



**MÜNCHNER
STOFF
FRÜHLING**

MAY 11-14, 2023

EXHIBITOR INFORMATION



MÜNCHNER
STOFF
FRÜHLING

Münchner Stoff Frühling

MAY 11-14, 2023

International textile manufacturers and editors present high-quality home textiles, wallpapers, carpets and furnitures with over 90 brands in the heart of Munich. During the event, all participating showrooms for trade visitors are connected by a free shuttle service. Admission is free for all registered professional visitors.

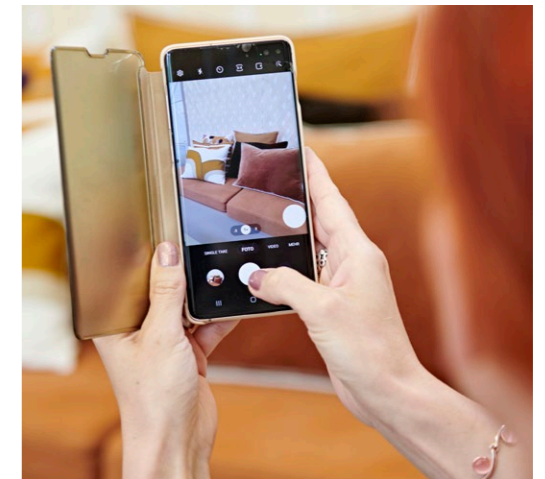
40 selected premium exhibitors
present over **90** brands

from the home textile, wallcovering, carpet and accessories industry with their latest collections at the MSF.

65,000 visitors
since 1997 have visited the MÜNCHNER STOFF FRÜHLING.

More than **3,000** professional visitors

from interior design, interior decoration, home furnishing and interior architecture regularly visit the MÜNCHNER STOFF FRÜHLING.



The MSF is the leading showroom trade fair and therefore
a unique presentation platform

in Germany for high-quality - suppliers from the interior branch.
Currently there is no alternative for this kind of event in Germany.

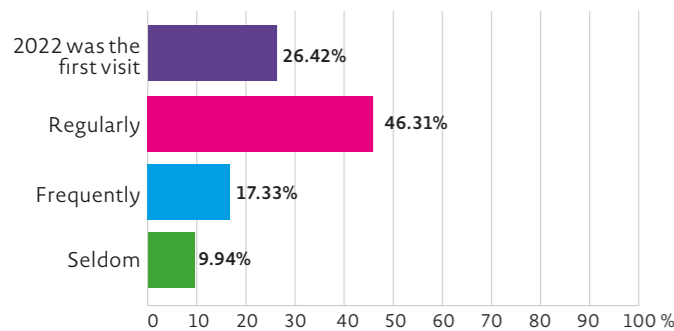
Top organization and management

is ensured by personal contact persons for visitors and exhibitors!

