

ambiente **christmasworld** **creativeworld**

Ethical Style Spots: Meta trend sustainability offers valuable impulses for the point-of-sale

Frankfurt am Main, January 2023 - Sustainability is becoming an increasingly important theme at the Ambiente, Christmasworld and Creativeworld consumer goods fairs. With the Ethical Style Special Interest and four Ethical Style Spots on the exhibition grounds, exhibitors have the opportunity to present their particularly environmentally friendly, ethically produced and sustainable products to the trade fair public.

Upcycling, recycling and resource conservation - sustainability is playing an increasingly important role in all areas of life. This is also shown by KPMG's Consumer Barometer from 2022: 81 percent of Germans rate the topic as important or very important – similar to other European countries such as Italy, Great Britain or Switzerland. In the search for more environmentally friendly and sustainable alternatives, many people are becoming more critical in their purchasing decisions and are placing increasing value on the origin, material and manufacturing conditions of products. In order to do justice to the increasing sustainability awareness of consumers, retailers must also rethink and bring new ideas into play. "The consumer goods industry is in a state of upheaval - our trade fairs clearly reflect this. The fact that an increasing number of manufacturers are taking up the aspect of sustainability is particularly pleasing, because environmentally conscious and sustainable business is not only future-oriented, but also critical to success. With their innovative products, they present exciting new approaches as well as current sustainability trends. The commitment of our exhibitors is groundbreaking here," says Julia Uherek, Director Consumer Goods Fairs.

The various aspects of sustainability are bundled into categories at the Frankfurt consumer goods fairs as part of the Special Interest Ethical Style. The programme identifies exhibitors whose environmentally friendly and ethically produced products are considered particularly sustainable and thus makes it easier for visitors to find products that are relevant to them. This year, for the first time, the tried and tested Special Interest Ethical Style will also be available at the Christmasworld and Creativeworld trade fairs. Participants can thus expect a wide range of sustainable products: From handmade paper and gift ribbons made of organic cotton to recyclable tableware: at this year's consumer goods fairs, the different facets of sustainability will be presented to the trade public in a variety of ways.

Until November 2022, all exhibitors at the three consumer goods fairs had the opportunity to apply for the Special Interest Ethical Style. The selection of the corresponding companies and products was made by an independent jury of international experts, who

examined the exhibitors on the basis of various criteria. Applicants could be assigned to the following categories: Eco-Friendly Material, Eco-Optimised Production, Fair & Social Production, Re-/Upcycling Design, Handmade Manufacturing and Sustainable Innovation.



Special Interest Ethical Style at Ambiente

A total of 305 exhibitors received the Ethical Style label

The jury has made its decision and the socially responsible companies rated as particularly ecological have been determined: a total of 305 exhibitors were able to convince the jury with their sustainable products and were awarded accordingly. The Ethical Style by Ambiente label was awarded to 247 exhibitors. At Christmasworld, 40 companies will present their sustainable products; 18 exhibitors have been awarded the Ethical Style by Creativeworld label by the jury. The marked companies can be identified immediately via the online exhibitor search by means of an Ethical Style mark and will be labelled accordingly on site during the fairs.

One of the exhibitors awarded the Ethical Style by Ambiente label is Soruka, a zero waste company that uses upcycled leather to create unique handmade bags. "Soruka combines fair and social manufacturing, recycled materials, zero waste and craftsmanship with unique design, showing how sustainability can be thought of holistically," explains jury member Mimi Sewalski, highlighting the special character of the company, whose products will be on display in Hall 4.2, K41.

The wishes of all artists and creative people are fulfilled by Marabu in Hall 1.2, A51 with its environmentally friendly creative colours and at the same time offers a sustainable alternative to many conventional creative products. "Marabu takes responsibility and impresses with consistent decisions for more climate protection," said Sabine Meyer, member of the jury that awarded the exhibitor with the Special Interest Ethical Style by Creativeworld. "The company has been climate-neutral since 2021, and the remaining

CO2 emissions are to be reduced further. With the new Project Green and the Marabu GREEN alkyd paint, this will also be increasingly visible in the trade."

Sustainability is also the focus of Kerzenfarm, which is exhibiting in Hall 4.1, G11 at Christmasworld: "Candles made from sustainable raw materials, handmade in northern Germany. Kerzenfarm is a company that takes a holistic approach to sustainability", says Lutz Dietzold from the jury.

New: Four Ethical Style Spots

The growing interest on the part of exhibitors and visitors in the subject of sustainability will also be brought into focus in 2023 with the four Ethical Style Spots, which will be held on the exhibition grounds for the first time this year. The four special presentations - one each at Christmasworld (Hall 6.1) and Creativeworld (Hall 1.1) and two at Ambiente (Galleria 0 centre & Foyer Hall 3.1 Via Mobile) - will show how sustainability and design can be combined in the various products. At each of the four spots, there will be six theme islands based on the various categories, which will present particularly sustainable products and thus provide new impulses and inspiration for the point-of-sale.

Each spot also presents suitable sustainable offers of all fairs and thus encourages new assortments and business contacts.

From February 2023, the leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld will be held simultaneously at the Frankfurt exhibition centre.

Ambiente/Christmasworld: 3 to 7 February 2023
Creativeworld: 4 to 7 February 2023

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

Press releases & images:

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Information on Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

ambiente.messefrankfurt.com

Information on Christmasworld

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres.

christmasworld.messefrankfurt.com

Information on Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mailorder trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.

creativeworld.messefrankfurt.com

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

Conzoom Solutions - the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information: Sustainable Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at:

www.messefrankfurt.com* Preliminary figures for 2022