



**materials
& finishes
SHOW
2024**

19 – 22 May | NEC Birmingham

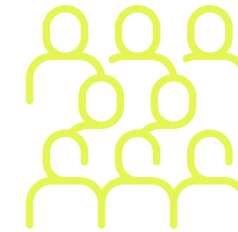


**Post Show
Report 2024**



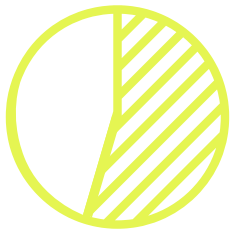
Materials & Finishes Show 2024 in numbers...

6027
Attendees



55%

Visitor pre-registration to
attendance conversion



161

Number of exhibitors



12 hours

CPD accredited content



20 hours

Live demonstrations



An Instant Success

Materials & Finishes Show 2024 marked the first time that the UK furniture manufacturing and joinery industries had come together, under one roof, since 2018.

The team worked hard behind the scenes to build on the legacy of W Exhibition and develop a platform that reflects the UK woodworking industry both now and in the future. The lineup included over 160 exhibiting brands showcasing thousands of the latest products.

Alongside new brands, Materials & Finishes Show saw the launch of a raft of new features. A key highlight for 2024 visitors was the brand new Live Demo Zone with running machinery and demonstrations from brands including AMS, Leitz Tooling, The Joinery Network, Lamello, Grecon, Trend Tool Technology and Rubio Monocoat.

Our CPD learning programme delivered over 20 hours of CPD certified seminars and panels, all delivered by industry experts. The programme was carefully crafted by our team of inhouse experts, in consultation with industry leaders, and was designed to arm visitors with information, knowledge and inspiration to help them do better business once they leave the show.

The new Materials & Finishes Show Bar provided an informal setting to meet clients and colleagues. And for the first time ever we worked with online content creators, such as Robin Clevett, Tibby Singh, Alastair Johnson and Derek Barrett in order to increase the reach of our campaign and reach new audiences.

The campaign for 2024 has firmly re-cemented Materials & Finishes Show's place in the furniture manufacturing and joinery calendar!