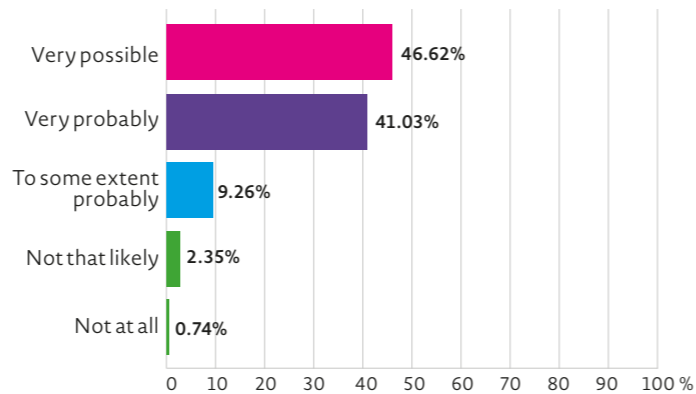


Trade visitors in figures

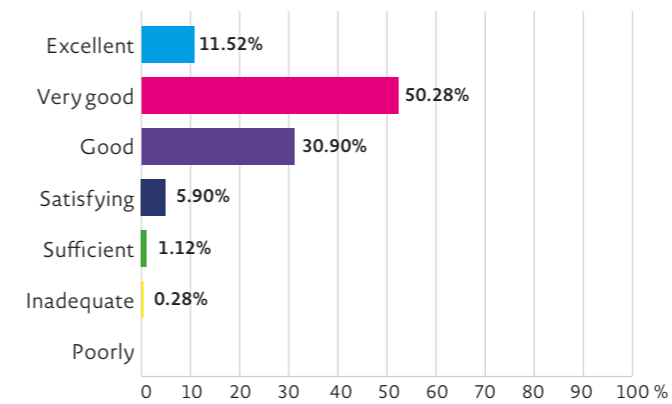
How often did you visit the MÜNCHNER STOFF FRÜHLING?



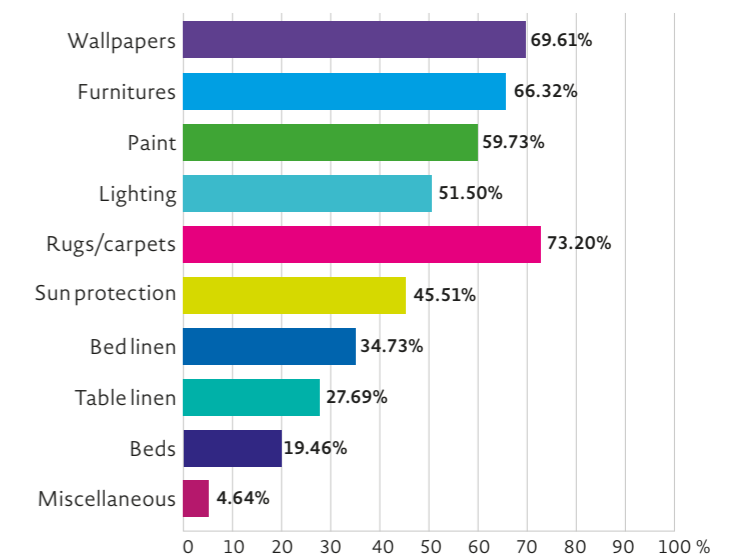
How likely is it that you recommend the MÜNCHNER STOFF FRÜHLING to a colleague?



How would you value the mix of the the exhibiting companies at the the MÜNCHNER STOFF FRÜHLING - from your point of view?



In addition to textiles are you interested also in other product types?

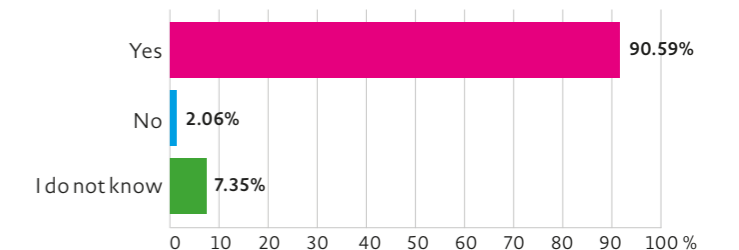


92.7% of visitors evaluate the mix of exhibitors as excellent, very good or good.

96.91% of the visitors would recommend the MÜNCHNER STOFF FRÜHLING to their colleagues.

90.59% of the trade visitors who came to Munich in 2022 want to come back in 2023

Would you like to visit the next MÜNCHNER STOFF FRÜHLING 2023 (25 years anniversary) today's perspective?

