

news +++ nmedia.hub (formerly Nextrade)



Nextrade becomes nmedia.hub and combines its services with nmedia

Frankfurt am Main, 15 09 2022. In future, nmedia.hub (formerly Nextrade) will connect online orders from the order and content platform with the world of EDI orders from nmedia. This means that retailers and brands no longer have to differentiate between two platforms and can manage many of their daily tasks centrally in the nmedia.hub even more easily. Independent of the technical infrastructure of the retail partners.

The merger creates a powerhouse of 400 top brands, 20,000 retailers and over € 1 billion in sales volume per year for the home & living industry. At the same time, the company nmedia GmbH becomes the umbrella brand and with this step strengthens its position as a leading partner for the top brands and retailers in the industry.



The logo of the new umbrella brand nmedia. Graphic: nmedia GmbH
(Implementation by the agency nirgend)

"Now what belongs together is growing together," says Nicolaus Gedat, Managing Director of nmedia GmbH. "Our company and the name "nmedia" have enjoyed a high level of trust in the home & living industry for over 20 years. At the same time, the services and products of Nextrade and nmedia have grown together more and more over the last two years. For us as a joint nmedia team, as well as for Messe Frankfurt and EK/servicesgroup, it was therefore clear that the next logical step is to bundle all offers on the platform even more strongly and thus make it easier for retailers and brands to enter into digital business processes under one roof".

The future of digital commerce from a single source - with products from nmedia

The products of nmedia already support many retailers and brands with relevant tasks in purchasing and sales. Here, the offer ranges from meetings in the digital showroom, orders in the brand's online or dropshipping shop to content management and process automation. New services, such as the management of all back orders and the viewing of stocks, continuously improve the use and the advantages compared to known processes such as ordering by mail. All services and products of nmedia and nmedia.hub (formerly Nextrade) can now be found on the new joint website www.nmedia.solutions.

For the trade, the set-up and use becomes much easier

Former EDI services, such as the reference to master data, will be merged into the common platform nmedia.hub. This will enable retailers to order from the merchandise management system (MMS), receive electronic invoices and delivery notes for automatic processing and at the same time manage their article and image data holistically via a central platform. The traders do not need any external support for this and can carry out all processes independently and completely automatically. It no longer matters which access or data interfaces (API, EDI, FTP or e-mail) are used to retrieve the content from the brands. Retailers thus have access to the content for their own merchandise management and the B2C online shop at all times.

Clear advantages for brands through the consolidation of all orders

With this consolidation, brands can receive all orders via one channel and with uniform documents. Be it large retailers with EDI connection and WWS or smaller retail partners who order online in the nmedia.hub (formerly Nextrade). This significantly increases the potential of traders for electronic orders. Through direct transmission to the WWS, valuable time and costs can be saved!



New solutions and products for daily tasks in trade and industry under the new umbrella brand nmedia. Graphic: nmedia GmbH (Implementation by the agency nirgend)

"It is important to us that our customers know that we will continue to offer standardised digital order and content management with all the familiar functions and solutions via nmedia.hub (formerly Nextrade)", says Managing Director of nmedia and Vice President Consumer Goods Fairs at Messe Frankfurt. "In the future, the business connections of brands and retailers will continue to converge digitally in this hub at a central location. In this way, we will continue our joint development and, together with our customers, set new impulses and develop innovative products for the industry and its future", says Ferger.

"Together with nmedia GmbH and Messe Frankfurt, we are now taking another important step towards the future of digital retailing. In this, nmedia will be our driving force", says Jochen Pohle, Chief Retail Officer of EK/servicegroup.

nmedia is THE strong partner for digital business success: solution-oriented, innovative and always close to the industry. www.nmedia.solutions

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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

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.

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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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).

For more information, please visit our website at: www.messefrankfurt.com