

## heimtextil

### Tailwind for Heimtextil 2024: demand already exceeds exhibitor number of previous event

**Frankfurt am Main, May 2023. Eight months before the next Heimtextil, over 2,500 exhibitors are already planning to take part in January 2024 - including top players such as A.S Création, Bedding House, Corn. van Dijk, Elastron, JBY Creation, Lameirinho, Libeco Lagae, Masureel International, Marburger Tapetenfabrik, Traumina and Wendre. The home and household textile segments Asian Excellence and Asian Selection are also experiencing very high demand and are composed of a broad range of high-quality high-volume suppliers from Asia.**

Strong registration figures provide tailwind for Heimtextil 2024: more than 2,500 exhibitors have already announced their participation in the world's leading trade fair for home and contract textiles from January 9 to 12, 2024. "The demand already exceeds the number of exhibitors at the previous event. We are very pleased with the positive response across all product segments – both globally and nationally. In 2024, we will be expanding our range further, especially for the contract business as well as fibers and yarns for home and household textiles," says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

#### **Cross-segment: strong national and global demand**

Heimtextil 2024 is proving very popular with wallpaper suppliers. Here, renowned brands such as A.S. Création (Germany), Kinland Decor (Hong Kong), Marburger Tapetenfabrik (Germany) and Masureel International (Belgium) have announced their return.



Messe Frankfurt Exhibition GmbH / Pietto Sutera

"At Heimtextil, we start the new year with momentum with our customers from Germany and abroad who are looking for high-quality and innovative wallpapers, 100% made in

Germany. We are positioned worldwide. Nevertheless, every year Heimtextil offers new opportunities and possibilities to get in touch with new customers in an uncomplicated way and to meet existing customers again. We regard having the leading trade fair in our own country as an invaluable competitive advantage," says Wolf Kappen, Managing Director Marketing / Sales at Marburger Tapetenfabrik.

In halls 4.1 and 4.2, exhibitors such as Elastron (Portugal), Libeco Lagae (Belgium), Martinelli Ginetto (Italy) and Vanelli Tekstil (Turkey) have announced to show their latest decorative and upholstery fabrics. In hall level 3.1 (Window & Interior Decoration), curtain exhibitors such as JBY Creation (France) as well as German suppliers such as Albani, Eustergerling and Neutex Home Deco are signaling their interest in participating.

In the Smart Bedding product area in hall 11.0, almost all market leaders are expected to present their latest collections of bedding, mattresses and sleep systems at Heimtextil, the biggest trend platform for textile materials and textile design. Among the announced participants are German suppliers such as Badenia Bettcomfort and Traumina, as well as European manufacturers such as Wendre AS (Finland). A wide range of the latest bedding designs can be expected in hall 12, with suppliers such as Bedding House (Netherlands), Corn. van Dijk (Netherlands), Estamparia Textil Adalberto Pinto (Portugal), Klaus Herding (Germany), Lameirinho (Portugal), Nile Linen Group (Egypt) and Wülfing (Germany) planning to participate here. With the latest range of terry products, Fabrica de Tecidos do Carvalho (Portugal), Mundotextil Industrias Texteis (Portugal), Veritas Tekstil (Turkey) and Welspun (UK), among others, announce their participation.

#### **Contract range in hall 4.0: all exhibitors from the last edition are registered**

Exhibitors for the contract sector successfully presented themselves in hall 4.0 at the last Heimtextil. Thus, the range of outdoor fabrics, artificial leather and functional textiles for the contract sector will be further expanded at Heimtextil 2024 and will be more international in scope. In addition, all contract exhibitors from the previous event have already announced their participation at Heimtextil 2024 - including German leather supplier mah-ATN:

"We are looking forward to presenting many innovative products at Heimtextil 2024. Especially in the field of artificial leather, leather, fabrics as well as cork, we show sustainable and environmentally friendly articles. At Heimtextil, we reach our target group and can present our range directly and personally to a knowledgeable audience. Our presence at the fair allows us to expand our network and strengthen existing customer relationships. We are convinced that this will enable us to further improve our market opportunities," explains Angelika Delalle, Head of Marketing at mah-ATN.

#### **Fully booked: qualitative high-volume suppliers and high-end halls from Asia**

Eight months before the event, the six hall levels "Asian Excellence" and "Asian Selection" are already fully booked - both in the house textile (10.0-10.3) and home textile (6.0, 5.0, 6.1) areas. Trade buyers of large volumes will find a unique Asian range of industrial to handcrafted goods in these hall levels. Here, volume-oriented external and wholesale traders as well as representatives of department stores meet manufacturers who enable orders in medium and high volumes to be placed on schedule. The Asian Excellence range in hall levels 6.1 and 10.2 is composed of high-quality producers with export experience, selected by an independent panel of experts. Among others, D Decor, G. M. Fabrics, G. M Syntex, Grasim Jana Seva Trust from India and Karupannya Rangpur from Bangladesh will be represented in hall 6.1.

“Heimtextil offers us an excellent opportunity to showcase hand-woven and centuries-old techniques from the important weaving mills in Varanasi, Bhuj, Pochampally and Kashmir - in a new guise, with global flair. With the handloom as the backbone of our collection and with a social enterprise model as our main objective, we are creating a new range of rugs, cushions, throws and bed covers for buyers seeking variety and exclusivity,” says Manish Saksena, Lead Advisor at Aadyam Handwoven / Grasim Jana Seva Trust.

In the home textiles section (hall 10.2), selected suppliers such as Al-Karam Textile Mills (Pakistan), Gul Ahmed Textile Mills (Pakistan) and Trident Limited from India will be presenting their high-quality products.

Heimtextil

International trade fair for home and contract textiles

The next Heimtextil will take place from 9 to 12 January 2024.

**Press information and photographic material:**

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**Background information on Messe Frankfurt**

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Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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\* Preliminary figures for 2022