

Press release

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Heimtextil 2020: international appeal continues to increase

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The development in Heimtextil exhibitors over the past few years shows one thing clearly: while the German market is currently going through a challenging period and the number of producers and retailers is declining, Heimtextil in Frankfurt am Main is positioned as a world-leading platform with a strong international appeal. This trend is set to continue at the upcoming trade fair for home and contract textiles (7-10 January 2020).

Exhibitor numbers have increased year on year over the course of the past decade, from 2469 (2010) to 3012 at the most recent edition (2019). This significant growth has come from abroad: 2125 companies from abroad attended Heimtextil in 2010. In January 2019, this number had risen to 2714 and is increasing all the time. There is also a positive upswing in the number of visitors from abroad.* 'As before, we are seeing growth from other countries in Europe and overseas. International manufacturers rely on Heimtextil as an attractive platform for export business and as a trendsetting launch event where they can present their new season products at the start of the year', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. At the upcoming Heimtextil from 7-10 January 2020, the organisers once again expect there to be 3000 exhibitors, including many big players in the industry and global market leaders.

Largest product range and unique trend presentation

For the 50th edition of Heimtextil, the international trade fair for home and contract textiles will once again sparkle with the world's largest product range for textile interiors and globally unique presentation of trends. Broken down into individual product areas, Heimtextil has a whole range of segments in which it is internationally leading.

With 'Wall Decoration', Heimtextil presents the world's largest range of wallpapers and wall coverings. International highlights in hall 3.1 include the Grandeco Wallfashion Group from Belgium and Eijffinger from the Netherlands. Among the German companies present at the trade fair are Erismann, Komar, Marburger Tapetenfabrik and Tapetenfabrik Gebr. Rasch. Hall 3.0 also offers a leading global platform: in addition to the Trends Space, around 250 international textile designers will also present their wares here. Under the banner of "Textile Technologies", manufacturers of machines for digital printing and textile processing will

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* FKM-certified exhibitor and visitor numbers

present their innovations in the immediate vicinity. These include digital printer manufacturer HP and Kornit from Germany as well as MS Printing Solutions from Italy. The area provided for machines focusing on textile processing in particular will be expanded at the upcoming Heimtextil and gain new exhibitors, including ZSK Stickmaschinen from Germany and Joos sewing machines from the USA.

The neighbouring hall 4 with furnishing and upholstery fabrics is also unrivalled worldwide. Nowhere else is the selection of furnishing and upholstery fabrics, leather and imitation leather as broad as it is in the “Decorative & Furniture Fabrics” segment at Heimtextil. In January 2020, around 40 new exhibitors will take part, such as Dickson Constant from France (with the brand Sunbrella), Leder Fiedler from Germany, Limonta and Maxpell from Italy as well as Morgan Fabrics from the USA. The trade fair will also present furnishing solutions and specialist offers specifically aimed at contract furnishing and also offers interior designers, architects and hospitality experts a business and networking forum in hall 4.2.

Halls 8.0 and 9.0: everything for interior designers and international furnishers

Hall 8.0 will once again be the first point of contact for interior designers and the international furnishing industry. Curtains, decorative fabrics, carpets, interior sun protection and decorative systems will be presented here, as well as the new collections from textiles editeurs. N.V. Wind from Belgium and Style Library from the UK (with the brands Zoffany, Harlequin, Anthology, Sanderson, Morris & Co, Scion, Clarke and Clarke and Studio G.) are among the international highlights. Numerous industry leaders from Germany will also be present, such as Alfred Apelt, Erfal, Gardisette, HECO Textilverlag, JAB Josef Anstoetz, Karl F. Buchheister, MHZ Hachtel, Neutex Home Deco, Paulig Teppichweberei, Rasch Textil, Saum & Viebahn and Stoeckel & Grimmer.

The area “Beautiful Living” awaits with strong brands and private labels from both the international and national context. Buyers will find trendy lifestyle products such as decorative cushions, blankets and bedspreads, table and kitchen linen, coated table coverings, doormats and other home accessories in hall 9.0. Bellavia Ricami and OneOff (with the Busatti brand) from Italy, Blyco from the Netherlands, Eskitex from Switzerland, Hinterveld from South Africa, Silkeborg Uldspinderi from Denmark and Tiseco from Belgium are among those who will present their new home collections. From Germany, Auskin Europe, Deckenkunst Manufaktur Germany, Kracht, Magma Heimtex, Sander, Sprügel Hometex, Steinbeck, Sun Garden and Zoeppritz and many others will be represented.

Hall 11.0: Sleep is once again a major lifestyle theme

Around 140 companies, including exciting start-ups and numerous international top players in the industry, will be presenting textile innovations for the bedroom in hall 11.0. New at Heimtextil are My Alpaca from Poland, Cinelli Piume e Piumini and Giuseppe Olmo from Italy and the Textile Machinery Association from Sweden. This means that Heimtextil will also be a global leader in the bed-related

product segment.

Hall 12 will be home to a host of illustrious names from the fashion and home sectors. From Switzerland, Christian Fischbacher, Schlossberg and Weseta Switzerland are among the highlights of hall 12.0. Other highlights include Essenza Home from the Netherlands, Vossen (with the Bugatti and Esprit brands) from Austria and Lexington from Sweden. The list of prominent brands will be continued by renowned manufacturers from Germany. H. W. Schmänk (with the brands Biberna and Tom Tailor), Cawö Textil (Joop, s. Oliver), Elegante (Joop), Ernst Feiler, Irisette (Freundin), Stöckel & Grimmler (Esprit and Schöner Wohnen), Rhomtuft (Joop) and Estella will present their new home collections. Mirabello Carrara from Italy will also be presenting its new bed linen for the first time. Level 12.1 will function as a platform for the private label business and thus the point of contact for large-volume buyers and industry representatives. Portuguese and Turkish manufacturers in particular will be strongly represented here.

Halls 6 and 10: Product variety from Asia

In hall 6.1, high-end home textiles producers from Asia with export experience will be exhibiting under the title “Asian Excellence” and thus enrich the trade fair as a whole. Furniture and decorative fabrics are offered here in addition to curtains, sun protection and carpets. Akara, D Decor and G. M. Syntex from India are among those attending. Other textile companies from Asia will be presenting their wares either individually or in country pavilions on hall levels 6.0 and 6.2 under the name “Asian Selection”.

In the home textiles segment, visitors to hall 10 can expect a wide variety of products from Asian manufacturers for bathrooms, beds and tables. Selected producers with first-rate collections can be found in hall 10.2, while halls 10.0, 10.1 and 10.3 will feature country pavilions and individual presentations.

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