Reasons Visitors Attended

Sourcing the latest products and technology

21%

To keep abreast of changes in the industry

20%

Visiting MAFS is important to my role

17%

Expert insight and practical advice

15%

Meet/network with colleagues/customers

11%

W Exhibition visitor and want to see what is new

9%

For the seminars and learning opportunities

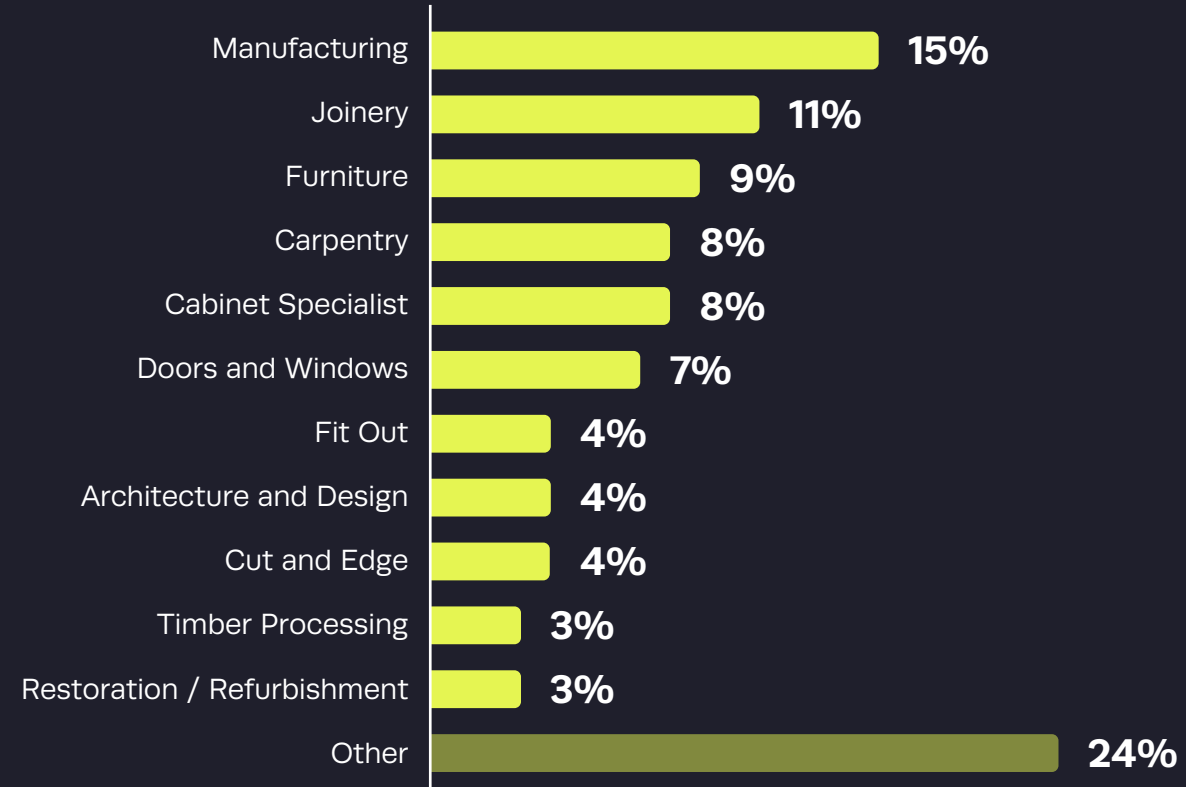
6%

Other (please specify)

1%

Who Attended Materials & Finishes Show 2024?

