

heimtextil

Trade association Matratzen-Industrie e.V. at Heimtextil 2025: focus on circular economy

Frankfurt am Main, 29 October 2024. The trade association Matratzen-Industrie e.V. will be presenting forward-looking developments at Heimtextil in Hall 11.0: first and foremost the topics of extended producer responsibility, R-strategies, reverse logistics and mattress recycling. Visitors will gain insights into the latest trends of the industry and can talk directly to the experts. As a global platform, Heimtextil offers the trade association a stage to present innovative ideas and sustainable solutions to a broad public.

The trade association Matratzen-Industrie e.V. will be exhibiting at Heimtextil in Hall 11.0 and invites experts and interested parties to gain insights into the latest developments in the mattress industry. The focus will be on circular economy - an issue that is essential for the future of the industry. The trade association is working in close co-operation with the Nature and Biodiversity Conservation Union (NABU), with which it is jointly calling for legal regulation in the area of mattresses. 'Heimtextil is the ideal setting to drive the dialog forward on sustainability and the circular economy in our industry. The trade association Matratzen-Industrie e.V. is in favour of a legally regulated system of extended producer responsibility. In addition to R-strategies and reverse logistics, this also includes innovative recycling solutions. We are delighted to be in Frankfurt and to have a strong platform by our side with Heimtextil, which impresses with its enormous product diversity and internationality', says Martin Auerbach, Managing Director of the trade association. He will be giving a presentation on the first day of the trade fair, 14 January 2025 at 12:00 noon as part of the 'Econogy Talks' on the Retail Stage in Hall 12.1 on the current state of the discussion and solutions for the circular economy in the mattress industry. Members of the trade association will be available to answer questions about trends and innovations in this product segment. The trade association Matratzen-Industrie e.V. unites leading industrial manufacturers of mattresses and bed systems as well as their suppliers. With its members, the trade association represents over 70 per cent of the mattress industry in Germany and is also networked with important stakeholders in other European countries.



Photo: Messe Frankfurt / Dita Vollmond

Smart Bedding-Hall 11.0: renowned brands under one roof

Leading manufacturers of bedding, mattresses and sleep systems can already be found in Smart Bedding Hall 11.0 at the upcoming Heimtextil. German major players such as Badenia Bettcomfort, Brinkhaus, Centa-Star, F.a.n. Frankenstolz, Hefel-Textil, Heinrich Häussling, OBB Oberbadische Bettfedernfabrik and Sanders-Kauffmann will be there. Numerous international companies are also represented: From Billerbeck Switzerland, Healthcare, John Cotton Europe and Lenzing to Norvigroup Denmark, Standard Fiber, Ted Bea Ead, Ventius and Wendre AS. There are also signs of a growing number of enquiries from Asia in the sourcing area. 'Heimtextil 2025 will be enriched by a large number of well-known international exhibitors from the mattress segment, which I am very pleased about. I particularly welcome the presence of the trade association Matratzen-Industrie e.V., which underlines our joint commitment. Together with our partners, we are committed to the sustainable and future-oriented expansion of this segment,' emphasises Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

Heimtextil will take place in Frankfurt from 14 to 17 January 2025.

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