

heimtextil

Heimtextil expands mattress area with strong German brands - 'Sleep & Meet' area to be launched in 2026

Frankfurt am Main, 6 May 2025. Heimtextil, the leading international trade fair for home and contract textiles and textile design, is strategically expanding the Smart Bedding segment. A new exhibitor area will be created for the January 2026 edition: Sleep & Meet. This newly designed format will take up around a quarter of Hall 4.0. Numerous well-known brands from the mattress sector have already registered to take part. With a clear structure and a high-quality environment, Sleep & Meet offers bedding retailers, hospitality and volume buyers direct access to relevant companies and industry participants, new product range perspectives and valuable business contacts.

Numerous strong German brands from the mattress sector will be exhibiting at Heimtextil 2026. Well-known companies such as Auping Germany, Bettwaren Stendebach, Erich Werkmeister, ergomed, Femira, Rummel and Schwarzwald Schlafsysteme are celebrating their premiere at Heimtextil 2026 and have already registered. The EuroComfort Group with Badenia, Brinkhaus, Lück and fan frankenstolz are setting a special example: both companies are significantly expanding their space at Heimtextil 2026.

'Heimtextil brings the bedding retailers, hospitality and volume buyers together with relevant brands and high-quality products - and offers the ideal framework for establishing new business relationships, recognising trends at an early stage and gaining fresh inspiration for the product range', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. 'We are delighted to be able to provide visitors with a strong and customized offer.'

Trade association Matratzen-Industrie e.V. will be present again

The trade association Matratzen-Industrie is also sending out a strong signal: the association will once again have its own stand at Heimtextil 2026. 'Heimtextil offers the ideal platform to showcase the innovative strength and diversity of German mattress manufacturers internationally', explains Martin Auerbach, Managing Director of the trade association Matratzen-Industrie. 'Our presence is a clear commitment to this platform.'



Photo: Messe Frankfurt / Jean-Luc Valentin

With the new Sleep & Meet area, the presence of leading German brands and the participation of the trade association Matratzen-Industrie, Heimtextil is strengthening its role as the central platform for the mattress and sleep industry.

Heimtextil 2026 takes place from 13 to 16 January 2026.

Press information & images:

<https://heimtextil.messefrankfurt.com/frankfurt/en/press.html>

Online:

www.heimtextil.messefrankfurt.com

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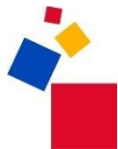
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