



WOW

JOIN THE WOW

Your true TEXTILES-
TRENDS-TALKS experience.



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9.–12.1.2024
FRANKFURT/MAIN

messe frankfurt

WHERE ALL GLOBAL BUSINESS THREADS COME TOGETHER

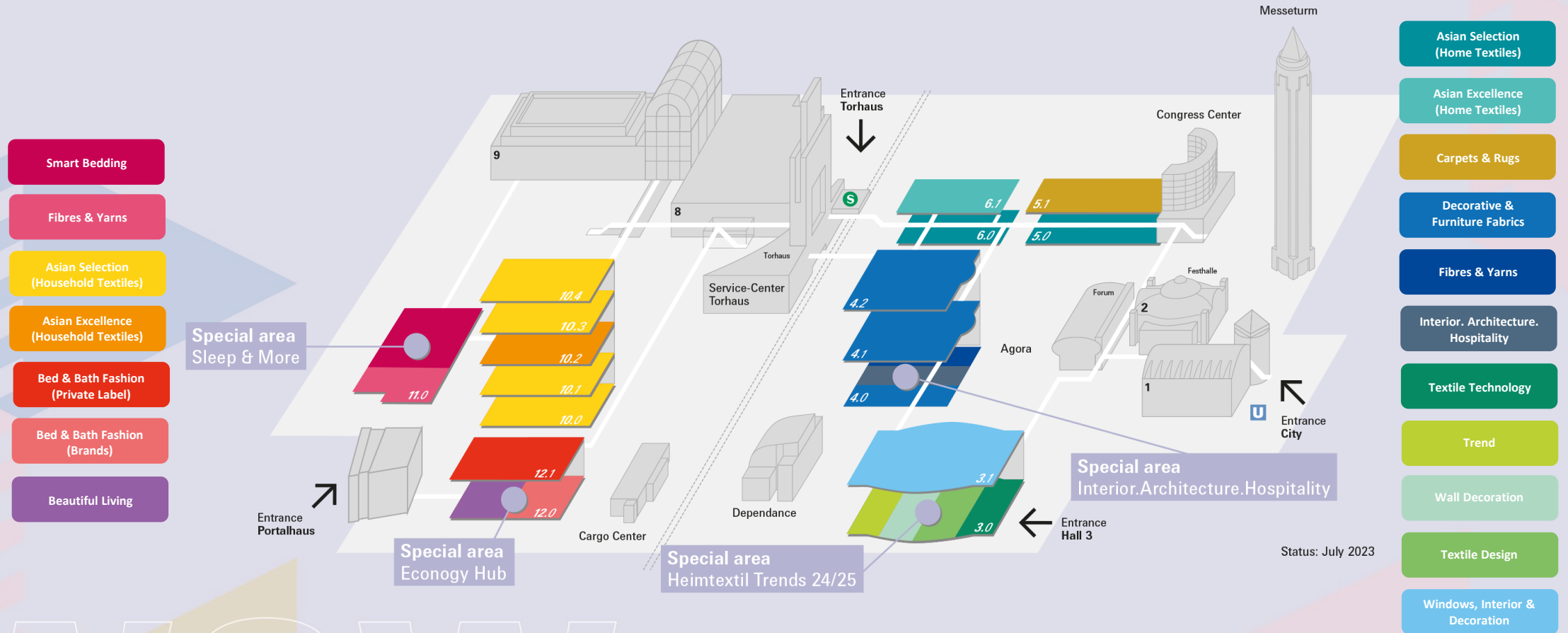
- Largest and most international home and contract textiles trade fair
- All trade forms & quantities: coupon, retail, high-volume orders
- Exhibitors from 60 nations
- Buyers from 130 countries
- 72% top-decision makers



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BROADEST TEXTILE PRODUCT RANGE

WOW



NEW YEAR, NEW BUSINESS AT HEIMTEXTIL 2024

- High global demand across all segments
- New segment Carpets & Rugs
- Strong presence: Asian Selection & Excellence
- Realigned sustainability formats: Economy
- Enhanced Selection: Fibers & Yarns



NEW SEGMENT CARPET & RUGS IN HALL 5.1

- Great positive resonance in global carpet market
- Response to increased visitor demand for bundled global overview of carpets & rugs
- Hand-woven, fitted, knotted, custom- & machine-made
- **Exhibitors**, among others: Carpet Export Promotion Council / Fini Cop / Heritage Overseas / Merinos Hali San / Nikotex / Oriental Weavers Group / Royaltex / Rugs in Style / The Rug Republic





