

Press Release of August 17, 2023

M.O.W. 2023 from September 17 to 21

Solid Wood Furniture In Focus

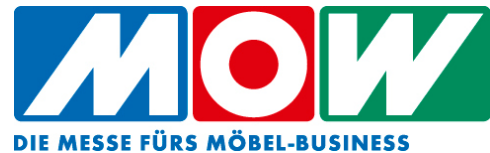
In times of increasing awareness for sustainability and environmental protection solid wood furniture is playing an increasingly important role. At the M.O.W. which will be taking place from September 17 to 21 the importance of solid wood furniture takes a centre stage in harmony with the growing awareness for sustainability. Among other things you can discover new wood types and material combinations. The international offer ranges from alpine stone pine to Brazilian pine.

More and more buyers are open to sustainability aspects regarding furniture and the use of wood from sustainable forest management, e.g. often marked with the FSC label. Solid wood furniture compared with chipboard or foil furniture offers advantages regarding environmental compatibility and durability. Thanks to its solid construction and the use of high-quality materials it lasts for many years. This often results in reducing replacement purchases and consequently the use of resources and the reduction of waste.

Another advantage of solid wood furniture is its natural beauty and aura. Every piece of furniture is a unique specimen due to the individual wood grain and structure. Solid wood furniture gives the room warmth, elegance and a touch of closeness to nature. It creates a comfortable and welcoming atmosphere.

The M.O.W. in Messezentrum Bad Salzungen presents a unique offer of solid wood furniture for all marketing forms. From country-style to modern products the exhibitors offer a large and likewise international spectrum of solid wood furniture for every furnishing style and every room, from the entrance hall to the bathroom. Thus the M.O.W. is the competent platform for solid wood furniture.

Well-known M.O.W. exhibitors who have specifically dedicated themselves to solid wood include companies such as Astor, Bienenmühle, Bodahl, Carla & Marge, Cinall, De Eekhoorn, Dudinger, Elfo, Euro Diffusion, FurnitECO, Furniture Wood, Gomab, Gradel, Hammel, Henke, HSM, IMC, Index Living, Inter Link, Iversen, Jadrina, Jaipur, Jumeck, Larix, M2, Maxfurn, MCA, Mebus, Mobello, Quadrato, Relita, Richfield, Rowico,



Shape, Skalik, Standard, Sven Form, The Beds, Tjørnbo, Unique, Vierhaus, Voss, and Wolf.

With the wide selection of solid wood furniture the professional buyers at the M.O.W. cannot only offer their customers high-quality products but also contribute to more sustainability in the future. This does not only apply to the full range provider but also to the specialist studio, the on-line distributor and stationary business.

A total of around 500 companies from over 40 nations are expected at the M.O.W. 2023. In addition to system programs for conventional furnishing there are flat packed take away items, dropship offers for e-commerce as well as promotional products, top sellers and frequency generators.

M.O.W. at a Glance:

Date from September 17 to 21, 2023.

Opening hours: from Sunday to Wednesday from 9 a.m. to 6 p.m., on Thursday from 9 a.m. to 4 p.m. Messezentrum Bad Salzuflen, 17 halls, 85,000 sqm of exhibition space.

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzuflen. Admission, parking, WLAN, catering in the exhibition restaurants, and shuttle service between the halls are free of charge.

M.O.W. Summer Vibes on 19/09/2023 as of 6 p.m. between hall 19 and 20.

Further information: www.mow.de

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