



Press

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Heimtextil
International Trade Fair for Home and Contract Textiles
Frankfurt am Main, 12 to 15 January 2011

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Heimtextil 2011: optimised hall and product-group structures

Conceptual changes for greater dynamism

Most exhibitors take advantage of the early-booking discount

Under the motto 'guided by creativity', the next Heimtextil will open its doors in Frankfurt am Main from 12 to 15 January 2011. Even at this early stage, all the signs point to a large number of exhibitors at the fair. 'Our exhibitors have shown a great interest in the early-booking discount and we are more than pleased with the echo and the number of registrations received to date', says Olaf Schmidt, Vice President, Textile Fairs, of Messe Frankfurt.

For four days, Frankfurt will be the focal point of the international home and contract textiles sector and present the latest trends and highlights for the coming season. Following the successful re-orientation of the household-textiles segment in 2010, the coming event will be characterised by conceptual changes to the home-textiles segment with some product groups being redefined. "With the implementation of the concept, we aim to make the Heimtextil more dynamic than ever before. We are confident that these changes will bring about a considerable improvement in the product-group arrangement", explains Olaf Schmidt. "By rounding-off certain product segments from the home-textiles section, we aim to generate new synergetic effects which will be of equal benefit to both visitors and exhibitors", adds Schmidt.

As the world's biggest trade fair for the sector, Heimtextil covers the entire product spectrum for home and household textiles with all product segments from 'bed' to 'window'. Given this large number of segments, it is essential that the leading trade fair adapt flexibly to

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changes in the market – something that is particularly important in the textile sector, a highly globalised market that is continuously in a state of flux. Thus, there will be changes to the ‘wall’, ‘floor’, ‘decor’, ‘window’, ‘sun’, ‘upholstery’ and ‘design’ product segments.

‘wall’ product segment in Hall 3.1 from 2011

“After numerous discussions during Heimtextil 2010 it was clear that Hall 5.1 could not do justice to the growth potential of the wallpaper sector”, says Heimtextil Director Ulrike Wechsung describing the situation. “This was reflected increasingly by the hall layout, the stand presentations and, in particular, by the requests for more exhibition space.” Thus, the complete ‘wall’ product segment will be located in Hall 3.1 in the future and fully restructured there. The existing structure of Hall 3.0 remains unchanged and is focused on the Deco Team.

Hall 4 to be the new centre for ‘decor’, ‘design’ and ‘window’, and the main meeting place for manufacturers and Contract Creations in these product segments

From Heimtextil 2011, Hall 4 will be fully occupied from levels 4.0 to 4.2. The designers, who used to be located in Hall 1.1 will now make their presentations alongside the CAD/CAM and home technology segments in Hall 4.0. This also includes ‘Campus’, the young-designer promotional project, which will take place for the seventh time in 2011. In future, manufacturers of decorative and furniture fabrics will be located in Hall 4.1. Besides the ‘decor’ product segment, the bulk of the contract sector from Hall 3.1, will also be in Hall 4.1, thus resulting in a new pivotal point for Contract Creations and the associated ‘Let’s have a look’ special show. Exhibitors specialising in curtains who used to make their presentations in Hall 4.1 will exhibit in Hall 4.2 from 2011.

The ‘sun’ product segment in Hall 5.1

From next year, exhibitors from the sun-protection and non-textile curtain accessories will make their presentations in Hall 5.1. The exhibition hall will be clearly structured around the two product segments. Thanks to its high ceiling, the hall will also offer new, attractive presentation options. Additionally, Café Sun will once again be the meeting place for the sector.

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Non-textile table covers together with household textiles in Hall 9.0

In the past, exhibitors of non-textile and coated table covers, foils and related products have expressed a wish for a more target-group oriented presentation. Thus, this product segment moves from Hall 5.0 to Hall 9.0 and will be completely restructured. The result, together with the table linen segment, will be two main themes that compliment each other perfectly.

The Heimtextil Trend Show remains in Forum, level 0

The Heimtextil Trend Show, the annual presentation of the latest home-textile trends for visitors, exhibitors and journalists, remains in Forum 0. The Creative Team of London's Future Laboratory is responsible for the 2011/12 trends.

No changes are being made to home textiles from Asia, which remain in Halls 6.1, 6.2 and 6.3.

Background information on Messe Frankfurt

With annual revenues of € 424 million* and over 1,500 employees around the world, Messe Frankfurt is Germany's biggest fair and exhibition company. The corporate group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, which represent Messe Frankfurt in over 150 countries of the world. Events 'made by Messe Frankfurt' are held at over 30 venues worldwide. In 2009*, the Messe Frankfurt group organised over 90 fairs, more than half of them outside Germany.

At present, the Exhibition Centre can boast 578,000 square metres of ground space with ten exhibition halls and a congress centre. The company is publicly owned with 60 percent being held by the City of Frankfurt and 40 by the State of Hesse.

Further information: www.messefrankfurt.com

*Provisional figures for the 2009 business year.