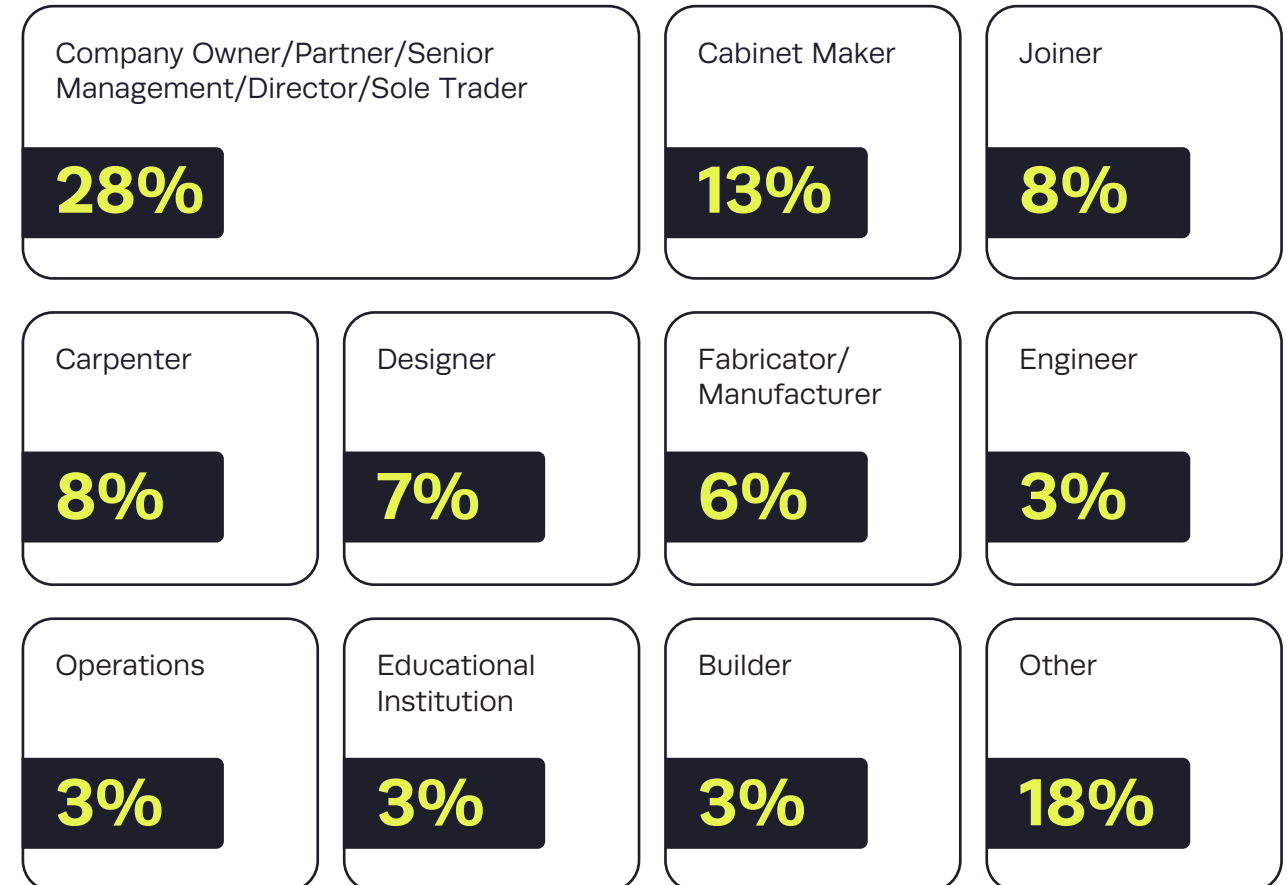
Breakdown of Main Company Activity



19 – 22 May | NEC Birmingham

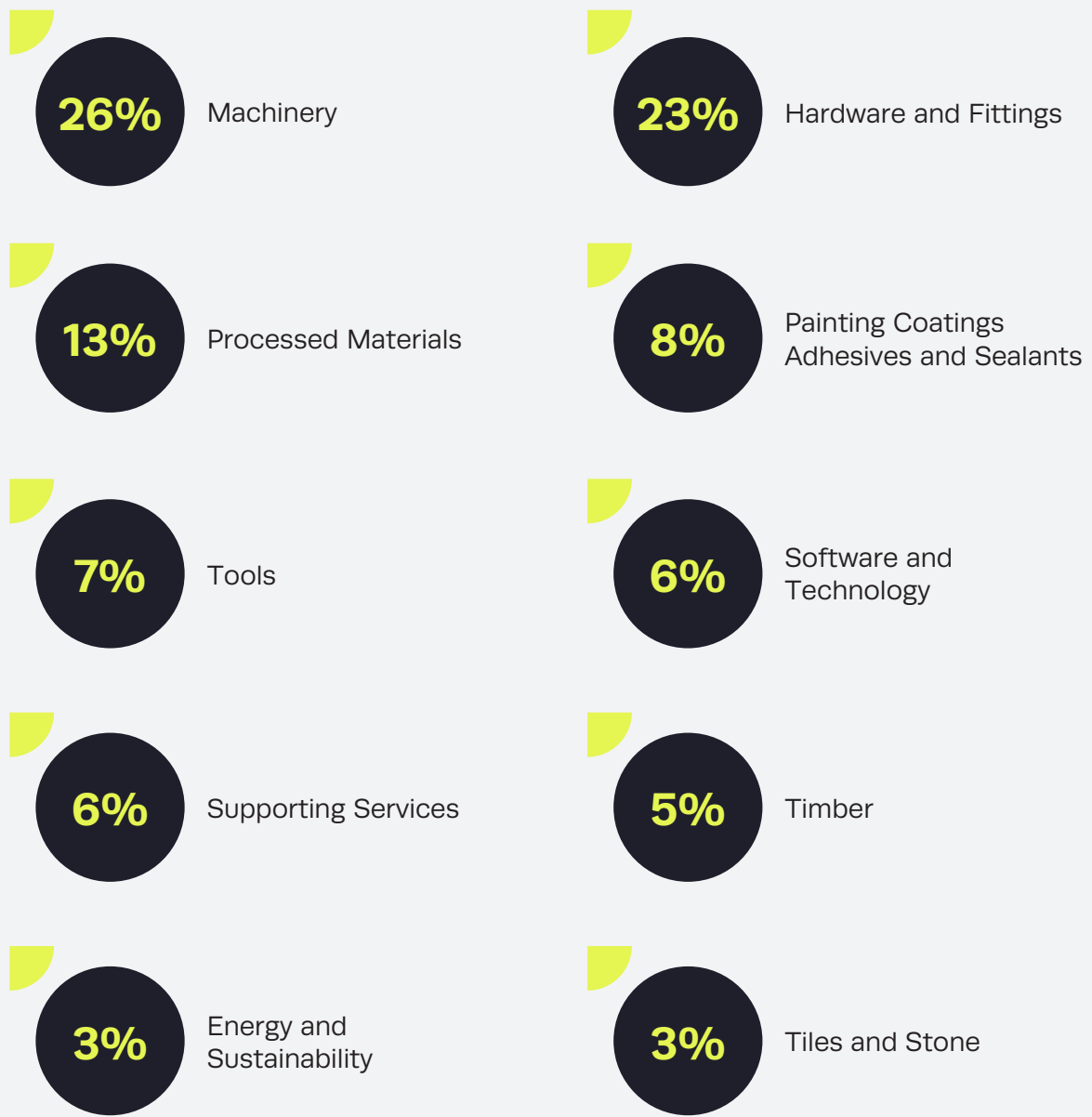


Job Function

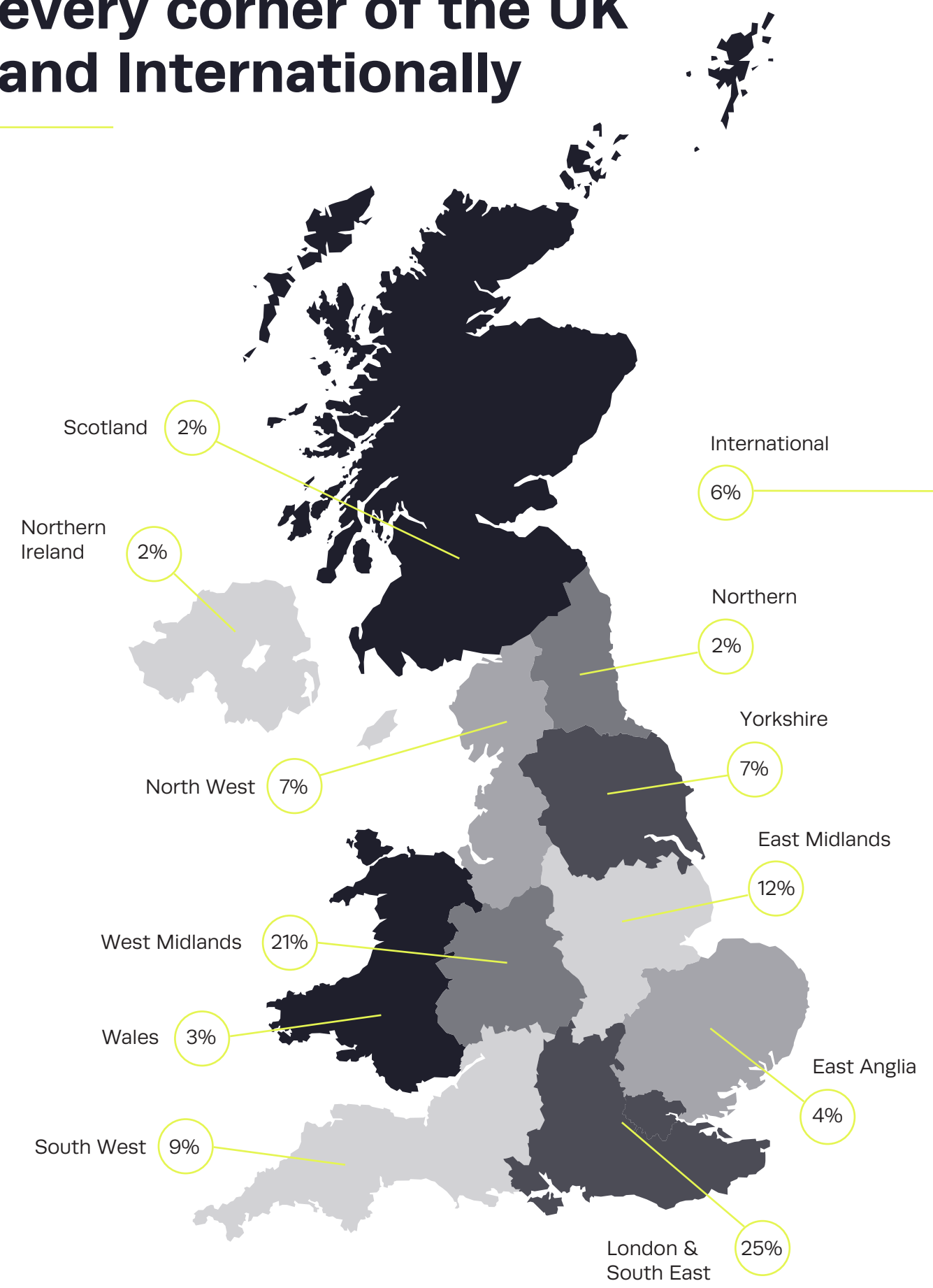


Visitor Product Interest

The audience we drove for Materials & Finishes Show 2024 had a broad mix of product and service interests. Whilst Cutting and Timber products were the primary reason people visited the show, the 2024 audience expressed an interest in visiting to find Machinery, Hardware & Fittings, Processed Materials, as well as Paints, Coatings, Adhesives & Sealants & Tools, all of which are areas of growth for Materials & Finishes Show 2026.



