

## heimtextil

### Heimtextil 2024 on course for growth – with an expanded product spectrum and reorientation of sustainable activities

**Frankfurt am Main, September 2023. The coming Heimtextil (9 to 12 January 2024) will be distinguished by increased national and global demand across all product segments. Over 2,600 international exhibitors are getting ready to present their latest products at the international trade fair for home and contract textiles in Frankfurt am Main. Heimtextil 2024 marks the start of a cross-fair repositioning of sustainable event formats within the worldwide Texpertise Network for improved international orientation.**

With impressive registration numbers across all product segments, Heimtextil 2024 is well on course for growth and, with four months still to go before the doors open, more than 2,600 exhibitors have signed up so far. Indeed, the demand for exhibition space already exceeds the total number of exhibitors at the previous event.

Heimtextil 2024 will open with two new exhibition halls: Hall 5.1 for the new Carpets & Rugs product segment and Hall 10.4 for our Asian Selection exhibitors. Hall 3 – the creative centre for Heimtextil Trends and exhibitors from the fields of wall decoration, textile design and textile technology – will also reopen.

Additionally, new strategic approaches are being introduced at Heimtextil 2024, e.g., the new Carpets & Rugs product segment, the reorientation of the sustainable Heimtextil event formats under the title 'Econogy' and an expanded range in the Fibres & Yarns segment.

#### **New: Carpets & Rugs**

The portfolio of Heimtextil 2024 is being enlarged to include the new Carpets & Rugs product segment, which will be located exclusively in the new Hall 5.1. There, visitors will find fitted, hand-made and made-to-measure carpets, machine-made woven carpets, mats and dirt-absorbing carpets, as well as runners and rugs. Traditionally, carpets are an integral part of Heimtextil and were presented in various halls. At the request of the industry, this product segment will come together permanently from next year's Heimtextil.

The Carpets & Rugs segment is aimed at international wholesalers, furniture and furnishing stores, consumer markets, DIY and home improvement stores, the specialist trade, hypermarkets and garden centres.

Within just a few months, a keen interest has already been shown in the Carpets & Rugs segment by more than 75 exhibitors, many of them set to take part for the first time. This positive response includes many different nations with registrations having been received from Bangladesh, China, Egypt, Greece, India, Italy and Turkey. Among the exhibitors in

this hall will be Merinos Hali San, Oriental Weavers Group, Fini Coop, Royaltex, Heritage Overseas, Rugs in Style, Rug Republic, Nikotex and the Carpet Export Promotion Council.

### **Asian Excellence & Asian Selection**

There has been a very high level of demand for both the household-textile (Halls 10.0 - 10.4) and the home-textile sections (Halls 6.0, 5.0 and 6.1), as well as for the 'Asian Excellence' and 'Asian Selection' product segments at Heimtextil 2024. The unrivalled, high-volume spectrum of industrial to handcrafted goods in these exhibition halls is one of the USPs of Heimtextil. Here, high quality regardless of quantity meets private label excellence whereby an independent board of experts selects the high-quality manufacturers for the Asian Excellence segment in Halls 6.1 and 10.2. The evaluation procedure includes questions about workmanship, colour concept, stand design, quality and materials.

The top 4 exhibitor nations in the Asian Excellence and Asian Selection segments are China / Hong Kong, Pakistan, India and Bangladesh. The companies represented include D Decor, G. M. Fabrics, G. M Syntex, Grasim Jana Seva Trust from India and Karupannya Rangpur from Bangladesh in Hall 6.

Also taking part are many important market players, such as the Handloom Export Promotion Council, Export Promotion Council of Handicrafts, Trade Development Authority of Pakistan, Mittal International, Kandodia Global, Towellers Limited, Adamjee Textile Mills, Union Fabrics, Sadaqat Limited, Kamal Ltd., Gul Ahmed Textile Mills, Al-Karam Textile Mills, Trident Limited, Indo Count Industries and Premiere Fine Linens.

### **'Econogy': reorientation of sustainable event formats**

Messe Frankfurt is reorienting its sustainable event formats across all 50 textile trade fairs, including Heimtextil, with effect from 2024. Under the heading 'Econogy', the company's sustainability activities will in future offer orientation regarding all trade fairs and the international market. 'Econogy' illustrates the holistic link between economy and ecology. The communication activities will be accompanied by a new 'Econogy' icon.

An important aspect of 'Econogy' at Heimtextil is the 'Econogy Finder', a directory to help visitors find certified exhibitors with sustainable products. Heimtextil exhibitors have been able to undergo sustainability checks for inclusion in special directories for many years. Now, these checks will be harmonised across all fairs. To this end, account will be taken of the current status of approved seals and certificates and Sustainable Development Goals (SDG) integrated into the checks. This work will be conducted in cooperation with independent external sustainability experts.

The 'Econogy Hub' in Hall 12.0 is the platform for seal and certification authorities.

To be led by an independent consultant, the 'Econogy Tours' will take visitors to exhibitors and products distinguished by sustainable practices.

In a variety of lectures, the 'Econogy Talks' will offer ecologically-oriented further education and knowledge transfer.

