

Press Release of August 10, 2023

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

The Decisive Flair

Specialist product ranges, fashion shop articles and small pieces of furniture are essential sources of revenue not only in stationary but also in on-line furniture trade. They are style defining, complement the furnishings, can be quickly replaced, and set new trends. In addition to large furniture these ranges are therefore part of the extensive range on offer of the M.O.W. which will be taking place in Messezentrum Bad Salzuflen from September 17 to 21. The professional buyers can look forward to decorative as well as best-selling new products.

More and more customers are looking for individual products that reflect their personal style and taste. Boutique articles have become an important component of living, as they ensure fast changes based on comparatively low purchase prices. The M.O.W. 2023 offers the professional visitors of the furniture trade sector a unique opportunity to discover many exclusive specialist product ranges and to integrate them into their range.

Specialists Product Ranges – Decorative Sales Potential

Whether accessories for the living area or the bathroom, home textiles, carpets, lamps, mirrors, pictures, or decorative objects – the M.O.W. presents a large offer of specialist product ranges and fashion shop articles for every price class and furnishing style. Companies such as Bönninghoff, De Eekhoorn, Deante, Die Faktorei, Direct4Home, Done, Haku, HSM, IMC, Index Living, Lalee, Len-Fra, Metallbude, Mirrors & More, Mirrotech, Thermobrass, Torna, Van Buren, and Zuiver rank among the exhibitors with these product ranges.

Small Pieces of Furniture – Space-saving Solutions For Modern Life Styles

With increasing urbanization small pieces of furniture are gaining in importance. Practical, space-saving solutions are in demand and offer the trade the opportunity to inspire the customers with well thought out and functional products. The M.O.W. 2023 presents an imposing selection of small pieces of furniture that are not only aesthetically attractive but also functional. Whether multi-functional bar trolleys, small storage space

miracles, universal shelving systems, clothes racks, towel ladders, or space-saving sets of tables – the exhibition offers a comprehensive overview of the latest trends and innovations in this field. Providers include companies such as Akante, Arterior, Bodahl, Carla & Marge, Concept, De Eekhoorn, Dolle, Finori, FMD, Format, Gradel, Haku, HSM, IMC, Index Living, Inter Link, Iversen, MCA, Metallbude, Mobello, Phönix, Pieper, Probell, Simple M, Spinder, Trade Point, Trendteam, Unique, Vierhaus, Voss, Wolf, and Xonox.

The M.O.W. 2023 in Messezentrum Bad Salzuflen promises to become an inspiring and enriching experience for professional visitors from the customer-orientated middle of the market. In addition to boutique articles, specialist product ranges and small pieces of furniture many other product segments will be represented covering the entire spectrum of the stationary and on-line furniture trade. This exhibition offers the unparalleled opportunity to obtain information about the latest developments, trends and products and to make valuable business contracts.

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

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