

### Sustainability as the theme of the future at Creativeworld

**Frankfurt am Main, March 28, 2023. The subject of sustainability is gaining ground in the DIY community: This was impressively shown at this year's Creativeworld, which was held in Frankfurt am Main from February 4 to 7. On the opening day, the leading international trade fair for hobby, craft and artists' supplies awarded its "Industry Oscar" for innovative new products. Eleven of the 54 entries for the Creative Impulse Award were in the category "Sustainable Product of the Year". Sustainability in the holistic sense is also the focus of Creativeworld's new Special Interest Ethical Style: The leading trade fair brings together companies and their products and collections that are sustainable on the market.**

Under the guiding principle "Meliora cogito" - "I strive for the better" - the family-owned company Schmincke from Erkrath (Germany) creates artists' colours. For their liquid charcoal, the traditional company H. Schmincke took home the Creative Impulse Award for the sustainable product of the year. It offers the user a clean, dust-free way of painting, charcoal drawing and priming. The pigments used are of natural origin and are produced by charring fruit seeds from the EU region. With this innovation, the manufacturer is a shining example for a number of producers who are incorporating the concept of sustainability into their product range in a contemporary way.

As a networking and ordering platform, Creativeworld is the meeting place for the global creative sector and DIY scene. As the leading annual fair in this business, it brings trends to life early in the year. At this year's showcase for the sector, it was clear that manufacturers are increasingly enhancing their product ranges by adding sustainable products. In August 2022, for example, the Gomille product line of the company efco creative in Rohrbach (Germany), a range of decorative objects for hobby and craft supplies, was converted from a classic wood-based material, cut from entire logs, to an innovative and more sustainable one. The new material is a low waste product, as it is made exclusively of residues from wood extraction and processing, with an adhesive made from the pomace of cooking oil extraction. The only few leftovers from the production are fed back into the production process or used to generate energy. All steps of the production process are done in the manufacturing country of France. The wood comes from PEFC-certified forests within a 70-kilometre radius of the production site.

The Creativeworld fair reflects the importance of the topic by selecting a sustainable product of the year as part of the Creative Impulse Awards. In addition, with the Special Interest Ethical Style by Creativeworld, the focus was for the first time on sustainability-oriented exhibitors and their products. Accordingly, the special show Ethical Style Spot by Creativeworld also celebrated a premiere. In this context, the fair offered a stage to exhibitors' products. The special interest defines sustainability holistically: aspects such as environmentally friendly materials, resource-saving production, re- and upcycling,

sustainable innovations, handicraft and socially responsible production are taken into account. The manufacturer Tudi Billo (Germany), for example, presented itself in the category "Fair & Social Production" as part of the Ethical Style Spot. The company has its felt products manufactured in Nepal, where felting has a long tradition. In recent years, many new jobs have been created in felt production, almost exclusively for women, who can thus contribute to their families' income. The handicraft products are produced in small to medium-sized enterprises under fair and environmentally friendly production conditions.

Another exemplary company that deserves the label Ethical Style is Kremer Pigments (Germany). The family-run, medium-sized company specialises in the production and distribution of rare and historic pigments. Kremer was awarded 2023 by the jury in the categories "Handmade" and "Resource-saving production".

Trade visitors looking for exhibitors with a focus on sustainability will find an Ethical Style label on their stand: "This draws attention to suppliers who are doing remarkable things in the field of sustainability", explains Eva Olbrich, Director Creativeworld at Messe Frankfurt. Online, trade visitors can find relevant exhibitors literally in no time. "I experienced this year's Creativeworld live for the first time, and am just thrilled. It is a very special fair, full of a wealth of ideas, craftsmanship and passion", is how Olbrich sums it up looking back.



Special Interest Ethical Style by Creativeworld © Messe Frankfurt/Jean-Juc Valentin

Creativeworld will continue to be held at the same time as Ambiente and Christmasworld at Frankfurt Fair and Exhibition Centre:

Creativeworld:	27 to 30 January 2024
Ambiente/Christmasworld:	26 to 30 January 2024

**Note for journalists:**

For further information, please visit: [creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

**Press information and photographic material:**

<http://creativeworld.messefrankfurt.com/presse>

**Links to websites:**

Facebook: [www.facebook.com/creativeworld.frankfurt](http://www.facebook.com/creativeworld.frankfurt)

Instagram: [www.instagram.com/creativeworld.frankfurt/](http://www.instagram.com/creativeworld.frankfurt/)

LinkedIn: [www.linkedin.com/company/creativeworldfrankfurt](http://www.linkedin.com/company/creativeworldfrankfurt)

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#creativeworld23 #homeofconsumergoods #creativeindustry

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**Information about 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 mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.

**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](http://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 sale. 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](http://www.conzoom.solutions)

### **Background information on 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](http://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).

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\* Preliminary figures for 2022