

news +++ Ambiente
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ambiente

Back to school with Ambiente highlights: Scented satchels and clever extras – for more fun at school!

Frankfurt am Main, March 2025. While the youngest are looking forward to their first day of school, well-thought-out product ideas help the ‘old hands’ to make the start of school more pleasant. What is currently trending among kids and popular as a gift was shown at Ambiente in Frankfurt in February. From endless pencils to self-assembled filler pens, these ideas inspire kids and students of all ages.



Clever back-to-school innovations like those from Ambiente exhibitor Yolo are inspiring retailers who want to buy gifts for kids in school age. Photo: Messe Frankfurt/Pietro Sutera

Saddle up and off into the adventure! School is fun – especially with the right equipment. From backpacks to pencil cases, pens to organisers – the hotspot for new products in the ‘Urban Gifts, Stationery & School’ segment was the Giving Hall 4.2, with around 300 exhibitors from 36 countries.

On your marks, get set, go!

New school year, new style. Manufacturers are focusing on the latest trends, especially for the popular complete sets, from school bags to gym bags. The latest collections range from casual skater looks to imaginative designs. The [Anchor](#) brand, for example, equips its school bags, college blocks, exercise books and pencil cases with special extras – from glitter appliqués to scented bears.



Ancor adds extras to school bags, college blocks, exercise books, pencil cases and more: from glitter appliqués to bears that smell when you rub them. Photo: Messe Frankfurt/Pietro Sutera

[Yolo](#) also impresses with bright colours and fresh nautical designs, while [DKT](#) creates a good mood with marshmallow and lemonade designs. For older students, the stylish roll-top backpacks from the New Rebels collection by [Like it a lot](#) or [Zwei](#) are a popular alternative. Their well-thought-out interior helps to optimally organise the school day.

Back to handwriting

Despite class chat, tablets and the like, handwriting is increasingly coming into focus again. [Studies](#) confirm that those who write by hand learn to read and write faster and remember the content they have written down better. The Italian brand [Legami](#) shows how entertaining writing can be, having triggered a real hype with its erasable gel pens. At Ambiente 2025, it presented not only new animal characters, but also transparent monster pencil cases that provide a view of one's own pen collection. The Spanish brand [Apli](#) offers a clever solution for pencil fans. The 'Infinite Pencil' in trendy neon colours has a replaceable graphic tip that writes for 16 km without breaking or needing to be sharpened.



The Infinite Pencil by Apli has a replaceable graphic point that writes for 16 km without breaking or sharpening. Photo: Messe Frankfurt/Pietro Sutera

Recommended by schools

The German stationery brand [Kaweco](#) promotes a love of fountain pens with a special campaign: the collectible series 'Kaweco DIY Sport' is available exclusively from specialist retailers and allows customers to assemble their own fountain pen using the original machines. A new trend colour is introduced every year. The manufacturer has already used this campaign to visit schools to promote the joy of handwriting. "It completely changes the relationship to the writing instrument, because a self-made fountain pen is simply something special," explains Michael Gutberlet, owner of Kaweco.



Kaweco owner Michael Gutberlet assembles the fountain pen at the trade fair stand himself.
Photo: Messe Frankfurt/Pietro Sutera

Other manufacturers also work closely with schools. For example, the innovative ring binders from [Carchivo](#) are used by many materialists in Spanish schools. The unique tab system makes it easy to expand and customise the ring binder, so that there is a folder for every school subject. The hard cover protects the contents, so that timetables, homework and notes are always to hand and safely stored.



Carchivo ring binders can be easily expanded and customised.
Photo: Messe Frankfurt/Pietro Sutera

Perfectly organised

Do you want to make learning fun and keep things tidy? No problem thanks to a wide range of smart products. [Kikkerland](#), for example, offers a versatile portfolio – from wooden book and page holders to sticky notes that grow like a flower meadow out of the book. The Spanish brand [Milan](#) has been inspired by its iconic classic erasers to create several collections, including a perfectly organised coloured pencil case for budding artists. [OMY](#)'s cool pencil box, shaped like a pencil, also helps to keep desks tidy. It opens and closes with a simple click mechanism. Speaking of closing: the Israeli brand [Zipit](#) surprises with creative zip designs, including monster pencil cases that show their “teeth” when opened.



Zipit impresses with unexpected details and extra features.

Photo: Messe Frankfurt/Kerstin Männer

Next trade fair dates:

The next Ambiente will again take place at the beginning of February at the same time as Christmasworld and Creativeworld at the Frankfurt exhibition center.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 09 February 2026

Note for journalists:

Further daily news, expert knowledge and ideas for the retail sector can be found on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise online.

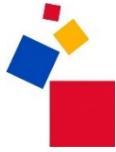
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Your contact:

Katrin Westermeyr

Tel.: +49 69 75 75-6893

katrin.westermeyr@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

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www.messefrankfurt.com/background-information

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