Working in close cooperation with the UN Conscious Fashion and Lifestyle Network, Messe Frankfurt's Texpertise Network has been promoting the visibility of the SDGs at all our global textile fairs since 2019. The very first Texpertise SDG Report, published this summer, summarises all milestones of the SDG actions to date.

### **Heimtextil Trends 'New Sensitivity'**

Translations of megatrends into textile visions, the Heimtextil Trends have been a core part of Heimtextil for many years. A visit to the Heimtextil Trends is a must for all professionals who want to keep expanding their knowledge of textile materials.

With a new leitmotif – 'New Sensitivity' – the coming Heimtextil Trends continue in their role as pioneers for textile transformation. Three approaches show ways to a more sensitive world of textiles: the plant-based production of textiles, the support of textile cycles through technology and the biotechnological use of natural ingredients. Additionally, the Future Materials curate regenerative materials and designs.

Based on the Materials Manifesto, the Heimtextil Trends are carefully designed to be low-waste and environmentally conscious. Only local, ecologically-friendly or borrowed materials may be used for the individual stand designs.

### **Interior.Architecture.Hospitality**

Heimtextil covers the worldwide range of functional contract textiles under the heading 'Interior.Architecture.Hospitality'. This is where international manufacturers and suppliers of functional contract textiles for special furnishing solutions meet interior architects, architects, planners and decoration experts from all over the world.

The range of products covered by 'Interior.Architecture.Hospitality' embraces the entire Heimtextil with the centrepiece in Hall 4.0. There, the 'Interior.Architecture.Hospitality LIBRARY' presents selected functional textiles curated by an expert jury. Moreover, visitors with a particular interest in this subject can gain deeper insights during LIBRARY Tours given by the LIBRARY curators.

### **A lively centre for textile creativity: Wall Decoration and Textile Design in Hall 3**

Wallpaper manufacturers are back in Hall 3 and Heimtextil offers the world's biggest and most international product spectrum, from decorative, via paintable and technical wallpapers, to glass-fibre and digital-print wallpapers. Together with the 'Textile Design' product segment in Hall 3.0, the hall is a lively centre for textile creativity with renowned international exhibitors including Ugepa, Marburger Tapetenfabrik, A.S. Creation, Masureel, KT Exclusive, Muraspec, Komar Products, ICH, Parato, Kinland Décor and Taubert /Hohenberger.

### **Bedding on the upswing**

Well-known brands and companies have also confirmed their participation in the 'Smart Bedding' product segment in Hall 11.0. They include Advansa Marketing, Badenia Bettcomfort, Brinkhaus, Heinrich Häussling & Centa Star & Frankenstolz Schlafkomfort, John Cotton, Lenzing, Sasa Polyester, Sanders-Kauffmann, Traumina, Velamen and Wendre.

At the Heimtextil 'Sleep & More' Conference in Hall 11.0, renowned international sleep experts will provide insights and best practices, from sleep myths, tracking technologies and sustainable materials to bedding that improves sleep quality at home and in hotels.

In the Bed & Bath product segment in Hall 12.1, visitors will find the latest bed-linen designs by suppliers such as Felpinter (Portugal), Lameirinho (Portugal), Nile Linen Group (Egypt), as well as premium terry products from Mundotêxtil Indústrias Têxteis (Portugal) and Ozanteks (Turkey).

Companies offering high-quality international private-label services, many of them from Portugal, Turkey and Egypt, specialise in short supply chains and flexibility for small quantities at the same time as focusing particularly on the European market.

The companies represented in Hall 12.0 include renowned brand such as Bedding House (Netherlands), Corn. van Dijk (Netherlands), Sorema (Portugal), Veritas (TR), Welspun (UK), Zorlu (TR), Klaus Herding (Germany) and Wülfing (Germany).

### **Decorative & Furniture Fabrics with over 300 weavers**

In the 'Decorative & Furniture Fabrics' segment, Heimtextil presents the world's biggest range of furniture-fabric suppliers and weavers in three exhibition halls.

Over 300 weavers of decorative and furniture fabrics have already registered for Heimtextil 2024. Spread throughout the whole trade fair, they include renowned companies such as Dina - Vanelli AS, Luilor, Martinelli Ginetto, Global Textile Alliance (Symphony Mills), Manuel Revert, Para, Gebr. Munzert and Francisco Jover.

### **Fibres & Yarns on a larger scale**

Following the successful launch in 2023, the separate 'Fibres & Yarns' segment for decorative and furniture fabrics returns to Hall 4.0 on a larger scale in 2024. There, fabric and curtain manufacturers, weavers, product developers and designers can look forward to a concentrated product spectrum offered by companies such as Indorama Ventures Fibers Germany GmbH (Trevira), Reliance, Antex (Angles Textil) and Korteks.

Heimtextil

International trade fair for home and contract textiles

Heimtextil will be held from 9 to 12 January 2024.

### **Press information and photographic material:**

<https://heimtextil.messefrankfurt.com/press>

### **Website and social media:**

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**Newsroom:**

Information about the international textile industry and Messe Frankfurt's global textile trade fairs can be found at [www.texpertisenetwork.messefrankfurt.com](http://www.texpertisenetwork.messefrankfurt.com).

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