ASIAN SELECTION & ASIAN EXCELLENCE

- Unique Asian range of industrial to handcrafted textiles
- Quality in all quantities meets private label excellence
- **Exhibitors**, among others: D Décor / G. M. Fabrics / G. M. Syntex / Karupannya Rangpur (Hall 6.1)
- Adamjee Textile Mills / Mittal International / Towellers Limited / Union Fabrics (Hall 10.0/1/.3)
- Al-Karam Textile Mills / Gul Ahmed Textile Mills / Indo Count Industries / Kamal Ltd. / Premiere Fine Linens / Sadaqat Limited / Trident Limited in Hall 10.2

SUSTAINABILITY REALIGNED: ECONOGY

- New cross-trade sustainability strategy
- Econogy Finder: certified exhibitors
- Econogy Hub: platform for seal providers and certifiers
- Econogy Tours & Talks: upskilling and knowledge





WITH ECONOGY ,
WE CONTRIBUTE TO AN
EVEN MORE
COMPREHENSIVE
UNDERSTANDING OF
TEXTILE SUSTAINABILITY.



**THE HEIMTEXTIL TRENDS
ARE A MUST FOR ALL
TEXTILE PROFESSIONALS
WHO ARE PASSIONATE
ABOUT BROADENING
THEIR MATERIAL
KNOWLEDGE**

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HALL 3: HUB OF CREATIVE TEXTILE INGENUITY

- **Wall Deocraton**, among others: A.S Création / Kinland Décor / Marburger / Masureel / Ugepa
- From decorative to paintable and technical wallpapers
- Most important platform for international textile designers






SMART BEDDING

- **Smart Bedding:** all important players attend Heimtextil 2024
- **Exhibitors**, among others:
Advansa Marketing / Badenia Bettcomfort / Brinkhaus / Heinrich Häussling & Centa Star & Frankenstolz Schlafkomfort / John Cotton / Lenzing / Sasa Polyester / Sanders-Kauffmann / Traumina / Velamen / Wendre
- **One hall for all trade forms:** retail, private label and volume
- **Heimtextil Conference:** “Sleep & More”



BED & BATH BEAUTIFUL LIVING

- Bed & Bath/Beautiful Living in Hall 12
- Qualitative private label services
- Short supply chains and flexible quantities
- Strong participation from Portugal, Turkey, and Egypt
- **Exhibitors:** among others: 12.1: Lameirinho/ Nile Linen / Felpinter/ Mundotextil/ Ozanteks. 12.0: Bedding House/ Corn. van Dijk/ Klaus Herding/ Veritas/ Welspun/ Wülfing/ Zorlu / Silkeborg / Pereira da Cunha / Marzotto



DEOCRATIVE & FURNITURE FABRICS

- Largest range of global upholstery fabric suppliers and weavers
- Welcoming over 300 weavers for decorative and upholstery fabrics
- **Hall 4.1 & 4.2**, among others: Aznar Textil / Elastron / Francisco Jover / Gebrüder Munzert / Giovanardi / Libeco-Lagae / Luilor / Martinelli Ginetto / Recasens / Rioma / Vanelli Tekstil
- **Fibers, yarns & outdoor fabrics in Hall 4.0**, among others: Atenzza Outdoor / Citel / Fernando Cerda Blanes e Hijos / Flokser / Indorama Ventures / Korteks / Mah-ATN / Pyton / Tendaggi Paradiso / Vowalon

INTERIOR. ARCHITECTURE. HOSPITALITY

- Increasing visitor interest in contract textiles
- Interior.Architecture.Hospitality LIBRARY: selected functional textiles
- Interior.Architecture.Hospitality TALKS & TOURS



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BELGIAN / DUTCH MARKET

- Major trend: eco-friendly products
- Heimtextil 2024: 32 Dutch and 29 Belgian exhibitors, among others: Raymakers & Co B.V. / Textafoam B.V. / BEDDINGHOUSE B.V. / Corn. van Dijk B.V. / M.G. Ekkelboom / Symphony Mills N.V. / Calcutta Home Fashion Group / ...
- Netherlands: eighth place in top 10 Heimtextil visitors
- Visitor focus: Bed linen, curtains & accessories, bedding/fillings and sun blinds

