

**TV TecSTYLE VISIONS: TRADE FAIR ATTENDANCE WITH VALUE-ADDED**



Europe's leading trade fair for  
textile decoration and promotion

January 30 – February 01, 2020  
Messe Stuttgart, Germany

- More than just a product exhibition
- Talent promotion during the Young Professionals Day

Knowledge transfer and inspiration are the focal points of the accompanying programme of TV TecStyle Visions which will be held in Stuttgart from 30 January to 1 February 2020. In addition to a broad product portfolio, the eleventh edition of Europe's leading trade fair will offer trade visitors various special shows and technical forums in the L-Bank Forum (Hall 1).

**Knowledge transfer for doers**

The special technical show TecCheck Area is a new addition to TV TecStyle Visions: Visitors will be able to follow the complete production process for a polo shirt during this special show. A shirt - from its 3-D design through to the finished product - will be produced live within one hour on stand 1B80 in a digital textile micro factory, i.e. a digitally networked production line. The German Institute for Textile and Fibre Research (DITF) is responsible for the technical management of this special show with the support of Albstadt-Sigmaringen University and Cologne University of Applied Sciences. Renowned manufacturers and retailers such as Assyst, Caddon, HP, Multi-Plot Europe, Schöller Textil, Rebstock Consulting and Zünd Systemtechnik will present the latest products on the market for the live production demonstration. The production line will bridge the gap between virtual and real products, virtual reality and networked production, based on specific requirements.



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In Charlie's Corner Charlie Taublieb alias Dr. Print will shed light on the technical aspects of textile finishing by means of screen printing. On Stand 1C11 visitors will be able to print a T-shirt themselves under the supervision of this expert and profit from his know-how through its design. Together with his expert network, Dr. Print will be pleased to answer all unresolved questions.

Fair trade, sustainable products and ecological production methods are in demand. At the fair•eco•bio Infopoint (Stand 1G22) experts such as Mantis, Neutral and HRM will explain in more detail to visitors how the production, sale and finishing of advertising textiles are organised sustainably. Interested trade visitors will have an opportunity themselves to print a sustainably produced item of clothing using water-based inks.

The programme of the Technical Forum (Stand 1D22) will include talks and best practice examples relating to the topics of smart textiles, finishing techniques and sustainability. Panel discussions in which experts from the industry talk about the latest developments in the industry will also be held every day. These discussions will be followed by a get-together which will enable visitors and participants to carry out networking.

### Experience inspiration live

During the TecStyle Fashion Show on Stand 1H70, models and dancers will present the latest fashion trends and outfits in a show accompanied by music. The show will feature the latest collections from renowned national and international textile labels such as HAKRO, JHK, Adler Czech, Result Clothing, Falk&Ross, Master Italia, Premier and Promodoro.



### Talent promotion:

#### Young Professionals Day

The Young Professionals Day will be held for the first time and is aimed at industry newcomers. Schoolchildren, students and young professionals are invited to attend the Action Day (30 January 2020) in order to become acquainted with the occupational fields of EX-PO 4.0, i.e. textile finishing, advertising technology and visual communication. Students from the Stuttgart Media University and Messe

Stuttgart are jointly developing a programme by young professionals for young professionals. The Young Professionals Day will feature special talks, hands-on activities and tours of the trade fair tailored directly to the target group.

### Information for visitors

TV TecStyle Visions will be held from 30 January to 1 February 2020 concurrently with the trade fairs WETEC and GiveADays in the L-Bank Forum (Hall 1) at Messe Stuttgart. Europe's leading trade fair for textile finishing and promotion will be open from 09.30 to 18.00 on Thursday and Friday, 30 and 31 January 2020, and from 09.30 to 17.00 on Saturday, 1 February 2020. Visitors at-

tending TV TecStyle Visions can access the event via the Entrance East which directly adjoins the L-Bank Forum (Hall 1). A total of 7,000 parking spaces are available in the area around the trade fair grounds while the S-Bahn (suburban train) at Stuttgart Airport is just a few minutes walk away.

Tickets for TV TecStyle Visions can be purchased online at: [www.tecstyle-visions.com/ticket](http://www.tecstyle-visions.com/ticket). A free day ticket is available with the promotion code "TV20IhrTicket" and entitles the holder to visit all events in the EXPO 4.0 trade fair combination.

**About EXPO 4.0 – Print.Produce.Promote.**

EXPO 4.0 is the leading platform for visual communication and haptic advertising. The three trade fairs TV TecStyle Visions, WETEC and GiveADays showcase new products and innovations in the areas of textile finishing, advertising technology and promotion. In spring 2018, the trade fair combination recorded a total of 566 exhibitors from 28 countries and 13,700 trade visitors from 41 countries.

*Source: Messe Stuttgart*