the time is ripe to highlight sustainable festive decorations more prominently via a curated selection. We want to continue to push this forward-looking theme in the coming years", says Eva Olbrich, Director Christmasworld, Messe Frankfurt Exhibition GmbH.

The jury is composed of Christina Bocher (DEKRA Assurance Services GmbH), Kees Bronk (CBI, Center for the Promotion of Imports from Developing Countries), Lutz Dietzold (German Design Council), Max Gilgenmann (expert for textile sustainability criteria), Sabine Meyer (Side by Side, Caritas Wendelstein Werkstätten) as well as Mimi Sewalski (avocadostore.de). Sustainability-oriented exhibitors had to fulfil one or more of the following six requirements with their products: environmentally friendly material, resource-saving production, fair & social production, re-/upcycling design, handicraft as well as sustainable innovation.

Jury member Christina Bocher says of the family business from Krumbach: "Steinhart shows that candlelight can also be innovative and sustainable: in addition to beeswax and 100 percent RSPO-certified palm oil, with the "Nature" line they rely on local rapeseed as an alternative renewable raw material for wax production".



Gebr. Steinhart: Naturally beautiful! Candle with natural renewable raw materials. The packaging has not only been reduced to a minimum, but is also completely plastic-free.

Juror Lutz Dietzold highlights the company Drechslerei Kuhnert: "The fact that a manufactory production, which has developed out of passion, both takes up regional traditions and uses regional raw materials, shows an exemplary sustainable option for action, especially in the current situation."



Drechslerei Kuhnert offers Erzgebirge wood art smoke figures, handicraft sets, candle arches, pyramids, nutcrackers or nativity scenes.

All companies receive a sustainability sign on their stands, which draws attention specifically to suppliers who are doing remarkable things in the area of sustainability. All manufacturers curated as sustainable can also be found online in the exhibitor search via the Sustainability filter function, so that trade buyers can quickly find the relevant business partners. The exhibitor search can be found under the following link:

christmasworld.messefrankfurt.com/exhibitorsearch

Christmasworld - Seasonal Decoration at its best

International trade fair for seasonal and festive decoration

As usual, Christmasworld will be held together with the international consumer-goods fairs Paperworld und Creativeworld at the end of January:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

Information for journalists:

For further information, please visit: christmasworld.messefrankfurt.com.

Press information and photographic material:

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

Links to websites:

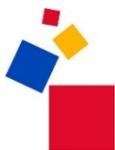
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Christmasworld: Seasonal Decoration at its best

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

The Nextrade digital marketplace

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

www.nextrade.market

Conzoom Solutions - the platform for the trade

The knowledge platform Conzoom Solutions offers the consumer goods trade a wide range of services such as studies, trend presentations, workshops or instructions for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and compiles information for the trade in a bundled form. www.conzoom.solutions

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

* Preliminary figures for 2021