



Spielwarenmesse 2015: a real opportunity for toy retailers

From miniature quadcopters to deceptively real-looking model cars, many RC models come boxed ready to go. Once charged up briefly or battery powered, the fun can begin. For toy retailers products that sell without any need for advice. The latest trends in the hobby and model building sector are displayed in Hall 7 and 7A at the Spielwarenmesse. From 28.01. to 02.02.2015 all the market leaders in this product sector will be represented at Nuremberg. A total of 363 exhibitors from 27 countries are presenting their products in the model building and hobby sector.

For the first time Hall 7A hosts a PowerLounge, where trade visitors can find information and products on the subject of model building toys. Maisto's main theme for 2015 is Ferrari, as Rick Berman, Director International Licenses and Marketing, May Cheong Group reports: "As official licence partner we offer a wide selection of products related to one of the world's most popular marques. Children and adults alike can indulge in the world of racing cars at home: "Revell GmbH is also focusing on these hot topics as Thorsten Koss, Area Manager Marketing and Product Development, notes: "Revell covers the entire spectrum in plastic model building, from beginners to professionals. With trend themes like Star Wars, impulse buy articles or RC we bring fresh impetus to the trade in 2015. Our land, sea and air range offers attractively priced items for everyone – for building or driving as you like."

In the PowerLounge fair visitors can charge their mobile phones and tablet PCs in the PowerLounge or tank up their own model building know-how and energy.

Spielwarenmesse takes place in Nuremberg from 28.01. to 02.02.2015. More than 2,800 exhibitors will present their products to an estimated 75,000 trade visitors from over 120 countries.

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Spielwarenmesse®

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for more than 75,000 buyers and toy traders from over 120 nations.

Fair date: Spielwarenmesse®, Wednesday to Monday, 28 Jan- 2 Feb 2015