Visitors came from every corner of the UK and Internationally



What our Exhibitors said about Materials & Finishes Show 2024

"After so long without a dedicated event to the industry, The Materials & Finishes Show exceeded all expectations and we really enjoyed connecting with attendees. It was great to see a combination of career woodworkers and apprentices / students in attendance. The demo zone was a great opportunity for the crowd to get engaged and ask questions."

Ben Mitchel, Marketing Manager, Leitz Tooling

"Rubio Monocoat UK and Ireland had a fantastic experience at Materials & Finishes Show. It was a great chance to meet new customers and engage with current users. We also got the chance to do live demos, which got our voices out to the whole hall! The team behind MAFS were dedicated to making us have the best experience we could. Our exhibit gained lots of footfall and we can't wait to do it again!"

Olivia Newman, Social Media Manager, Rubio Monocoat

"We gained four new orders for Jumbo MFC board lifters from the show, and six new service contracts enquiries for our UK service division which is part of our company solution-based offering. We also received a visitor the week after the show to our UK centre of excellence based in Chesterfield that wanted us to design and modify some existing plant equipment. From our vacuum automation division, we showcased our vacuum wood clamping equipment and received enquires for Homag, Biesse and Masterwood clamping spare parts. So all in all, an outstanding success and we look forward to returning in 2026!"

Neil Turnbull, UK Sales Director, Palamatic / Schmalz Group of companies.

What our Visitors said about Materials & Finishes Show 2024

"We spoke to a large array of manufacturers and suppliers who were interested in saving up to 75% on their packaging costs by decreasing the time labour and excess materials currently being allocated to their packaging process."

George Martin, Director, Kingfisher Packaging

"The show has provided us with a platform to showcase our products in an efficient and positive way. We had a few sales and a number positive leads over the four days. The show gave us the chance to spend time with customers, getting to know exactly what they do and how we can help them moving forward."

Lucilia, Maxicam

"The market is very competitive at the moment, and its good to bring alternative options for visitors, to get hands on with the machines at a show like this, and to extend the Turanlar and Global brands to UK customers. We believe these machines speak for themselves in terms of innovation, manufacturing capability, engineering, quality, incredible value for money."

Adam, MSUK

"We were pleasantly surprised with the quality of prospective clients/ partners stopping by our stand for a chat... see you all at MAFS 2026!"

Jon, Sales Director, London City Merchant's



Demo Zone

Brand new for 2024, the Live Demo Zone allowed visitors to see running machinery and live product demonstrations from tooling, paint and finishing brands. Visitors watched practical demonstrations and saw new products, innovations and technology come to life for joiners and carpenters in a way like we've never done before at the show.

- Rubio Monocoat ran timed challenges and competitions with various spray applications of their interior and exterior product range – as well as revolutionary new product, DuroGrit – marking the first time it was showcased in the UK!
- AMS, Leitz Tooling and The Joinery Network's Ligna demonstration included the end-to-end construction of a timber window frame.
- Lamello demonstrated its brand new Cabineo X drilling system connector and Clamex S-20 detachable connector for the Lamello system.
- GreCon's EdgeInspect, with patented technology to ensure the highest quality of finish, was also showcased for the first time in the UK. Visitors were also able to see Trend Tool Technology's portable CNC machine up close and in action and took part in hands-on demos with carpentry expert, media personality and online content creator Tibby Singh.

Learning Programme

12
Sessions

4
Days

26
Speakers

The brand-new CPD learning programme delivered four packed days of CPD certified learning content, from panel discussions and keynotes through to seminars, all delivered by industry experts.

The seminar theatre programme was carefully curated by our inhouse team of content producers, and involved a mixture of Q&A's, panel discussions, best practice sessions for small businesses, high level economic drivers and trends and much more.