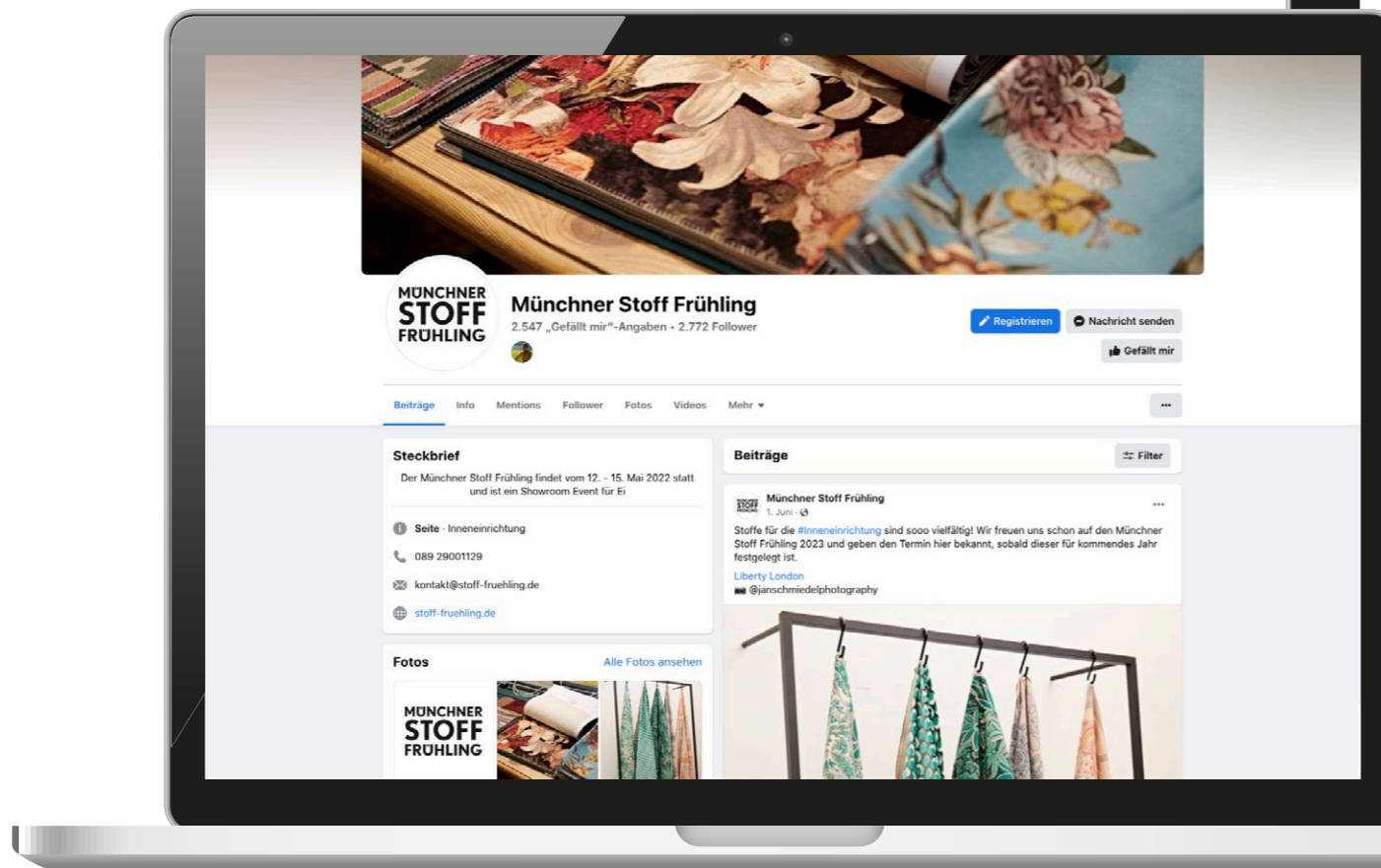


2,772 followers on Facebook

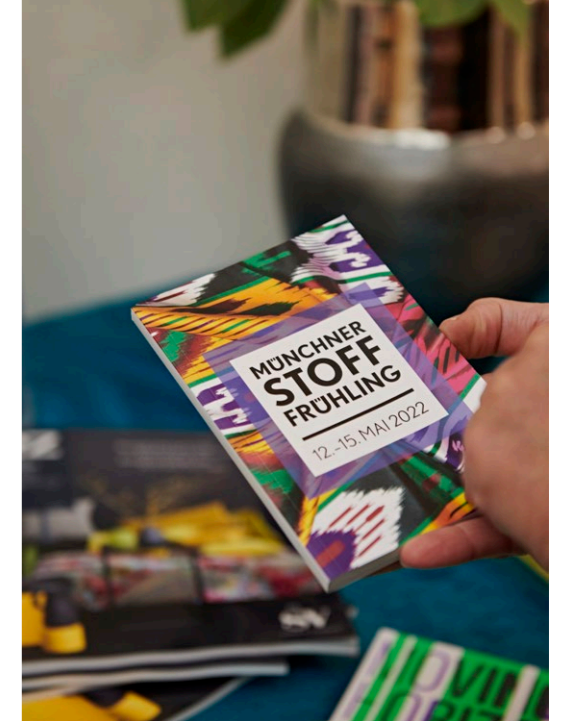
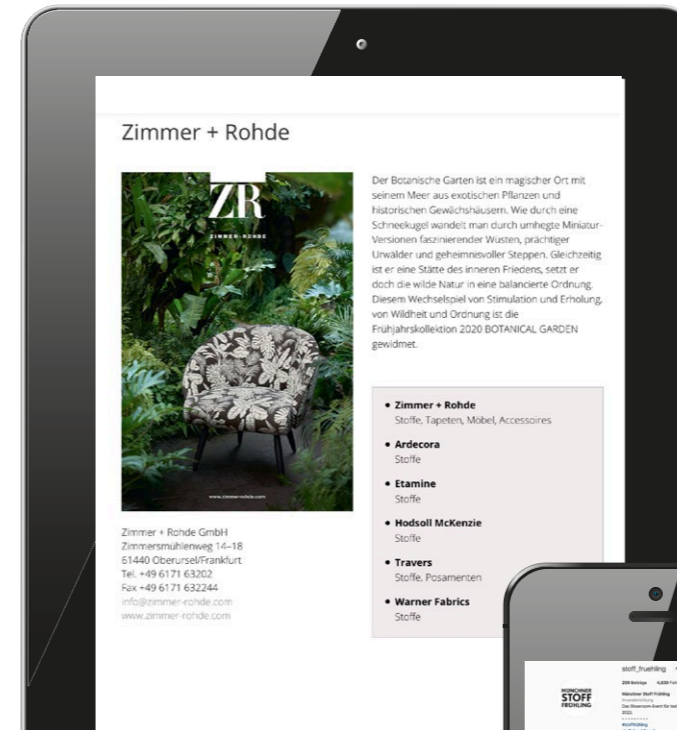
Communication tools of the MÜNCHNER STOFF FRÜHLING

In the run-up to the MÜNCHNER STOFF FRÜHLING, we communicate on all digital channels to publish innovations and the novelties of the exhibitors.