NEW DUAL LEADERSHIP

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- **Margit Herberth: Director Heimtextil for the household textiles segment**
- **Bettina Bär: Director Heimtextil for the home textiles segment**



BETTINA BÄR

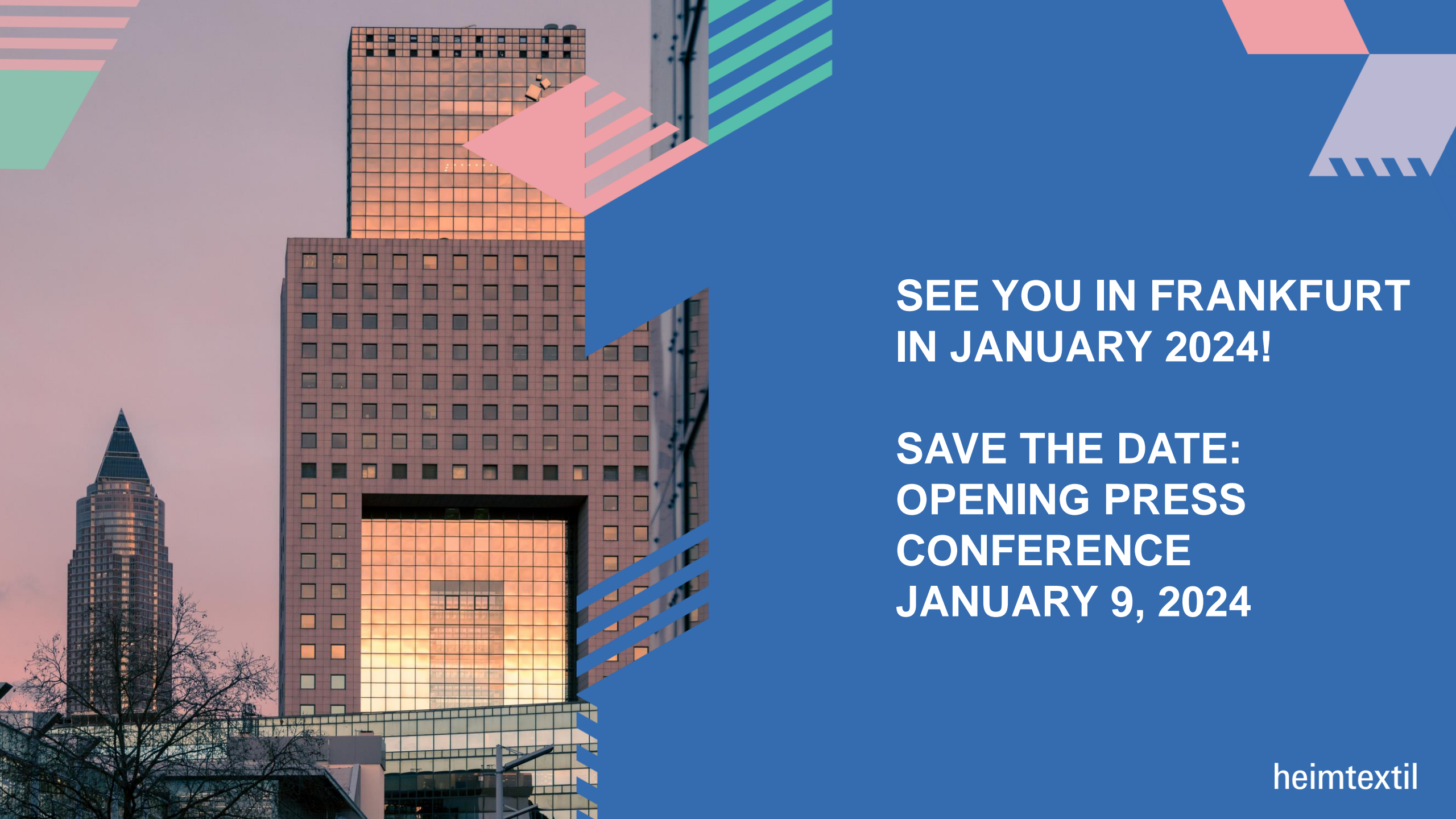
Director Heimtextil for the home textiles segment



MARGIT HERBERTH

New Director of the household textiles segment

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**SEE YOU IN FRANKFURT
IN JANUARY 2024!**

**SAVE THE DATE:
OPENING PRESS
CONFERENCE
JANUARY 9, 2024**

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