

Press Release

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## Smart portents for Texcare International in June 2020

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**With just under a year to go before doors open on Texcare International, the world's most important trade fair for textile care, preparations are in full swing. All market leaders have already registered with the signs pointing to a significant increase in exhibition space compared to the last event.**

The next Texcare International will be held in Frankfurt am Main from 20 to 24 June 2020 and, as for the first time in 2016, occupy Halls 8 and 9. Kerstin Horaczek, Group Show Director Technology of Messe Frankfurt Exhibition, says, "We are very pleased that our concept for expanding the fair has been so successful. At the coming event, we aim to take particular advantage of the potential for growth offered by Hall 9.0. This means we will be able to react much better to market developments, such as the growing significance of IT and logistics solutions in the sector."

The rapid spread of digitalisation continues to be the driving force of innovation in the sector with the trend shifting from digital to smart, i.e., intelligent textiles communicate with intelligent machines and organise themselves. The basis for this is a smart flow of data, as well as the use of RFID and robot technology. Elgar Straub, Managing Director of VDMA Textile Care, Fabric and Leather Technologies, explains: "Digitalisation is already widespread in the textile-care sector, especially when it comes to logistic processes. Accordingly, the industry will present numerous innovations that go a step further and take account of the demands of the smart factory at next June's Texcare International."

Other facets of digitalisation include new business models between laundries or dry cleaners and their customers and / or suppliers. Online shops and apps are gaining in significance to cater for the demand for readily available, fresh and hygienic laundry. The digital-transformation process is also impacting on the fields of training and professional development with, for example, more and more e-learning units being offered.

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Messe Frankfurt / Jens Liebchen

All these themes will be covered by the complementary programme of events at Texcare International. In this connection, the Texcare Forum plays a vital role in the international transfer of knowledge and the exchange of ideas and opinions between experts and business partners. When it comes to planning the conference, Messe Frankfurt works closely together with the German Textile Cleaning Association (*Deutscher Textilreinigungsverband – DTV*), VDMA Textile Care, Fabric and Leather Technologies and other organisations. Awards ceremonies, competitions and a fashion show round off the programme of events at the trade fair.

Texcare International is the leading fair of the worldwide events held by Messe Frankfurt for the laundry, dry cleaning and textile services sectors. With the Clean Show in the USA, Texcare Asia & China Laundry Expo in Shanghai, Gulf Laundrex in Dubai and JET Expo in Paris, Messe Frankfurt holds textile-care events in all important economic regions of the world. They are rounded off by numerous conferences held under the Texcare Forum brand.

Further information:

[www.texcare.com](http://www.texcare.com)

[www.texcare.com/brand](http://www.texcare.com/brand)

[www.texcare.com/facebook](http://www.texcare.com/facebook)

[www.texcare.com/twitter](http://www.texcare.com/twitter)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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

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services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)