

Schneider Schreib's auf

Schneider Schreibgeräte GmbH • 78144 Schramberg • Germany

Contact person: Anita Haas
Departement: Presse und
Öffentlichkeitsarbeit
Telephone: +49 77 29/8 88-3030
E-Mail: presse@schneiderpen.de

Schramberg January 27, 2023

Schneider Schreibgeräte at the Creativeworld trade fair in Frankfurt from 04.02.-07.02.2023 in Hall 1.1, Stand B50.

After a 2-year forced break due to pandemic, the industry can finally meet again, different than in the past, but in "new" there is also great charm and "new" potential.

For the first time, three leading trade fairs for the consumer goods industry will be held simultaneously in Frankfurt: Ambiente, Christmasworld and Creativeworld under the new motto "Home of Consumer Goods".

Paperworld used to be the biggest international event for the writing pen sector. Schneider was represented with a large stand at Paperworld for many years. Paperworld no longer exists as such this year. It was integrated into the existing Ambiente trade fair. The newly created area, which will accommodate all former Paperworld exhibitors, is called Ambiente Working and will be located in Hall 4.2 from 3 to 7 February 2023.

However, Schneider will be present at Creativeworld for the first time with a new stand and will not be using the special area at the Ambiente fair. Creativeworld does not start until 04.02.2023 and brings together brand manufacturers and newcomers. It specifically addresses the active and international creative scene with suitable products: The focus is on "real" analogue products and solutions as a counter-movement to the increasing digitalisation of everyday life.

Although Schneider is a newcomer at this trade fair, it has taken advantage of the pandemic period together with its long-standing competence partner Molotow and launched a broad product portfolio. It is therefore not surprising that Molotow is a direct neighbour at the fair with a joint stand. For the first time, the focus at Schneider will be on the new creative sub-brand "Makers Line" for which Schneider has already received the German Brand Award 2022 for outstanding brand work. "Winning is the beginning..."

With the new product series "[Makers Line](#)", Schneider addresses creative talents and provides them with suitable products for individual work...high-quality, with a good price-performance ratio, versatile. Anyone can be or become a maker with the right products - whether hand lettering, painting stones, lamps, flower pots, etc. Creativity knows no boundaries.

At the stand, real makers will be present and work on their own creations. Schneider products (DIY spray cans, acrylic markers, metallic markers, -liners, -rollers, twin-chrome markers, etc.) will be presented, demonstrated and explained on request on-site action area. Self-made works are created under the eyes of the visitors.

In videos and on a touch screen you can learn more about their stories and their creative works. The complete product range, including POS materials, is on display at the stand and visitors can also try it out for themselves at a test station.

Of course, Schneider is also continuing to develop its other two core business areas, "Writing and Marking" and "Promotional Writing Instruments". Nothing has changed in our philosophy "Every thought is worth writing down".

All of Schneider's traditional distribution partners will be invited to the new, impressive Makers Line stand.

[475 words, 3085 characters (including blank spaces) by [Anita Haas](#)]

Image

Made in Germany

Schneider  **Makers Line**



Schneider has classic and/or creative tools for everyone: Self-realisation, expressing one's own creativity and discovering a new facet of yourself. This is how crisis management works, this is how fun, joy and colour come into life

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/schneider-schreibgeraete-at-the-creativeworld-trade-fair-in-frankfurt-from-0402-07022023-in-hall-11-stand-b50/]