

Techtextil News Review

The official review of the Techtextil international trade fair

Published in association with



Techtextil Review will once again provide a digital, interactive overview of all the highlights from the flagship textiles event Techtextil, across all four days of the show.

Published by WTiN, *Techtextil Review* will offer an extended **'Innovation guide'** to Techtextil 2017, featuring **key product launches** and **exhibition highlights**, accompanied by **video interviews** with exhibitors and all the latest product and company information.

The **interactive magazine format** will also feature a 'News in brief' section, offering snapshots of the stories that made the news headlines throughout the event.

A **'Show impressions'** section will present videos of scenes from around the event and a **'Statistics'** page will detail the initial data and stats from the event.

There will also be special feature articles written by WTiN journalists at the event, including a focus on the Techtextil's new 'Innovative Apparel Show' and the accompanying catwalk show, with an image gallery highlighting all the key trends. A round-up of winners in the Techtextil's 'Innovation Award' competition will also include an **interactive image gallery** to see the products close up. And an overview of the 'Student Competition' will feature, including a **podcast interview** with one of the organisers of the event.

Published as a smart pdf, *Techtextil Review* will be emailed to all Techtextil exhibitors and visitors in the month following the event.

To book your advertising, please contact:

James Wilson Tel: +44 (0)113 360 9877 Email: jwilson@wtin.com

Advertising Rates

	1X
Quarter Page	€ 950
Half Page	€ 1,850
Full Page	€ 2,650

Full Page advertisers can pay an additional €250 to include a video

Editorial Deadline: June 5

Advertising Deadline: June 9

The general terms & conditions for advertising orders in magazines and newspapers apply (Status July 2015)

For more information visit: www.frankfurt-daily.com/en/general-terms-conditions

20% discount if advertising is booked in both Techtextil News and Techtextil News Review

Invoicing:

Order confirmation and invoicing in EURO only + value added tax, is carried out by Messe Frankfurt Medien und Service GmbH, Ludwig-Erhard-Anlage 1, 60327 Frankfurt, Germany.

Entry in the commercial register of Germany: HRB 24 768 at the local court of Frankfurt am Main.

Managing Directors: Klaus Reinke, Dr. Andreas Winckler.



OVERVIEW

Bigger and better

Techtextil and Texprocess presented shows to remember in 2015, and a record number of exhibitors and visitors were in Frankfurt to see them

Techtextil once again presented the world's widest spectrum of materials, processes and technologies across the entire textile value chain, from its home at the Frankfurt Exhibition Centre in May. As predicted, the show grew to a record size, with a total of 1,389 exhibitors – representing an increase of 4.4% on the last show in 2013.

The focus this year was on new applications, technologies and materials. The range of technical textiles and innovative fibres spanned the full range of application areas, with agriculture, automotive, construction, apparel, energy and medical applications showing particular strength.

While the range of products on display was also vast, from textile-integrated LEDs, and electronics and sensor systems, to three-dimensional interlaced structures and woven fabrics, all showing the potential for future fabrics.

Michael Jänicke, Director of Brand Management for Technical Textiles & Textile Processing at Messe Frankfurt, said the consumption and demand for technical textiles was growing from all industries. "It's a growing demand market," he said. "We have more and more companies and countries looking into technical textiles and functional apparel textiles. That's also the reason why we have a growing number of exhibitors."

Messe Frankfurt was especially pleased to welcome more international exhibitors this year, with 59% coming from outside of Germany. Vice President Textiles & Textile Technologies of Messe Frankfurt Olaf Schmidt said: "There's a high interest for international exhibitors to be here to be connected to the world. Of course, we have a lot of German exhibitors, but it's an international show.

"You do not find any place in the world where you have all these kinds of exhibitors together, connected to the textile and apparel industry. I think this is very unique for Techtextil/Texprocess, the leading trade fair for the processing of textile and textile materials, was once again co-located with Techtextil, and was home to 273 exhibitors.

With a product spectrum spanning design and cutting, sewing, joining, embroidering and finishing, textile printing, logistics and IT, Texprocess further extended the process chain available to visitors to Frankfurt.

A key product of Texprocess was Indusite-42, which represents machines that offer fully automatic,

NEWS

On the surface

The ContiTech group showcased its Benecke-Kalkio's diversified product portfolio for the automotive industry and beyond, in Frankfurt. The focus at Techtextil was on its Dynactiv Surfaces products, which offer innovative surface materials for consumer and contract industry sectors.

"We are doing this to show our customers that, in addition to a wide product range of high quality automotive interior materials, we also have a very great deal to offer many other sectors," said Dr Claus Zurbig, Managing Director of Benecke-Kalkio.

The brand's Dynactiv Surfaces' portfolio is divided into eight sector applications: Hospitality, Health, Home, Fashion, Mobility, Protection, Power, and Blend. Benecke-Kalkio's Dynactiv hospitality products, for example, deliver solutions for toughness, hygiene and easy cleaning of furniture and equipment in hotels, restaurants and bars, cinemas and shopping centres.

While the Dynactiv Home series of surface materials for indoor and outdoor furniture are resistant to daily wear and tear, and to the effects of weather.

One of the highlights of the Dynactiv Power series is its surfaces for self-sufficient water and power supply in arid regions.

These materials are highly sustainable and feature light-impermeable film capable of completely covering large water surfaces and protecting the reservoirs against dirt and evaporation. Up to 40% more water is retained as a result.

In addition, photovoltaic modules laminated to the film provide solar power, which can be made available to surrounding households or to operate pumping stations, for example.

www.contitech.de

Coatings with conscience

Bayer MaterialScience brought its revolutionary INSGIN technology to Techtextil, used in the fashion and sports industries. The aim of the exhibition was to extend the appeal of this waterborne polyurethane technology, which continues to drive the company's sustainability agenda. Alongside this, Bayer discussed its Imprimat eco brand, a unique polyurethane dispersion featuring a very high content of renewable carbon. Bayer MaterialScience's Global Head of textile coating Nick Smith explains more.