



**IWA**  
**OUTDOOR**  
**CLASSICS 2020**  
High performance in target sports,  
nature activities, protecting people

**6. – 9.3.2020**  
Nürnberg, Germany

## PRESS RELEASE

February 2020

### **IWA OutdoorClassics 2020 launches New Product Center**

Do you want to discover new solutions and products or be inspired by innovations from the sector? At the IWA OutdoorClassics, ground-breaking trends for hunting, shooting sports, outdoor activities and security are presented in a customer-friendly format on a dedicated display area. This year, more than 130 product innovations from various exhibitors will have their own platform with the attractively designed “New Product Center”. Some of the exhibits are being presented to the public for the first time at the IWA and represent a unique combination of cross-cutting innovations. The descriptions accompanying the products don’t just provide initial information about the exhibits but also show the direct route to the stand of the respective manufacturer or distributor. With its new location in the walkway between halls 5 and 6, the “New Product Center” is now in an even more prominent place at the heart of the action in 2020. And directly adjacent to it, the New Product Café is the ideal venue for relaxing and networking over some food and drink.

#### **Contact for press and media**

Wolfgang Hidding, Ariana Brandl

T +49 9 11 86 06-82 85

F +49 9 11 86 06-12 82 85

[ariana.brandl@nuernbergmesse.de](mailto:ariana.brandl@nuernbergmesse.de)

For all press releases, further information and photos please go to:  
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#### **Veranstalter**

**Organizer**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-0  
F +49 9 11 86 06-82 28  
[info@nuernbergmesse.de](mailto:info@nuernbergmesse.de)  
[www.iwa.info](http://www.iwa.info)

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Registration Number**  
HRB 761 Nürnberg