

Press Release of June 27, 2023

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

Innovations For a Restful Night's Sleep

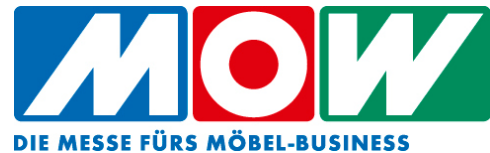
Ergonomy, sustainability and technology are the focus of the M.O.W. exhibitors around the bedroom product range. From September 17 to 21 all stationary and on-line sales channels – including the bed specialist shops – can discover many promotional innovations at Messezentrum Bad Salzuflen that drive business in this sector from the intelligent mattress to the complete bedroom.

The importance of a restful night's sleep for health and well-being has incited more and more people to invest in their bedroom. The manufacturers of the bedroom product ranges are challenged to meet the consumers' individual needs. From September 17 to the M.O.W. 2023 will be presenting innovative solutions for an optimal bedroom environment. The offer is more extensive than ever before. From slatted frames to complete bedrooms, from polished products to solid wood, from the entry-level to the upper middle price segment the M.O.W. exhibitors display the bedroom product range with all its facets. There are many trends – from sustainable materials and intelligent sleep technology to ergonomic products and optimal sleep surroundings – that can improve quality of sleep. Box-spring is an inherent part of the offer.

This year's exhibitors who have committed themselves to the subject sleeping include **ADA, Adova/Treca, Atlantic Home, Badenia, Breckle Norheim, Breckle Weida, Cinall, Composad, Conforteo, Dayco, Delux, Done, Dunlopillo, Elfo, Euro Diffusion, Forma Ideale, Forte, Gami, IMC, Inter Link, Interhandel, Jadrina, Kretschmar, LBC-Serta, LC, M+H, Priess, Prima, Relita, Richfield, Sitab, Skalic, Staud, Sun-Garden, TAF, The Beds, Tjoernbo, Ventius, Webed, Wiemann, and Wimex.**

In addition, sofa beds form an essential product group. They combine the function of a sofa with that of a comfortable place to sleep thus offering a flexible solution for living rooms to overcome lack of space or to create a multi-functional room. Exhibitors such as **Actona, Bali, Dienne Salotti, Innovation, Restyl, Sass, and Sun Garden** display the latest possibilities of variations and technologies.

The M.O.W. exhibitors' offer is customized for many different stationary and on-line sales channels. Bed specialists will also find what they are looking



for at the M.O.W. The bedroom segment covers everything from the big player to the niche product.

A total of around 500 companies from over 40 nations are being expected. With their offer the exhibitors display the whole range of consumer-orientated furniture for all living areas, all product groups and all sales channels. The prices concentrate from the entry-level to the upper middle price segment. Besides system programs for classic furnishing you can find flat-pack furniture, dropship offers for the e-commerce as well as promotional products, best-selling products and customer magnets.

„The M.O.W. 2023 is the stage for versatile premieres”, promises the M.O.W. decision maker Bernd Schäfermeier. Surprises can be expected in the bedroom product range. The main revenue drivers will be present, notable products expand the offer and stand for further innovations. It will be exciting!”

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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