

Press Release of May 22, 2023

M.O.W. 2023 from September 17 to 21

Powerful Supplier Pool

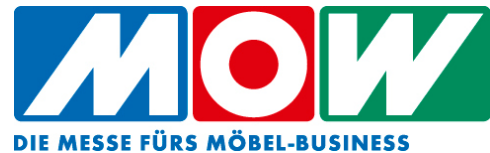
From international big players and specialists to trendy labels – at the M.O.W. from September 17 to 21, 2023 selected partners will be meeting at Messezentrum Bad Salzuflen who will convince with customer-friendly products as well as with performance, reliability of delivery and quality. Those who are looking for well-positioned suppliers of consumer-orientated furniture will find something for all assortments and sales channels.

Anyone who sells furniture either on-line or stationary knows: with the right suppliers business does well. However, it is not always easy to find them in times of globalisation. The unlimited offer provides many possibilities but it also bears risks. The M.O.W. acts as a trustee for the furniture consumer sector by admitting those companies as exhibitors who prove to be efficient suppliers for the trade. The clear focus on consumption and volume is the basis for every cooperation – whether regular exhibitors, newcomers or returnees. The geographic focus is clearly on Europe.

In 2023 companies such as **Altoni, Blonski, Breckle Northeim, Dan Form, DC, De Eekhorn, Demeyere, Done, Ekornes/Stressless, Euro Comfort/Lück (Ewald Schillig/Badenia), FMD, Gautier/Gami, Hammel, Idea, Ipek, Javabel, Kuka, Matis, Maxfurn, Mayer, Mebus, Media Craft, Mozzi, Parisot, PBJ, Phönix, Roba, SCIAE, Sefes, Senza, Shape, Superb, TAF, Taparo, Tvilum, Vasagle and Weber/Webed** rank among the new exhibitors who perfectly match the concept and the offer of the M.O.W.

„We welcome all new and repeat exhibitors of this year. Together with our long-standing partners the M.O.W. presents itself as the leading trade fair for consumer-orientated furniture”, as stated unanimously by the exhibition manager Bernd Schäfermeier and the project manager Maximilian Richter. “We look forward to working together and are convinced that trading with the M.O.W. 2023 we will be able to offer a unique offer for sales figures and success.”

We are expecting about 500 companies from over 40 nations. With their offer the exhibitors represent the whole range of consumer-orientated furniture for all living areas, all assortments and all sales channels. The price categories concentrate from entry-level prices up to the



upper mid range. In addition to system ranges for classical furnishing you will find flat-pack off-the-shelf articles, drop-ship offers for e-commerce as well as special offers, top sellers and customer magnets.

M.O.W. at a Glance:

Date from September 17 to 21, 2023.

Opening hours: from Sunday to Wednesday from 9 a.m. to 6 p.m., on Thursday from 9 a.m. to 4 p.m. Messezentrum Bad Salzuflen, 17 halls, 85,000 sqm of exhibition space.

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzuflen.

Admission, parking, WLAN, catering in the exhibition restaurants, and shuttle service between the halls are free of charge.

Access for professional visitors only.

Further information: www.mow.de

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