

Press release

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Heimtextil 2019: a winning new concept

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An improved hall layout, more exhibition space, shorter walking distances, and a new Hall 12 – Heimtextil will be undergoing radical changes in 2019. Heimtextil is getting many positive responses to the new concept, from German and international exhibitors. A large number of major players in the industry have announced that they will be participating in the world's leading trade fair for home and contract textiles, from 8 to 11 January 2019.

"In the last few weeks, we have received positive feedback from our exhibitors on the new trade fair concept, which, above all, strengthens our resolve to arrange themes and product segments to attract the respective target groups. We can shorten walking distances in this way and make optimal use of synergies – all to the advantage of the fair's visitors", says Olaf Schmidt, Vice President, Textiles & Textile Technologies, at Messe Frankfurt. The organisers are also buoyed up by the high number of early registrations for Heimtextil. "The number of registrations is already on a par with that of the last event", says Schmidt.

Wallpaper manufacturers are pleased to have more exhibition space

Key players in the wallpaper and wall design industry have already booked to participate in Heimtextil once again. Hall 3.1 will focus on the theme of 'Wall Decoration' and provide even more space. "Heimtextil enjoys a worldwide reputation for being the most comprehensive trade fair for wall decorations", says Paula Berberian, Design Director at Brewster Home Fashions, elaborating on the new concept: "The reorganisation of the product segments will help buyers to use their time at the fair to best advantage."

Upholstery fabric and leather suppliers meet decision-makers in the contract business

The world's largest range of upholstery and decorative fabrics will be further enlarged and showcased now on all three levels of Hall 4. Architects, interior designers and hotel-furnishing specialists will find potential business partners and material solutions in Hall 4.2, in particular. With Trevira, Heimtextil will be welcoming a pioneer in flame retardant textiles. "After our successful participation at Heimtextil in 2018, we will be offering our Trevira CS customers a platform again next year on our joint stand in Hall 4.2. We are confident that we will be able to increase the number of partners exhibiting on our stand, thus expanding our overall presence", says Klaus Holz, CEO, Trevira. Dirk

Hammes, who is responsible for marketing, purchasing and sales at Leder Schreyeck, is also looking forward optimistically to the next Heimtextil and his company's appearance for the first time in Hall 4.2. "We are expecting a lot from the new concept, because it will appeal directly to our main target groups, for example architects and interior designers for the hotel and catering trade. They'll make a point of visiting Hall 4.2."

For interior designers and decorators: all the products in one place

The newly planned Hall 8.0 promises strong synergies for buyers. Interior designers and decorators will find all the products relevant to them here – from curtains and decorative fabrics, to carpets, curtain poles and sun screening products. "I am pleased to see the two sectors, interior sun protection and curtains/decorative fabrics, appearing together at last at the fair in 2019, because their objectives are the same: to design a window on the inside in a practical and decorative way", says Hendrik Unland, CEO of the company of the same name. Unland will be putting textile living trends on show, together with other partners in the decorative team. In particular, visitors from the German specialist retail and handicraft trade will benefit from the new hall layout. "An optimal structure awaits fair visitors from Germany, enabling them to do their purchasing quickly - it will provide a really compact overview of the trends and innovations in the sector", Unland adds.

International fair visitors will also get their money's worth in Hall 8.0, and find a worldwide unique range of products for this sector. Companies operating internationally, such as Tranriverdi, will do business here with buyers from all over the world: "We are one of the largest home textiles operations in Turkey and we incorporate more than ten companies, manufacturing jacquards, woven goods, embroidery, curtains and drapes, digital print products and upholstery fabrics. We export these products to more than 80 countries worldwide."

The neighbouring Hall 9.0 is also meeting with a very good response. Its target groups overlap with the Hall 8.0 buyers. International companies will be showcasing table linen, blankets, throws, cushions and accessories here.

Short walking distances for the 'Sleep' lifestyle theme as well

In the context of the new concept, Heimtextil will be focusing on 'Sleep' as a major lifestyle and wellbeing theme. A competence centre entitled 'Smart Bedding' will be set up on the theme of 'healthy sleep'. It will be aimed particularly at the specialist bed retailers target group, who will be able to enjoy shorter walking distances in future. "The distances that the fair has devised have been shown to be logical and workable. This is corroborated by our customers", Stefan Sickenberger, Sales Manager, f.a.n. Frankenstolz, affirms. "We are sure we'll have a positive visitor turnout again in 2019 - this time in Hall 11 - and we are already looking forward to the event."

Heimtextil
Frankfurt am Main, 8 to 11 January 2019

Bed linen and bathroom textiles bundled together in the new Hall 12

The new Hall 12 will also embrace the concept of product bundling, bringing bed linen and bathroom textiles from the former Halls 8.0, 9.0,

11.0 and 11.1 together. Michael Mosch, CEO of Estella Ateliers, sees distinct advantages for trade fair visitors here as well. "There are fantastic opportunities in Heimtextil's new approach: it's the Heimtextil of shorter walking distances. The most important thing for us is to offer our trade buyers a sector-focused exhibition that benefits all exhibitors. At Estella, we're looking forward to the new Hall 12, the new approach, and many, many customers at Heimtextil 2019."

The current hall layout for Heimtextil 2019 gives an overview of all product groups and their new locations:

www.heimtextil.messefrankfurt.com/gelaendeplan2019

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www.texpertise-network.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary figures for 2017

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