

Press

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Texcare International
World Market for Modern Textile Care
Frankfurt am Main, 11 to 15 June 2016

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Texcare International celebrates its 60 anniversary

Texcare has been accompanying the transition from automation to digitalisation in the professional textile-care sector for 60 years

Texcare International, the world's leading trade fair for modern textile care, which opens its doors in Frankfurt am Main from 11 to 15 June 2016, celebrates its 60th anniversary this year. Under the name 'International Laundry Trade Exhibition', the first edition of the fair was held with 164 exhibitors in Frankfurt from 27 May to 4 June 1956. In 2016, 319 companies have registered to present their latest innovations to an expected 16,000 trade visitors. Over the 60 years, the level of internationality on the exhibitor side has risen from 6 to over 50 percent.

Founding exhibitors who are still taking part today are Burnus, Cordes, Clayton, Kannegiesser, Kreussler, Miele, Polymark, Seibt + Kapp, Seitz and Gottlob Stahl. The name of the event has changed several times since 1956. From 1968 to 1990, it was called IWC (International Laundry and Dry Cleaning Exhibition). The present-day name, Texcare, was introduced in 1994. The anniversary will be celebrated during Texcare International 2016 with an official cake-cutting ceremony and an exhibition of the posters of the 14 events.

From automation to digitalisation

In 1956, the trade fair was dominated by the subject of automation. Frankfurt's FAZ newspaper entitled its report on the trade fair "Production-line laundering", which reflected the fact that the first labour-saving drying and ironing machines were appearing in both the commercial and private sectors at the time. Suddenly, it was possible to iron as many as 80 shirts in an hour thanks to highly automated pressing machines.

The machines and logistical processes, such as laundry sorting and transportation, were perfected over the following decades. Today, 60 years after the first trade fair for laundry technology, the textile-care sector is facing another great paradigm shift: Industry 4.0 has arrived in the modern world of textile management with digital links between all

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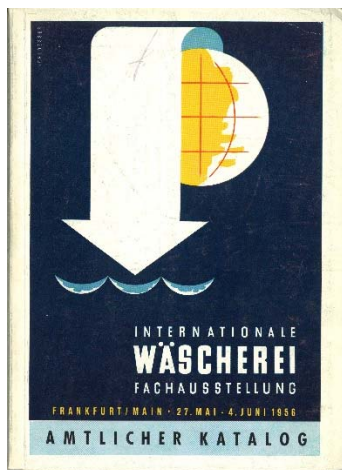
parts of the production and logistics chain ensuring immediate data exchange and rapid reactions. Texcare International 2016 presents numerous solutions for a networked process world, e.g., data capture via RFID, wardrobe systems that show what is needed and apps that can send orders directly to the warehouse. In common with automation back then, digitalisation today holds out the promise of process optimisation combined with significant time-savings. Hygiene in sensitive areas is also improved because the laundry no longer has to be handled, packed or transported manually.

Further information about Texcare at www.texcare.com.

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Caption: 1956 poster / © Messe Frankfurt

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com.

*preliminary figures for 2015