Online Content Creators

As part of the wider content campaign, we work with some of the joinery and carpentry industries' most talented and exciting online content creators to help deliver the show to a wider audience, both in the run up to and during the event.



This year we collaborated with Robin Clevett, Tibby Singh, Peter Millard, Derek Barrett, Adam Davies and Alistair Johnson, all big names across social media and known by our audience!

Working closely with these industry creators, our campaign reach was increased by more than 1 Million across all channels, which drove a huge amount of engagement.

As well as previewing Materials & Finishes Show across their social media channels pre-event, the online content creators got hands-on as part of the Live Demo Zone and took part in a big social meetup on the Materials & Finishes Show Bar where visitors could meet and network.



Our Audience Reach...



Materials & Finishes Show was born out of extensive research in the market, working closely with our stakeholders to ensure that the relaunched event met the needs of the show's exhibitors, visitors and wider market.

With no edition of the event since the last W Exhibition in 2018, there was a severe lack of accurate historical data, we invested heavily in refreshing, cleansing and researching visitor and exhibitor data to meet the needs of the new direction of the show, as well as re-educating for the new proposition.

We also worked closely with media and data partners to ensure that we could target newer audiences in the market, as well as local furniture, woodworking and machinery professionals around the West Midlands area.



Email Database: 2.1 million emails sent during the campaign

Monthly Newsletter: 25K emails sent monthly to newsletter subscribers



Direct Mail sent to: 10,000 tickets sent out to woodworking professional database and via exhibitor invitations



Printed Inserts in media: 7,000 tickets inserted into Furniture Journal Magazine

Print & Digital Advertising: Materials & Finishes Show featured in 40+ media titles in the lead up to the show, with a combination of print and digital advertising, with a combined circulation of almost 1 million

Website

The Materials & Finishes Show website is the first point of call for a vast proportion of show visitors. The website was refreshed throughout the campaign with regular content updates to retain a high level of interest and engagement.

40K VISITORS

(during the 6 weeks prior the show)



125K PAGE VIEWS

(same period with main views on the exhibitor list)



Social Stats

Alongside a robust paid media strategy, the Materials & Finishes Show 2024 campaign delivered a broad mix of organic content designed to engage and inspire our community. Content was tailored and targeted at prospective exhibitors, visitors and our wider Materials & Finishes Show Family and included a mix of articles, videos, infographics, gifts, polls and standard posts across all social channels.

Our Followers



942

(412% increase since show launch)



3K

(12% increase since show launch)



2.6K

(55.6% increase since show launch)



484

(since show launch)

