

**Follow up: Heimtextil 2008 Even More Positive than Last Year**

The 38<sup>th</sup> Heimtextil, International Professional Fair for Home and Contract Textiles ([www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)) from 14 to 17 January 2008 in the area of the Frankfurt Fair, showed even on the last day, a Saturday, up until the end an animated trade visitor crowd in the aisles. Altogether 86,378 fair visitors (2007: 85,824) from 117 countries came to this greatest branch event in the world, where in total 2,844 (last year: 2,863) exhibitors from 65 countries presented their exhibits. The number of foreign exhibitors was given with 2,376 (2007: 2,390), while the number of German exhibitors amounted to 468 (last year: 473). Of the 86,378 trade visitors 30,902 were domestic (2007: 30,982), while 55,476 (last year: 54,842) visitors originated from abroad.

Evidence for the importance of the Heimtextil as leading fair, acting since 1971, is the number of foreign visitors, which is unchanged by 64%. The grade of internationality with the exhibitors is still very high with 84%. The Top10 international exhibitors were (in brackets numbers of last year): India 389 (403), China (309 (274), Turkey 180 (212), Pakistan 162 (166), Italy 155 (158), France 102 (109), Spain 93 (95), Great Britain 87 (96), Belgium 82 (84), Portugal 77 (74).

Detlef Braun, managing director of the Messe Frankfurt GmbH, explained on the Heimtextil economic press conference that in 2007, too, the consolidation process of the Home- and House textile producers from Europe progresses further; increasingly, however, Asian countries like Turkey, India and Pakistan are affected, too. Currently the weak US-Dollar and export decreases curb the sales of India and Turkey. Especially Turkey gets after years of quantitative and export growth under pressure by the competition from Far East. The since

2005 weakening export growth is followed currently by an export decrease of 5.2% with bed-, table- and kitchen linen as well as with curtains.

Overall the German fair exhibitors were very satisfied with the call of customers, the quality of the professional buyers, the great demand from the trade in interior design, design and architecture, and the orders, saying it was an even better fair by comparison with the previous year. Smaller companies, however, complained that exhibiting on the fair is getting more and more expensive. Admittedly, though, it would not be possible to forego this world fair because of the opportunity to make new export contacts.

„Style is more than an attitude“ – in this slogan of the Heimtextil this year an essential conceptual modification made by the Frankfurt Fair is mirrored. Under the roof term „More“ the offer of the high quality producers for house textiles was presented for the first time also for home textiles. „More Clarity“ (Hall 9.1) stood for European classics with high quality designs, which also work with exclusive numbers of copies. „More Style“ (Hall 9.2) presented top brands with international flair and trend-oriented design. „More Living“ showed for the first time in Hall 3.1 the producers of high quality home textiles from the product groups window, upholstery and floor. More Living stood therefore for a clear emphasis of design – and quality leadership – arranged into fabric editors and textile manufacturers.

The motto „Contract is more than just furnishing“ stood for the continuation of the fair commitment for the growing segment of contract textiles, as managing director Detlef Braun emphasized. The general manager of the Schmitz-Werke, Emsdetten ([www.schmitz-werke.com](http://www.schmitz-werke.com)) – Justus Schmitz – stated that for drapilux and

the entire company the Heimtextil fair 2008 had been going better than expected. On the overhauled fair stand, styled according to the new brand appearance, were altogether about 7% more visitors, especially from abroad. The mood of the trade clientele from all regions was better than expected. Of the novelties especially the dim-out-materials for hotels and the elegant stripes according to the fair trend themes went down well with the public. The emphasis of the fair statement was put by drapilux again on the so-called intelligent textiles.

Jürgen Litz, general manager of the ADO Gardinenwerke, Aschendorf ([www.ado-international.de](http://www.ado-international.de)), gave the following statement to Textination: "After pausing last year the Heimtextil 2008 is now again a full success and a very good start of the year for the company. Our stand had continuously a very high customer frequency and many curious onlookers, due also to the fact that we not only showed the Colani-collection but that the designer himself was present the whole fair over. Altogether have all our novelties, to the subject Colani, ADO Cordon XL, spring-/ summer collection, digital print, individual program and the wall covering system ADO Cover Tex TM, been received very well by our customers and the trade audience. The Heimtextil is because of its international character still our most important fair platform."

The commitment on the Heimtextil 2008 was for the Vorwerk Teppichwerke, Hameln ([www.vorwerk-teppich.de](http://www.vorwerk-teppich.de)), in 2008 a great success, too, as was said by this traditional family enterprise. With the orientation "Neues / Raum / Gefühl" (news/room/emotion) the company

succeeded in upgrading itself consequently emotionally. With new high quality- and luxury products like the design collection "Ulf Moritz by Vorwerk", the carpet collection "elemento" and the new home collection "fascination" the Teppichwerke have succeeded in positioning the brand Vorwerk even in the luxury-oriented top-level-segment. Compared to last year, Vorwerk has been able to register a further plus in quality and internationality of the visitors. Focus of the interest was mainly the high-pile and structured articles, luxury products made from pure new wool and heavy shaggys as fitted carpets.

With great success the smartfiber AG intelligent world of fibers, Rudolstadt/ Thüringen ([www.smartfiber.de](http://www.smartfiber.de)), presented their trendsetting products on the Heimtextil 2008. "We were very much satisfied with the fair progression this year and especially with the animated customer demand. The interest was especially on the heat-regulating smartcel TM clima-Faser", as the chairman of the board of the company, Michael Kohne stressed. The Marburger Tapetenfabrik in Kirchhain ([www.marburg.com](http://www.marburg.com)) was very satisfied with the visitor's frequency, especially from abroad. "We had `full house` all the time on our fair stand" – said managing director Dieter Buhmann. With `Luigi Colani` and `Caro Karo` by Dieter Langer they presented two ambitious wallpaper collections, which were received very well. They were able to book more sample card orders as well as sales of wallpaper rolls than last year.

*Gert Krockert*

*Translation: Dr. Heidi Arndt*