

Press

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

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Coupon Business Finder: new exhibitor directory for Heimtextil 2012 lists suppliers of small batch sizes

Efficient trade-fair planning, better orientation and an easy way to find new suppliers and business partners

Associations welcome new service for visitors

A service geared to the needs of specialist retailers and interior decorators: for the next Heimtextil (11 to 14 January 2012) Messe Frankfurt is offering a new theme-specific exhibitor directory in the shape of the Coupon Business Finder. The Finder lists exhibitors that offer home and household textiles in small and very small quantities.

The new Coupon Business Finder is deliberately aimed at Heimtextil visitors from the specialist retail trade and the interior decorating business who want to order quantities tailored to their varying needs for a flexible product range. "The new Coupon Business Finder provides an overview of exhibitors whose production facilities enable them to offer even small batch sizes", explains Ulrike Wechsung, Director Heimtextil. Thanks to the new publication, the people responsible for Heimtextil can provide all those interested in coupons with a guide to their trade fair visit, thus making it easier for them to find new suppliers and business partners. The exhibitors' stands listed in the Coupon Business Finder are marked by a logo on the exhibition stand.

ZVR and BTE praise for new service offer

The new service offer for visitors to Heimtextil is very much appreciated by the Central Association of Interior Design & Decorating Societies (*Zentralverband Raum und Ausstattung* – ZVR): "The new directory is a convenient form of orientation that will be really useful for visitors from the interior decorating business. This service once again underlines the great importance that Heimtextil

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has for interior decorators”, says Henning Cronemeyer, Managing Director of the Central Association of Interior Design & Decorating Societies. Axel Augustin, General Manager of the German Association of the Textile Retail Trade (*Bundesverband des Deutschen Textileinzelhandels e.V. – BTE*) is also pleased: “Small and medium-sized specialist retailers can only afford to invest the little time they have available at the fair to visit the stands they want to visit. So they are glad of any assistance that will guide them precisely to the exhibitors they are looking for.”

Three theme-specific exhibitor directories

The Coupon Business Finder will be issued, for example, to interior decorators in the Heimtextil Insider Lounge and to bed dealers at the Bed'n Excellence welcome counter. It will also be on display at many other locations in the exhibition grounds. Messe Frankfurt will thus publish three theme-specific exhibitor directories for the international trade fair for home and contract textiles: along with the new Coupon Business Finder, there will once again be a Contract Guide for Heimtextil 2012 listing all suppliers of home textiles for the contract business. There will also be an updated edition of the Green Directory for the fair. It provides an overview of companies and their products that stand out because of their high ecological quality or sustainable manufacturing methods. Apart from the above, Messe Frankfurt traditionally publishes a catalogue of all Heimtextil exhibitors with the appropriate labels under the name of each exhibitor. This enables the visitor to identify exhibitors that have an entry in the three theme-specific directories. Visitors can also look for specific exhibitors at www.heimtextil.messefrankfurt.com or in the Mobile App.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 448.3 million euros in sales and more than 1,600 active 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



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by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 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 Center. 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