

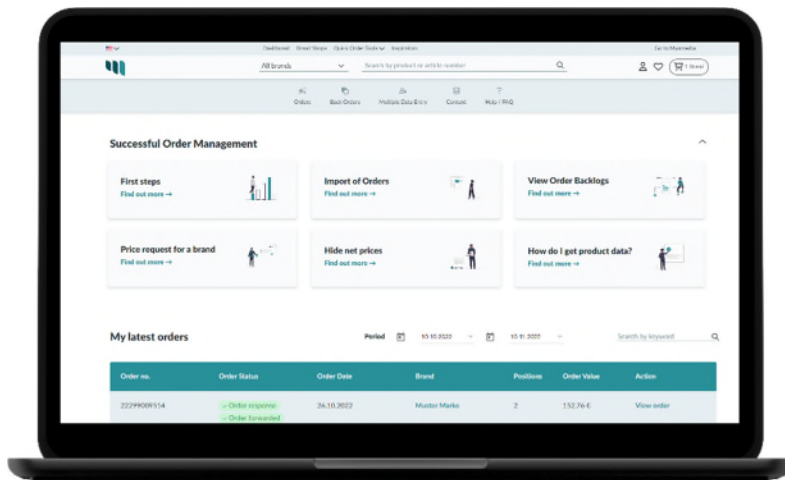
news +++ nmedia.hub (formerly Nextrade)



nmedia.hub – Technical innovations for even more service

Frankfurt am Main, November 2022. After the name change into nmedia.hub, the expansion of the content and order platform continues apace. Now the focus is on digital services. In addition to the further development of the user interface for simple re-order processes, order backlogs can now be made available on the platform and viewed at any time.

The order and content platform nmedia.hub is constantly developing its tools. Always with an eye on even more service and even more efficiency for brands and retailers in order management. With the new user interface (dashboard), an optimal entry point to the platform has been created. The quick entry on the page shows helpful points for intuitive navigation through the platform at a glance. Important components such as "My last orders", "Open shopping baskets" and "My brands" are now the centre of attention.



The new user interface for an optimal introduction to the platform. Image: nmedia.hub

The **brands' order shops** have also been further optimized so that the shops with all their functions can also be used on a mobile phone or tablet. Retailers can browse through the product range of the brands directly on the sales floor with customers and thus digitally expand their assortment. The purchase price can be quickly hidden for such occasions with one click.

In the **shop dashboard**, the most important point of contact in the brand's order shop, all relevant information can be seen at first glance. Here, retailers can find information on freight conditions, the status of price and content requests and other services. Thanks to a new feature, the view can also be easily switched between "lists" and "inspiration" with a single click. Depending on requirements and individually adapted to the needs of the

customers. In the list view, all important information about the products appears, such as price information, article numbers, global article numbers (GTIN), order ability and stocks as well as backorders. In the inspiration view, on the other hand, the focus is on the presentation of the products.

Another new feature is that the individual **backorders** of brands can be viewed via nmedia.hub. For this purpose, the backorders can be checked in the order shop as well as in the shopping cart for the respective article. The prerequisite for this is a confirmed price request from the respective brand. In addition, selected brands offer a cancellation service for backorders, with which retailers can submit a cancellation request above the general overview.

Last but not least, **the order overview** now provides a central overview of the status of orders even more conveniently. Whether delivered, invoiced or in general backlog, all ordered items can be tracked under "Orders".

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