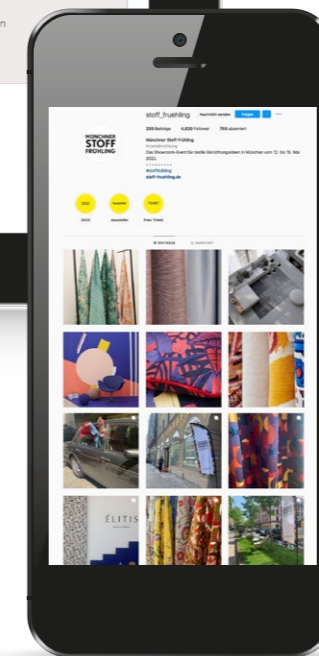
117,200 website visitors per year



Follow us on Facebook @msfmuenchen



Printed catalogue with
6,000 copies



4,835
Instagram followers

17,230 newsletter subscribers

Brands and Collections of the MÜNCHNER STOFF FRÜHLING *

Brands and Collections

Exhibitor

Alcantara	Saum & Viebahn
Alhambra	Gebrüder Weishäupl
Andrew Martin	Hahne & Schönberg
Anthology	Sanderson Design Group
Ardecora	Zimmer+Rohde
Armani /Casa Fabric Collection by Rubelli	Rubelli
Arte	Arte
Atelier Saint-Germain	Nobilis Fontan
Black Edition	The Romo Group
Boussac	Pierre Frey
Braquenié	Pierre Frey
Brunschwig & Fils	Hahne & Schönberg
BW Bielefelder Werkstätten	JAB Anstoetz
C&C Milano	C&C Milano
Camengo	Casamance
Caparol Icons	Caparol Icons
Carlucci	JAB Anstoetz
Casal	Houlès
Casamance	Casamance
Cassaró	Hahne & Schönberg
Charmelle	Saum & Viebahn
Chivasso	JAB Anstoetz
Christian Fischbacher	Christian Fischbacher
Christian Lacroix	Designers Guild
Clarke & Clarke	Sanderson Design Group
climatex	JAB Anstoetz
Colefax and Fowler	Colefax and Fowler
Création Baumann	Création Baumann
Decobel	Houlès
decode by luiz	Luiz
Dedar	Dedar
Designers Guild	Designers Guild
Edmond Petit	Hahne & Schönberg
Élitis	Élitis
Essente	Kobe Interior Design
Etamine	Zimmer + Rohde
éternité	Saum & Viebahn
Etro	Hahne & Schönberg
Eu Nil Lee	Nobilis Fontan
F. Schumacher	Houlès
F1	Interstil
Fadini Borghi	Pierre Frey

Brands and Collections

Exhibitor

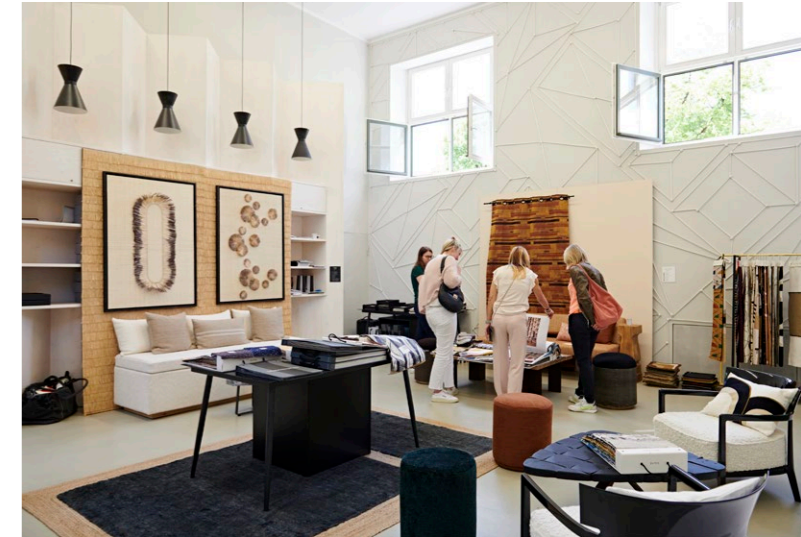
Ferreira de Sá	Ferreira de Sá
Filippo Uecher	Filippo Uecher
Fine Textilverlag	Fine Textilverlag
Flamant – The Wallpaper Collection	Arte
Flavor Paper for Arte	Arte
Foresti	Gebrüder Weishäupl
Fortuny	Fortuny
Fox Linton	Jim Thompson
G. P. & J. Baker	Hahne & Schönberg
Gardisette	JAB Anstoetz
Grupo Lamadrid	Houlès
Harlequin	Sanderson Design Group
Hermès Home Fabrics	Dedar
Hodsoll McKenzie	Zimmer + Rohde
Hohenberger Tapeten	Hohenberger Tapeten
HookedOnWalls	Arte
Houlès	Houlès
Interstil	Interstil
IP Design	JAB Anstoetz
JAB Anstoetz Fabrics	JAB Anstoetz
JAB Anstoetz Flooring	JAB Anstoetz Flooring
JAB Anstoetz Systems	JAB Anstoetz
James Hare Fabrics	Gebrüder Weishäupl



