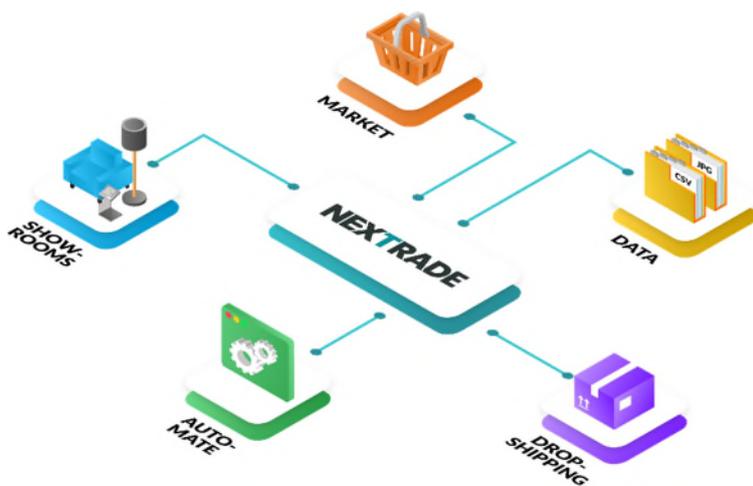


## Focus on (re-)order: more service for Nextrade customers

**Frankfurt am Main, 07 06 2022. As a partner of the consumer goods industry, the Nextrade team is in constant exchange with industry and trade. The desire for a simple and centralised (re-)order platform for products of the top brands has grown in recent years. The digital ordering platform Nextrade is therefore expanding its order service with immediate effect and placing efficient (re-)ordering in its business focus. In future, traders will be able to view all relevant information on orders on the newly created dashboard and have a direct overview of their shopping baskets.**

For retailers and buyers, efficiency in purchasing their goods is currently the top priority. Ordering from the top brands should be as uncomplicated as possible and the ordering process should be cost-transparent and clear. Thanks to the good feedback from the industry, both during and after the pandemic subsided, the Nextrade team was able to expand and simplify the platform in areas that are of immense importance to retailers and the industry: Efficient (re-)order processes and the handling of product data. This also frees up valuable resources in terms of budget and personnel on the part of the brands for other activities.

The digital platform has been given a new look in an extensive relaunch and will focus even more specifically on the ordering process in future. During the pandemic, Nextrade strategically focused on product inspiration and the experience factor as a digital ordering fair and, among other things, kept the contact and exchange between brands and manufacturers alive with virtual showrooms and the creation of brand worlds.



Nextrade with an even more efficient ordering service

"Now that trade fairs can finally be held in the presence of customers again, our flagship fairs Ambiente, Christmasworld, and Creativeworld offer an overview of new products and trends, the haptic experience, personal exchange and serve to attract new customers", says Philipp Ferger, Managing Director of nmedia and Vice President Consumer Goods Fairs at Messe Frankfurt. "With Nextrade, we will now specifically pursue a different approach. Here, with the pandemic subsiding and the chance to meet people in person, the focus must now be on efficiency rather than the experience. From our point of view, this includes assortment management for existing customers, the creation of lean and fast processes as well as perfectly maintained data for use within the framework of the omni-channel strategies of the retail trade."

### **Top ordering service with individual shopping experience**

Nextrade will focus increasingly on (re-)order in the future. In the course of this, the user interface has been completely adapted. Accordingly, there will be a stronger separation between the practical ordering system and the pure product inspiration. Retailers will be able to view their latest orders and open shopping baskets with just a few clicks directly on the homepage, orders that have already been placed can now be easily reordered and the retailers' top 5 brands will be displayed. Nothing stands in the way of an efficient and simple (re-)order.

In addition, it will still be possible to browse through the brands' shops and look at assortments, new products, and promotions. This is because the brands not only want to drive their sales on Nextrade, but also make it possible for retailers to experience their brand world 365 days a year. There is a special area for this, which can be found in the navigation under "Inspiration". Retailers can use this for the individual experience factor.

### **Continue to use proven Nextrade solutions**

In addition to the new order efficiency, the consumer goods industry can still use all known and proven digital Nextrade solutions. For example, the showroom function, the image and product master data are available centrally via Nextrade in a standardised format, and thanks to the dropshipping shops, retailers can send products directly from the brands' warehouses. This means that retailers do not have to maintain additional storage space, because the brand takes care of the shipping.

"Nextrade has become the industry standard," says Nicolaus Gedat, Managing Director of nmedia. "More than 400 brands already enable their retailers to order digitally via Nextrade and to obtain up-to-date product and image data. The constant exchange with industry and trade helps us to develop the right solutions. This means that we can now offer an even more efficient platform for all our retail partners."

Discover Nextrade at: [www.nextrade.solutions](http://www.nextrade.solutions)

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**The order and data platform for the home & living industry**

The digital order and data management Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders at any time of day or night, 365 days a year.

[www.nextrade.solutions](http://www.nextrade.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.

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021