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Press Release

Inter Link makes a strong start at M.O.W. 2025

**Inter Link responds to the Wake-Up Call**

M.O.W. is just around the corner – and Inter Link is fully prepared to counteract the current consumer downturn. Across 1,100 m² of exhibition space in Hall 12, the internationally active furniture company will showcase exciting new product developments targeting the mid-market segment – from discount/SB and youth living to the conventional retail sector.

“We’re seeing that home furnishing is currently not a top priority for many consumers. That’s why it’s all the more important to attract attention now with innovations and fresh designs. One thing is certain: at Inter Link, we’ve heard the wake-up call,” says Martin Link, owner and CEO of the Link Group.

A particular focus this year is on Inter Link’s own production in Brazil – a unique selling point within the industry. Inter Link is one of the few manufacturers that not only operates 100% in-house production but also manages the entire logistics process: from manufacturing and central European warehousing to final-mile delivery in 21 EU countries. This means delivery to brick-and-mortar retailers takes just five working days, while in the drop-shipping model, products are delivered directly to end customers within 48 hours.

This combination of production and logistics expertise makes Inter Link one of the most dynamic providers in the mid-price segment – especially because it offers “more furniture for the money”: all collections from Brazil are made of solid wood. Solid wood beats chipboard – a clear product promise backed by around 20 collections and immediate availability.

In doing so, Inter Link reinforces its role as a reliable partner to the trade – offering added value through high-quality furniture, full service and fast delivery from a single source.

“The intensive preparation by our team is now paying off. We’re looking forward to welcoming trade visitors in person at M.O.W. and showcasing both our new collections and our unique strengths in production and logistics. We’re ready to help drive the turnaround in the market – and the timing couldn’t be better,” says Martin Link, CEO of Inter Link.

Inter Link at M.O.W. 2025
Hall 12, Bad Salzuflen – 1,100 m² across two stands