PRESS RELEASE

Hatten, 26.11.2026

Bargain deals which customers find irresistible

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Trade fair photos (300 dpi)
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Attractive promotional goods generate sales opportunities, and for retailers they also present an opportunity to attract new customers and unlock additional revenue. Once again running concurrently with Asia-Pacific Sourcing, the IAW trade show in Cologne from 9 to 11 March 2027 will bring together a wealth of brand-name items, imported goods and private-label offerings.

A well-known brand, a surprisingly attractive price, a spontaneous purchase: great promotional items don't need a lot of discussion. For retailers their value lies not just in sales, but also in healthy profit margins. What's more, an attractive range of products featuring a variety of bargain highlights always gives consumers more reasons to visit a particular shop, to discover additional product lines, and then repeat their visits. This applies to supermarket chains as well as to specialist retailers and traditional clearance stores.

Additional sales start with your own customers

Whether they represent food retailers, traditional clearance outlets, specialist shops or chain stores: at the IAW, buyers look for products that will appeal to their customers and generate solid profit margins. Brand-name items, household goods, pet supplies, textiles, tools and seasonal bargains will complement the retailer's core product range, create focal points in promotional areas, and enhance the shelves which contain regular product categories. Arousing the curiosity of customers is key, together with offering value for money and ensuring sufficient stock to meet the needs of the individual business. The result is affordable everyday items and surprising brand-name bargains which give shoppers the incentive to make purchases.

Well-known and highly sought-after brands will generate customer attention, while a competitive price is what drives the purchasing decision and results in a sale. At the same time, a distinctive promotional area gives retailers their own unique profile – especially when they select their goods themselves and tailor them to their customer base, rather than simply stocking whatever they are allocated by headquarters or purchasing groups. For independent retailers and regional chain stores, this is a sure-fire guarantee of success as well as a concrete way to stand out from the local competition with constantly changing special offers.

A competitive price alone is never enough to guarantee a successful promotion

An example from food retailing illustrates how this approach can be applied in everyday business. At the most recent IAW Christopher Pickel, managing partner of two Rewe supermarkets in Nuremberg, purchased some non-food items for special promotional displays. His aim was to pass on the savings to his customers: "Customers today are particularly sensitive to price, so bargains like these are a strong incentive for them to keep coming back to us." In business terms this could be described as a clever mixed pricing strategy.

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However, successful purchasing requires more than just the right price. How much inventory can the location handle? When will the goods be delivered? What packaging units are available? And what profit margin will remain after shipping, shelf placement and potential price reductions? An item that ties up shelf space and capital for months will quickly lose its appeal, even at a low unit price. Selecting the right quantity and developing a realistic sales plan are therefore also integral parts of the purchasing negotiation.

This is where the International Trade Fair for Retail Promotions and Imports (IAW) comes in, enabling both sides to conclude a variety of successful deals twice a year: buyers can inspect products, compare offers, negotiate terms and place orders on the spot. The IAW range extends from brand-name clearance items and seasonal promotional goods to imported products and regular product lines. According to the organizers, the September 2026 edition attracted around 5,000 trade visitors from more than 65 countries to meet with 260 exhibitors.

Convenient sourcing of private-label brands

In addition to its one-off clearance-item business, the IAW product portfolio has now significantly expanded to include a second procurement channel: private labels as a targeted addition to the product range. These enable retailers to fill a specific price segment themselves and build up a product offering which, provided delivery capacity is agreed in advance, remains available for repeat orders.

Fortunately, most IAW exhibitors who offer private-label products can do so without imposing the obstacle of large-scale industrial purchasing volumes. At the September trade show, Reinex Managing Director Lena Bardeck-Reimann revealed the specific scale of her private-label offerings: depending on the product, packaging and design, private-label projects can sometimes be launched with as few as 3,000 to 4,000 units. Spread across ten locations, this would amount to 300 to 400 units per shop. Whether a project is viable then depends on the selling price, the pace of the individual sales and the terms of any follow-up deliveries. For regional chain stores and retailers who purchase collectively, this presents an exciting option for entering the market with affordable, high-quality goods under their own brand.

Two trade show visits in one trip

In March 2027, retailers interested in what the IAW has to offer will have yet another reason to visit Cologne's exhibition halls: the Asia-Pacific Sourcing trade show will be held concurrently right next door, making it easy to move between the two events. Its extensive range of tools, home, garden, and leisure products complements the IAW purchasing fair by providing promising opportunities to connect with Asian manufacturers and suppliers.

For purchasers this opens up two opportunities: at the IAW they can search find products for their next promotion, while at the Asia-Pacific Sourcing event they can set up contacts for long-term procurement projects. Direct imports, naturally, require a careful assessment of minimum order quantities, delivery times, shipping, and product requirements. Balancing

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all these factors is what makes the joint event so interesting: for example, what products are ideal for a quick, one-off promotion, and which ones are more suitable for a long-term product range?

New sales channels for manufacturers

Producers and the suppliers of branded goods will also find compelling reasons to visit the IAW trade show, including the opportunity to participate with their own booth. Surplus stock, packaging changes and product portfolio streamlining often result in goods which need to be disposed of. Purchasing quantities, target markets and distribution channels for the marketing of these goods can then be clarified in direct discussions with wholesalers who are experts in bulk purchases and ready to buy. Manufacturers with private-label expertise can also reach retailers who wish to trial their own products for the first time on a manageable scale.

The bottom line is that in March 2027 the IAW will once again offer much, much more than just a search for the next batch of bargain goods. The focus will be on identifying the products that will make every retail space more attractive – and on the purchasing terms required to turn these products into a really profitable business deal.

IAW · 9 to 11 March 2027 · Cologne

More information and free ticket booking for trade visitors: www.iaw-messe.de

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