

Press

May 2011

Heimtextil
International trade fair for home and contract textiles
Frankfurt am Main, 11 to 14 January 2012

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Heimtextil on course for success: eight months to go before the fair starts and exhibitors are already showing a keen interest

Optimum prospects for a truly successful Heimtextil 2012: 96 percent of the area used in 2011 is already occupied

Editors announce their intention to come – convincing concept in Hall 3.1

Heimtextil is all set: after the successful event at the start of the year it looks as if there will be a very strong turnout at the 2012 Heimtextil. It is now mid-May and 96 percent of the area used in 2011 is already occupied. In addition to many of the companies that are present every year, important exhibitors returning to the fair, as well as new ones, have already announced their intention to come to next year's international trade fair for home and contract textiles.

With a five percent increase in the number of exhibitors compared with the previous year, Heimtextil 2011 in Frankfurt am Main got off to a successful start to the new season. And now, in the middle of the year, all the signs are still on 'Go'. Olaf Schmidt, Vice President Textiles & Textile Technologies Messe Frankfurt, is very optimistic. "The current number of registrations clearly exceeds our expectations. The industry is still on the way up again and is banking on Heimtextil as the world's most important trade meeting for the sector. All the indications are that Heimtextil is acquiring even more importance."

Editors strongly represented

Among the exhibitors so far registered there are many new names in addition to companies that exhibited in earlier years and are now returning to the international stage provided by Heimtextil. "It is precisely these registrations that strike us as being a strong indication that our trade fair is perceived as the most important event in the business, both nationally and internationally. Thus Heimtextil

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is, and remains, the showcase for all the companies relevant to this sector”, says Schmidt. The editor segment in particular will be maintaining a stronger presence in 2012. After being absent for many years, Elitis, the renowned editor from France, has once again registered for the fair. Kobe and Sonnhaus, the textile publishing companies, will be among the exhibitors in Hall 3.1. One is returning, the other is a newcomer to the fair. Yann De Zutter, Managing Director of the Belgium Wind textile publishing company is pleased “that more editors with high-quality products are coming to Heimtextil, so the standard is bound to be good.” The first-class contacts it established at the last Heimtextil have induced the Belgium editor to return to Frankfurt in 2012. “During the last Heimtextil, we had good, new customers visiting our stand who had come there especially because wallpapers are now also located in Hall 3.1”, said De Zutter.

New concept is well received

At Heimtextil 2011, Hall 3.1 was completely restructured, a measure that met with an excellent response from visitors and exhibitors: among other things, the ‘wall’ product segment was presented here for the first time, thus creating a particularly attractive ambience. Joachim Stock, Managing Director Rasch Textil, is positive about the successful new concept: “For us as a wallpaper publishing group with a focus on fabrics, the integration of the wallpaper manufacturers in Hall 3.1 has definitely improved the setting. The visitor frequency in Hall 3.1 was markedly higher in 2011 than in the previous year, providing us with many new contacts. So Heimtextil offers us the ideal platform for addressing a large number of established and potential new customers very efficiently in just a few days. “

Increase in suppliers of sun-protection systems

Halls 4.1 (‘window’ and ‘upholstery’ product segments) and 5.1 (‘sun’ product segment) were also successfully restructured for 2011. Next year, Heimtextil is expecting to see famous newcomers to the fair on



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these levels as well. New exhibitors in Hall 4.1 will be the Spanish companies Interfabrics and Tejidos Reina, as well as Pozzi Arturo from Italy. In Hall 5.1 suppliers of sun-protection systems will be joined by new companies from abroad, namely Demo Systems – D. Theodoridis from Greece and Jackson Global from Singapore.

More fashion labels to present their home collections

The trade fair organisers are looking forward to new exhibitors in the household textiles segment. 2012 will see further international fashion labels exhibiting their new collections for the home in Hall 11.0, where top-quality premium products for bed, bathroom and table will be on show. Among others, Sarar Europe will be exhibiting for the first time in Frankfurt and presenting the latest in home textiles. Sarar is by far the biggest textile manufacturer in Turkey and the most popular fashion label. Several regular exhibitors will also be represented with additional brands and stands. Apart from the above, other companies will also be returning, namely Herka, from Austria, and Grund, from the Czech Republic. From Estonia, Alpaka will for the first time show high-quality home textiles made of natural materials in Hall 11.1.

Prominent additions in the 'bed' segment

A prominent new addition to the 'bed' segment in Hall 8 is Dunlopillo. Zambaiti Concept from Italy and Sanko Tekstil from Turkey are also coming back again.

At this year's Heimtextil, coated table covers were relocated in Hall 9.0. And the combination of table linen and coated table covers proved to be a great success. For 2012, the organisers are anticipating an increase in area and even more new exhibitors.

In addition to all this, numerous new registrations have been received from Austria, Bulgaria, Germany, Italy, Japan, Poland, Slovenia, Spain, Switzerland and Turkey both in the field of home and household textiles.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with approx. €450 million* in sales and more than 1,770 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 88 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com.

* Provisional figures (2010)