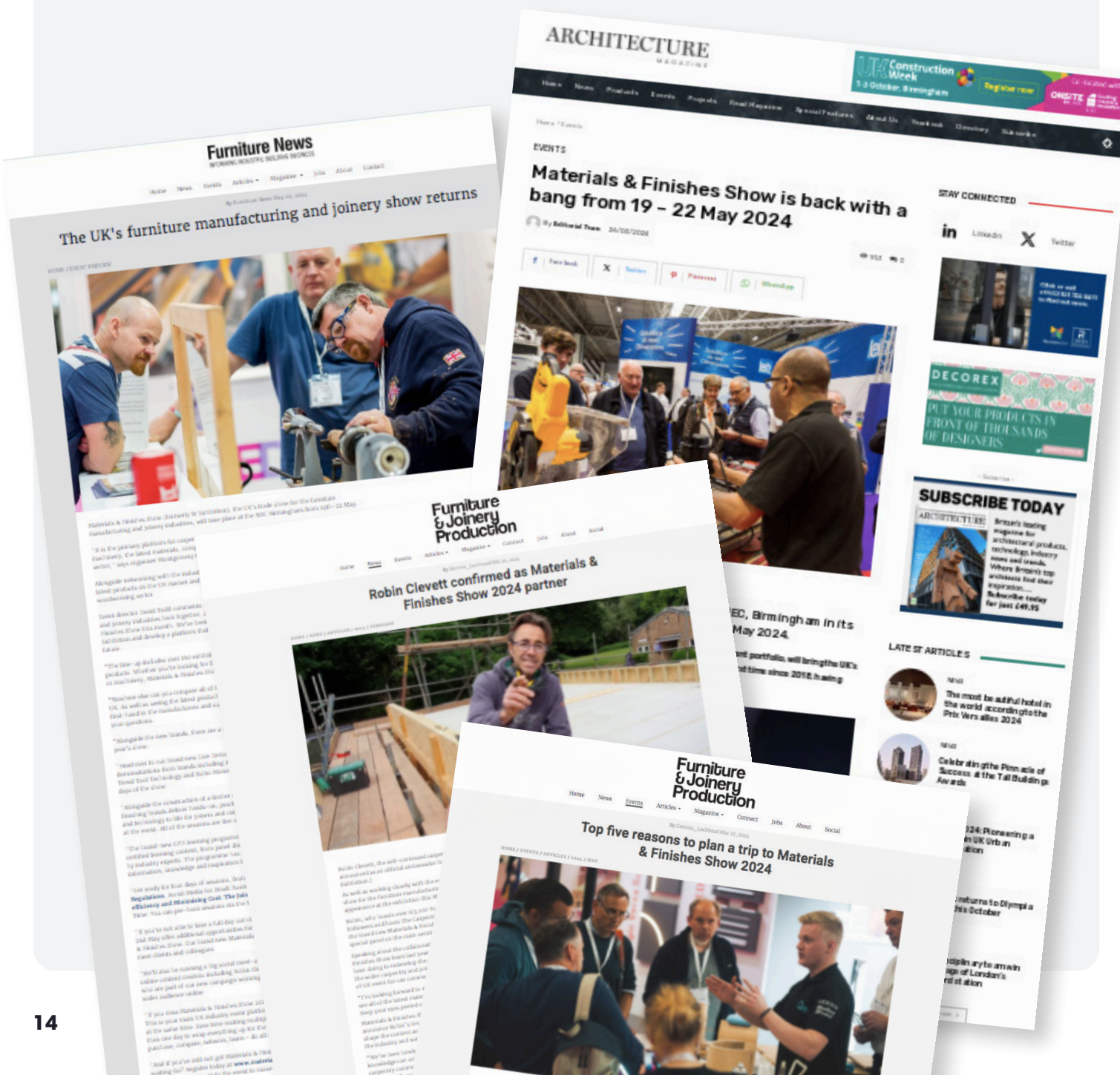
Our reach on Instagram during the month of May was 26.3K with 280K impressions from our paid for advertising campaign

Social Media marketing played a huge role in the 2024 campaign, something we didn't have in 2018. Our social strategy allowed us to reach existing audiences and those new to the industry.

PR

As part of the relaunch campaign for Materials & Finishes Show, we worked closely with the core furniture manufacturing and joinery industry titles to help shape the campaign. Our media supports extended further to include peripheral titles for the wider materials, KBB, panel, hardware, design and flooring markets to ensure a broad mixture of coverage throughout the campaign.

Our media list spans more than 60 media titles, print and online. Over 100 pieces of press content were developed and distributed as part of the 2024 campaign, which included bespoke features and articles, Q&As, interviews and press announcements. The campaign was well supported across core and peripheral media, with positive review features in post event editions of the publications.



Exhibitor Engagement

Many of the exhibitors at Materials & Finishes Show exhibit at other trade shows. One of the USP's of Materials & Finishes Show is the support and marketing tools we provide to all of our exhibitors irrespective of their stand or company size.

This allows exhibitors to invite their clients and prospects to attend the show via the following routes:

- Personalised direct mail, including the exhibitor's name and stand number, available in both standard and VIP
- Support in writing press releases and assistance with distribution
- Personalised video interviews
- Personalised suite of web banners and buttons, all including exhibitors stand number
- Opportunity to have multiple meetings with the team, including kick off calls, alignment of marketing campaign and attending the Exhibitor Enhancement Day
- Personalised email signature, including exhibitors stand number

Exhibiting at Materials & Finishes Show 2026 starts here...

Materials & Finishes Show is much more than just a three day event. We take our exhibitors on a journey with us, from the moment they sign up to long after you leave the show. Are you ready to start your Materials & Finishes Show 2026 journey today? The earlier you sign up, the sooner you can start gaining invaluable exposure for your brand as part of our campaign.

To find how more about Materials & Finishes Show 2026, and how we can work together, please get in touch with a member of the commercial team.



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17-19 MAY 2026



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