

# GREEN VILLAGE

## Sustainability live.

The extremely well-attended **Green Village** at Heimtextil with its focus on sustainability is the ideal place for quality mark organisations and certification bodies to publicise their products and services.



SUSTAINABLE

heimtextil

FEEL TEXTILES  
OFFLINE 12.–15.1.2021



[heimtextil.messefrankfurt.com](https://heimtextil.messefrankfurt.com)

**BIOLOGICAL BYPRODUCTS**  
**WOOL: RE-CRAFTED**  
**BY NATHALIE SPENCER,**  
**UK**

Wool: Re-Crafted uses discarded pineapple leaves from London markets and juice bars to produce a vegan alternative to wool. Designer Nathalie Spencer, currently completing her master's degree at Central Saint Martins, University of the Arts London, extracts the leaves' cellulose fibre and uses traditional spinning and weaving craft techniques to process it into a luxurious fabric with drape and lustre.

nathaliespencer.com  
@nathaliespencer

Process sample:  
Hand-spun pineapple  
wool yarn

Final material sample:  
Woven textile using  
pineapple wool

**HEIMTEXTIL**  
**FUTURE MATERIALS**  
**LIBRARY**

# TEXTILES FOR FUTURE

The theme of sustainability is now an integral – and positive – component of our society. **Whether Greta Thunberg, Fridays for Future, flight shaming or veganism** – we are all adapting to a new future and want to play our part in limiting climate change.

The textile industry can contribute with products that have been manufactured in an environmentally and socially responsible manner. As the world's largest trade fair for home and contract textiles, Heimtextil devotes a separate area to the theme of sustainability: **The Green Village is the perfect platform for you as a quality mark organisation or certification body.** Here you have the opportunity to meet interested exhibitors and visitors and talk to them in person about the services you offer.

This leaflet tells you all about the Green Village, our well-attended contact point for sustainability. With around 3,000 exhibitors and approximately 63,000 trade visitors from 136 countries, the fair is the global meeting place for the textile industry.

**Make sure you're here in 2021. Book your place at Heimtextil now!**

# SUSTAINABLE HIGHLIGHTS

Don't miss out on Heimtextil 2021!

## THE INDUSTRY MEETING PLACE

The interest of Heimtextil visitors in sustainably manufactured textiles has been growing year on year.

## COMPLETE OVERVIEW

As a quality mark organisation or certification body, you will be listed in the Green Directory – together with all exhibitors that employ sustainable production methods. This Guide is prominently displayed at the fair for visitors and is also available to download.

## HEIMTEXTIL CONFERENCE

In the Foyer of Hall 11.0, internationally renowned speakers will be exploring relevant topics of our time. It is the perfect stage for you to present your area of focus!

## GREEN TOURS // GREEN LECTURES

Benefit from the Green Tours which take visitors around the fair to selected exhibitors with verified sustainability credentials. Discover the Green Lectures which offer enthralling talks, panel discussions and seminars.

## NETWORKING MADE EASY

The Meeting Lounge in the Green Village is the perfect venue to make new contacts – and develop existing ones.

## PARTNERSHIP WITH THE UNITED NATIONS

UN stand highlighting its 17 Sustainable Development Goals. Messe Frankfurt supports the UN's Sustainable Development Goals in collaboration with the Conscious Fashion Campaign and the United Nations Office for Partnerships.

## GRÜNER KNOPF (GREEN BUTTON)

The Grüner Knopf scheme is the first state-supervised certification mark that sets requirements for both products and companies. It aims to make relevant products more visible and also to increase consumer trust through state certification.



The complete package  
includes:



# YOUR BENEFITS.

We have again prepared  
a wide-ranging  
programme for you  
and would be delighted  
to see you in 2021.

## 1. STAND PACKAGE

for € 2,500\* /  
Special price for NGOs: € 1,250\*

- >> Full-service package with stand infrastructure, company name, lighting and power supply. Additional furniture can be hired at your expense.
- >> Stand design that optimally highlights your message.
- >> One car parking pass per stand on the exhibition centre grounds.

## 2. MARKETING & CUSTOMER PACKAGE including

- >> Messe Frankfurt international marketing and PR activities that publicise the Green Village in relevant media.
- >> Professional advertising materials for your customer communications.
- >> 10 voucher codes to invite your customers to the fair.
- >> Drinks vouchers for you and your visitors.
- >> The opportunity to present your products and services at Heimtextil (e.g. lectures/presentations).

## 3. REDUCED MEDIA PACKAGE for just € 299

- >> **Print presence** in the Heimtextil Catalogue (company contact details, hall/stand number).
- >> **Online presence** in the exhibitor and product search engine on the Heimtextil website.
- >> **Onsite entry** in the visitor information system at the exhibition centre.
- >> **Mobile presence** in the Heimtextil Navigator app.

\* The following additional costs apply to the rental price of all stands: Environmental levy €3.90/sqm, AUMA charge € 0.60/sqm, Reduced Media Package €299,00 plus VAT

**CLICK HERE  
AND BOOK  
ONLINE.**  
[www.heimtextil.de/  
registration](http://www.heimtextil.de/registration)



**Would you like more information?**  
*Please contact me.*

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