

Press Release of September 23, 2022

Closing Balance M.O.W. 2022 from 18 to 22/09/2022

## **„The Exhibition is here!“**

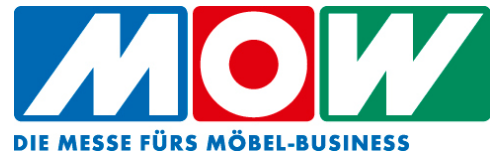
**The M.O.W. 2022 in Messezentrum Bad Salzflen from 18 to 22 September started with an exhibitor record. In the course of this five-day event Europe’s largest furniture fair in autumn could score further successes: a gratifying visitor plus, buyers from so many nations as never before and an excellent visitor quality. The exhibitors were pleased about the exceptionally intensive work with the product; the orders as well as the promising after fair business was good despite the current challenges.**

More visitors than expected. More international customers than expected. More decisions than expected. The M.O.W. 2022 ended on Thursday, September 22, with a positive result. „The visitor quality was excellent, so was the mood, and we have been able to take home orders and tasks. The M.O.W. is the business fair for us. „Indispensable“, according to the exhibitors’ conclusion. Not only the regular exhibitors were satisfied but above all also the new European exhibitors who were able to offset bottlenecks with their products and assortments and to offer alternatives to problematic price levels and/or supply disruptions. The exhibitor mix inspired in all assortment ranges. The trading-up of the offer and consequently also that of the exhibition was one of the success factors.

Many dealers from all furniture sales channels of Europe – on-line and stationary – were on the way and sounded out very intensively the range offered by the exhibitors. They purposefully looked for and found novelties, innovations and special purchase incentives to update the assortment and find new offers for the existing price ranges. The industry was strongly motivated and offered a large number of really new surprising ideas and product approaches. Whereas last year it was a matter to get products at all, trends have been set this year.

### **The M.O.W. 2022 trends in brief**

Well-being +++ Multifunctionality +++ Sustainability +++ Natural materials +++ Recycling fabrics +++ Feel +++ Three-dimensional fronts for case furniture +++ Rounded forms for upholstered furniture +++ Two-seaters and beds in shipping boxes +++ Dried flowers deco +++ Shades of beige, violet, green, and blue +++ Ochre yellow and brick red +++ Black accents +++ Oak still without alternatives +++ Ash in the test +++ Motives from nature +++ Smart beds +++ Wardrobes with Venetian blinds +++ Sofas from floor-level to elegant models



+++ Wide cord and bouclé +++ Side tables, bar trolleys and roll tables +++  
 Home offices in modular principle +++ Bath rooms with spa factor +++ Hall  
 furniture with storage space +++ Neutral colours for the children's room +++  
 Recyclable packagings +++ Certifications such as FSC, climate-neutral, Eco-  
 label +++

The exhibitors underlined the influences of sustainability on the choice and use of materials and that of e-commerce on the design. In addition, the 360GradPlaza in hall 12 presented special service providers for the furniture sector with individual solutions for marketing, digital and product management.

### **Trade visitors from 66 nations**

With this version the M.O.W. could take place on schedule also in the third pandemic year in a row. This year it has listed a record participation of exhibitors at the Bad Salzuflen site but also with a plus of visitors, i.e. buyers, decision makers and owners from 66 nations. Most of the visitors came from the Netherlands, Belgium, France, Austria, Italy, Denmark, and Switzerland to Germany. Last year the M.O.W. had listed visitors from 54 countries.

In 2022 the M.O.W. counted 510 exhibiting companies from 41 nations – with a concentration on the European procurement market. Compared with 2021: 405 exhibitors from 30 nations. This year over 60 percent came from abroad, last year this rate was a good 50 percent.

Besides Germany the following countries were most strongly represented this year: Poland, Turkey, Netherlands, Denmark, Italy, France, and the Ukraine. The total exhibition surface of 85,000 sqm in Messezentrum Bad Salzuflen was occupied. For over 80 percent of the exhibitors the M.O.W. is the only exhibition to participate in Germany.

Great commitment was required to ensure that excellent positioning of the M.O.W. Last but not least on the part of the exhibitors who succeeded in completing their prototypes and assortments ready for series production on time and to present them in an appealing way in Messezentrum Bad Salzuflen despite the difficult situation regarding available materials. This also included a great deal of commitment by the fair organisers to bring the appropriate, powerful suppliers together who were able to deliver and to work in a reliable way with the trade. In these times this is a special performance and challenge for all parties concerned who show the great confidence of the furniture sector in the M.O.W. "We thank you very much for this" said the M.O.W. Manager Bernd Schäfermeier in the name of the whole team of Messe Ostwestfalen.

With a presentation from the proven regular supplier to the newcomer, from the trendy label to the international big player – for all product groups from the entry-level price segment to the upper-middle class the M.O.W. is the only



central sales and turnover orientated platform for the European furniture market. And in this constellation the M.O.W. 2022 was one of the strongest M.O.W.s so far.

„With this M.O.W. we provided far-reaching business fundamentals for 2023“, said Bernd Schäfermeier. „We would be pleased if this industry succeeded in using these offers and contacts to, if not resolve, at least alleviate the current problems to a large extent, build on previous successes and continue to inspire consumers for living and furnishing despite the mood of the crisis.“

The next M.O.W. will take place from September 17 to 21, 2023.

**Further information: [www.mow.de](http://www.mow.de)**

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