

Press Release from August 3, 2023

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

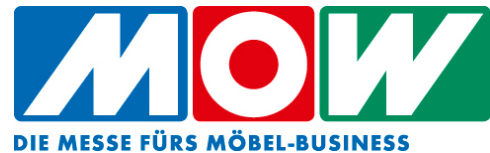
## **Please Take A Seat!**

**Dining rooms belong to the group of products whose spectrum is growing. Hospitality takes a centre stage at the M.O.W. in Messezentrum Bad Salzuflen from September 17 to 21. The exhibitors offer functional tables, comfortable chairs and benches, decorative cabinets as well as practical storage space furniture in all price categories from entry level prices to upper-middle class prices. Thus the M.O.W. positions itself once again as a leading trade fair for furniture consumption.**

Tables and chairs belong to basic furniture in the living area. They are not only practical pieces of furniture but also central elements in every household and room, be it the dining room, the kitchen, the living room, or the workroom. Correspondingly there is great demand in the furniture trade. The M.O.W. being Europe's most important furniture fair in autumn presents the whole range of consumer-orientated dining sets in all price categories from entry level prices to upper- middle class prices. The offer comprises all conceivable forms and types of tables from wood, ceramics, glass, or metal, with pull-out or function, cantilever models, swivel chairs, corner benches, dinner sofas, bar stools from fabric or leather and many more. At the M.O.W. 2023 you can expect besides new optics many innovations in the fields of sustainability, material combinations and functions.

An extract from the long exhibitor list shows the M.O.W.'s competence for this field and emphasises the versatile offer: Actona, ADA, Akante, Aleal, Bodahl, Carla & Marge, Concept, Dan-Form, DC, Drew-Mark, Dudinger, Elfo, Euro Diffusion, Euro Tische, Finori, Gradel, Hela, HSM, Idea, IMC, Index Living, Inter Link, Jadrina, LC, Mäusbacher, Maxfurn, Mayer, MCA, Minlife, Mobello, Parisot, PBJ Designhouse, Prima, RV Design, SCIAE, Skalik, Standard, Sven Form, Trade Point, Tvilum, Vierhaus, Wolf, Xonox and Zuiver.

In addition there is a diverse offer for all other product groups from the entrance hall to the bathroom tailored to the many different marketing forms from stationary to on-line. A total of around 500 companies from over 40 nations is expected. Besides system programs for conventional furnishing



there are flat packed take-away articles, dropship offers for e-commerce as well as promotional products, top sellers and frequency generators.

“After Corona sociability is again a great asset”, emphasise the M.O.W. decision makers Bernd Schäfermeier and Maximilian Richter. “We are excited to see what refinements the manufacturers will come up with to still increase more comfort at the dining table”.

**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.

M.O.W. Summer Vibes on 19/09/2023 as of 6 p.m. between hall 19 and 20.

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

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