Brands and Collections

Exhibitor

James Malone	Hahne & Schönberg
Jane Churchill	Colefax and Fowler
Jim Thompson	Jim Thompson
John Boyd	Hahne & Schönberg
Kieffer by Rubelli	Rubelli
Kinnasand	Kvadrat
Kirkby Design	The Romo Group
Kobe Contract	Kobe Interior Design
Kobe Interior Design	Kobe Interior Design
Kravet	Hahne & Schönberg
KT Exclusive	KT Exclusive
Kvadrat	Kvadrat
Kymo	Kymo
Larsen	Colefax and Fowler
Le Corbusier	Wallcoverings Arte
Le Manach	Pierre Frey
Lee Jofa	Hahne & Schönberg
Liberty Fabrics	Liberty Fabrics
Little Greene Paint	Little Greene
Little Greene Wallpaper	Little Greene
Lizzo	Gebrüder Weishäupl
LondonArt	LondonArt
Luciano Marcato	Houlès
luiz beds	Luiz
Luiz	Luiz
Luxury Weaving	Luxury Weaving
Manuel Canovas	Colefax and Fowler
Mariaflora	Filippo Uecher
Mark Alexander	The Romo Group
Marvic	Hahne & Schönberg
Miroo	Saum & Viebahn
Misia	Casamance
Moooi Wallcoverings	Arte
Morris & Co.	Sanderson Design Group
Mulberry	Hahne & Schönberg
Nicholas Herbert	Hahne & Schönberg
No. 9	Jim Thompson
Nobilis	Nobilis Fontan
nya textiles	Nya Nordiska
Object Carpet Manufaktur	Object Carpet
Object Carpet	Object Carpet
Pepe Peñalver	Gebrüder Weishäupl
Perennials Fabrics	Perennials & Sutherland



Brands and Collections

Exhibitor

Pierre Frey Möbel	Pierre Frey
Pierre Frey	Pierre Frey
pt - Prestigious Textiles	Prestigious Textiles
Ralph Lauren Home	Designers Guild
Rohleder	Rohleder
Romo	The Romo Group
Rubelli Casa	Rubelli
Rubelli	Rubelli
Rugx	Object Carpet
Sahco	Kvadrat
Salzburger Handdrucke Jordis	Salzburger Handdrucke Jordis
Sanderson	Sanderson Design Group
Saum & Viebahn	Saum & Viebahn
Scion	Sanderson Design Group
Sophisticated Living	Luxury Weaving
Studio G	Sanderson Design Group
Sutherland Furniture	Perennials & Sutherland
The Royal Collection	Designers Guild
Threads	Hahne & Schönberg
Travers	Zimmer + Rohde
Upper House Kollektion	Rohleder
Veraseta	Hahne & Schönberg
Villa Nova	The Romo Group
W-plus	Interstil
Weishäupl Manufakturmöbel	Gebrüder Weishäupl
William Yeoward	Designers Guild
Zen Garden	Rohleder
Zimmer + Rohde	Zimmer + Rohde
Zinc Textile	The Romo Group
Zoffany	Sanderson Design Group

MÜNCHNER STOFF FRÜHLING

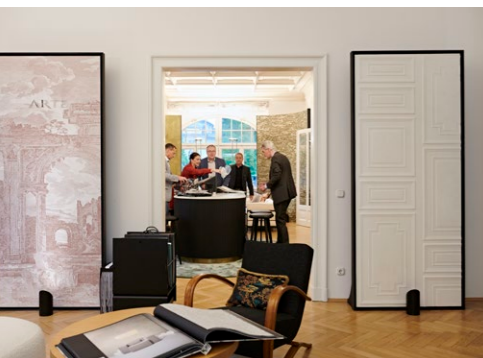
is the leading German showroom event for all interior-enthusiastic trade visitors in the heart of Munich.
It's personal, inspiring, sales-promoting, strong in communication!



