

Stationery heaven
BUSINESS DESIGN CENTRE. LONDON 26-27 APRIL 2016

LONDON  S H O
STATIONERY

STATIONERY SHOW BREAKS ALL RECORDS

The sixth London Stationery Show closed its doors last week after recording its highest ever visitor numbers and achieving several other record breaking firsts.

The exhibition had its highest number of visitors to date, up 27% on 2015; the highest number of stands at 155, up 15% on 2015; its highest number of Stationery Award entries, up more than 100 on 2015 at 350 new product entries and welcomed visitors from 43 countries.

“Just about everyone who is anyone in the stationery market seemed to be at last week’s show!” says exhibitor director, Chris Leonard-Morgan.

“We were also delighted to host Nuco’s successful Guinness World Record attempt for the World’s Largest Notebook. Our congratulations go to managing director Keith Matthews and his team at Nuco International, who have also been a great sponsor for National Stationery Week this year,” added Chris.

One of this year’s Stationery Awards judges, Louisa Brenton, gift and stationery buyer at Bentsalls, Fenwick Kingston commented, “I was very impressed by the calibre of product at the show... it was good to see a lot more gifting orientated product on display, and, as always, I thought the new product on display at the entrance looked fabulous!”

The biggest winners in the Awards this year were Notable Designs, with two wins and three commendations, and Stone Marketing also with two wins and one commendation. Emma Fletcher of Mum’s Office won the Diaries & Organisers category with her Christmas Book and picked up



the discretionary Judges' Choice Award, given this year to recognise the individual passion and interest that had gone into creating the Book. **(Full details of all the categories and winners can be found on the show website www.stationeryshow.co.uk)**

Henri Davis, independent retail advisor and vice-president of The Giftware Association, who again chaired the judging panel commented, "The judges were thrilled by the strength and diversity of the products entered this year. With four new judges on the panel there were comments about how useful it was to see focused selections of new products to evaluate and compare. They were all making notes of products they wanted to follow up on."

To celebrate World Stationery Day (Wednesday, 27 April) the show invited Rebecca Saunders, head of development at leading online retailer notonthehighstreet.com, and Phil Pond of trend forecasters Scarlet Opus to speak. Rebecca's talk, entitled 'Stationery – anything but Stationary' covered the current trends on styles and the new ways in which notonthehighstreet.com customers are using stationery.

Trend analyst Phil Pond added to this by identifying a series of global design and consumer trends that will be evident in the market for this Christmas and in the Spring/Summer of 2017.

"Rebecca and Phil's presentations proved that there is everything to play for in the stationery market as the products are recognised not only as making perfect gifts and self-gifting treats, but also as accessible fashion items and accessories," says Chris.

"The London Stationery Show showcases the creativity and relevance of stationery to the retail market and beyond. Fashionable, educational, personal, creative and diverse – there are so many functions that stationery products satisfy and consumers love it more than ever. The London Stationery Show is the place for retailers to discover these, review ranges and choose paper and writing products that will add to and complement their product offer.

"Everybody who exhibited or attended this year's London Stationery Show left enthused, inspired and full of ideas to make stationery even more desirable, fun and profitable!"

The 2017 London Stationery Show will take place on Tuesday 25 – Wednesday 26 April at the Business Design Centre, London.

Ends

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