**Do you need an exhibition space?
We can offer individual and
high-quality exhibition spaces!**

Please contact us:

For your questions about the showroom event
by calling: **+49 89 29 00 11 29**
Or write us an Email to: **kontakt@stoff-fruehling.de**



Contact

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www.stoff-fruehling.de

**„As always, there is a warm, attractive
and positive atmosphere in Munich.“**



Quotes from trade visitors in May 2022:

**„An event like this can only be implemented
with love for gorgeous ,things‘.“**

**„I'm always excited about
the innovations in the textile industry.“**



**„Fabrics look much nicer in the lovely decorated
showrooms than in drab exhibition halls.“**

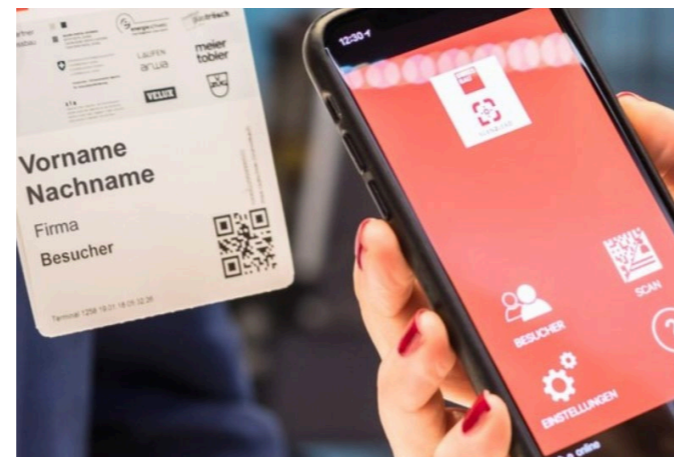
**„I liked the interaction
of an information event
with a sightseeing tour“**

Important information



Shuttle service

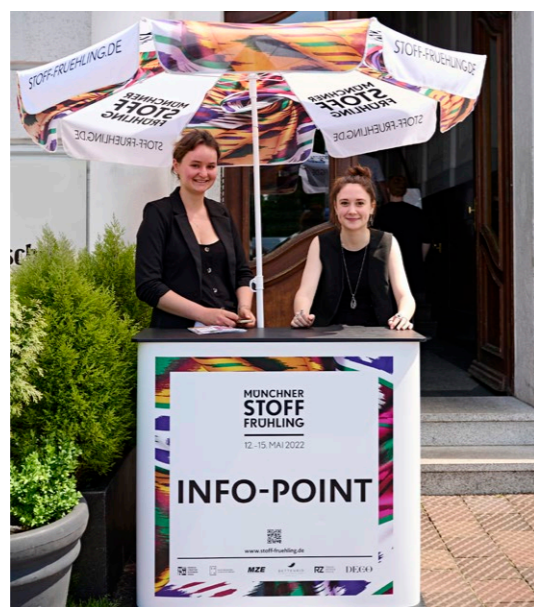
We offer a free regular shuttle service every 10 minutes that connects all showrooms in circle lines.



Ticketing:

The digital ticketing with the comfortable visitor registration via a scan app enables the exhibitors to register their visitors quickly, also on site and allow a sustainable „after-sales service“ after the event.

On the days of the event, the digitally purchased admission ticket also is a proof of participation.



Info points

Visitors can obtain information and register at several hubs and are served individually by our friendly hostesses.



Participation fees 2023

Exhibitor fee € 5,200*

The fees include the following general services:

- Organization and management of the entire event
- Visitor and exhibitor logistics, reservation tool
- Provision of a shuttle service
- Communication, advertising and PR for the event
- Editorial pre- and post-reporting
- Internet and social media
- Printed exhibitor catalogue (booklet edition 6,000 copies)

**Registration deadline
is 31.12.2022**

The following tariffs can be booked on demand for additional services:

Presentation of additional brands with separate communication	€ 980.00/per brand
Communication package	€ 1,650,00
Individual photo shooting of the show space	€ 980.00
Research and finding of an individual exhibition space	€ 300.00

*) For first time exhibitors there is a one-time registration fee of € 1,200.00

If an exhibitor declares his prematurely resignation, the following cancellation fees apply:

Resignation after:
2/28/2023 = 50% cancellation fee
3/31/2023 = 75% cancellation fee
4/30/2023 = 100% cancellation fee
of the organizer apply.

All prices are exclusive of the applicable statutory value-added tax.
The general terms and conditions of the organizer apply.