

- heimtextil** ■ A higher than ever percentage of international exhibitors at 89 per cent
- Celebrity guests attracted large crowds in the halls

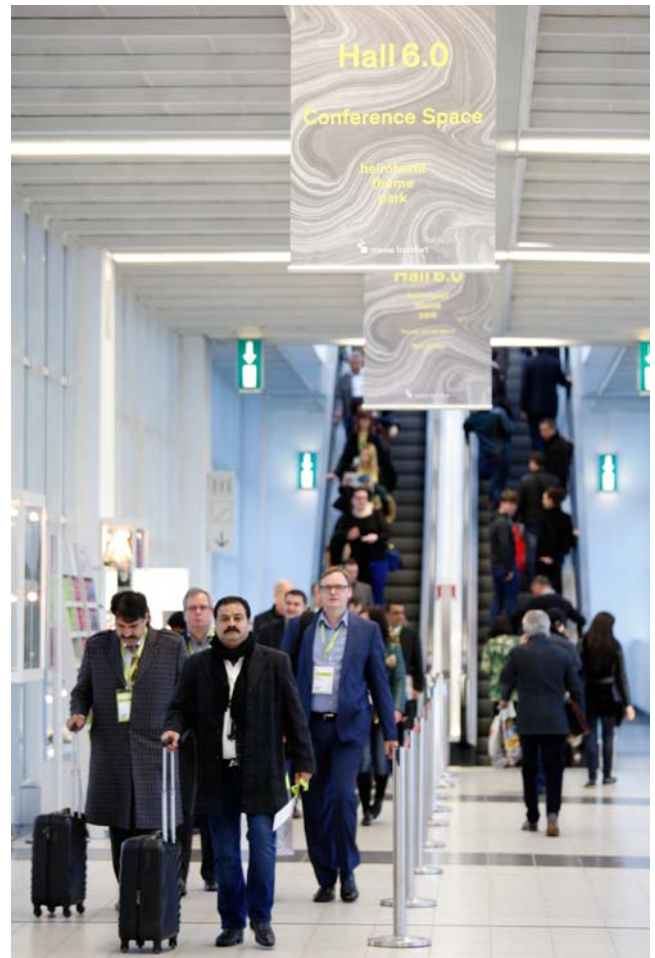
Heimtextil in Frankfurt am Main, the leading international trade fair for home and contract textiles, will finish today with a clear increase in the number of exhibitors and visitors. Over 69,000 trade visitors (2015: 67,861) and 2,866 exhibitors (2015: 2,723) from across the world travelled to Frankfurt from 12-15 January to start the economically promising 2016 business and trade fair year together. Detlef Braun, CEO of Messe Frankfurt, was visibly satisfied with the outcome: ‘The world world of textile interior design came to Frankfurt and the increase in exhibitors and visitors alike speaks for itself. The positive economic indicators also boosted discussions between suppliers and purchasers. Heimtextil has thus impressively consolidated its position as the top global meeting place for the industry’.

This statement was confirmed by Cristobal Montero Álvarez, purchaser at Europe’s biggest department store chain El Corte Inglés: ‘For us, Heimtextil has been the most important trade fair when it comes to the purchase of home and

house textiles for a number of years. No other trade fair offers such an international range of exhibitors. The quality and price of suppliers at Heimtextil appeals to us. This year, we were particularly impressed by the new technical solutions in the sun protection segment’.

More international exhibitors than ever before

Heimtextil in Frankfurt is by far the most international event of its kind. ‘From northern Europe to South Africa, from America to Asia: visitors to Heimtextil come from across the world and all of them want to see the latest trends in the textile market’, summarises Paola Ribera of the décor and furniture supplier Texathenea from Spain. As was the case last year, 68 per cent of trade visitors came from abroad. There was an increa-



sed number of visitors from Italy, Spain, Sweden, Russia, Japan and South Korea in particular at Heimtextil 2016.

However, it is not just the visitors, but also the exhibitors that form a microcosm of a global industry. 89 per cent of exhibitors (2015: 88 per cent) come from abroad. This year's Heimtextil saw a growth in exhibitors from Europe, in particular Turkey, Italy, the Netherlands and Belgium, as well as global exhibitors from many countries including Brazil and the USA.

Growing product segments

In terms of products, Heimtextil was able to considerably expand its portfolio in various segments. For the fast-growing segment of décor and upholstery materials, hall 4.0 was even equipped with a new, additional hall level, where primarily high-quality exhibitors from Italy showcased their wares. Textile digital printing with all the market leaders such as Epson, Hewlett Packard, Kornit, Mimaki and Zimmer was also considerably expanded in comparison to last year. The product group "bed" with bed linen, bedding, covers, decorative pillows and mattresses was also added to. The increase in mattress manufacturers in particular, such as Rössle & Wanner and f.a.n. Frankenstolz, who were both exhibiting at Heimtextil again after several years' absence, was warmly received by trade visitors.



Jessica Schwarz, Nena, Guido Maria Kretschmer, Barbara Becker

The glamour factor was once again a major element in 2016. Actress and hotel owner Jessica Schwarz was an honorary guest at the opening press conference on Tuesday, informing the public that she intends to expand her hotel in the Odenwald town of Michelstadt. On Thursday she took the opportunity to go on a purchasing tour through the halls for this very purpose.

Also present on Tuesday was musician and artist Nena, who presented her new wallpaper collection at the Marburger Tapetenfabrik stand and rocked the house in the evening in front of an audience of invited guests.



Ullrich Eitel, CEO of Marburger Tapetenfabrik, was inspired: 'The collection by Nena was the main focus of our trade fair presence. And Nena herself was of course the absolute highlight. Heimtextil offered the perfect platform for this. We could experience Nena because the affinity to wallpaper was there. We've put Nena's signature on the wallpaper. The Nena collection was very well received by our customers and we had the perfect start to 2016. The fringe event with Nena, i.e. the presentation at our stand, the interview and, last but not least, the concert in the evening, provided the perfect way to round off our presence. Nena garnered the full support of and inspired enthusiasm in our guests'.



On Wednesday, it was star designer Guido Maria Kretschmer's turn to be honoured in the Frankfurt trade fair halls. At the P+S International stand, he presented his wallpaper collection "Fashion for Walls" and was pleased about being there: 'For me, Heimtextil is an excellent trade fair because it's all about interiors and materials. It's great to see the world coming together here and people bringing new looks and how everything is organised'.



The celebrity guests' visits were completed on Thursday by regular trade fair visitor Barbara Becker at Kleine Wolke.

Heimtextil goes City

For the twelfth time, the promotion "Heimtextil goes City" will bring trends from Heimtextil to the city centre. On Saturday 16 January at 10 a.m., the needs of all those who want to see the latest trends and products in interior design before they officially go on sale will be met. In cooperation with the Decorator's and Upholsterer's Guild, a total of 19 specialist shops, galleries and public institutions will present new materials, on-trend colours and designs to end consumers.



The next Heimtextil, international trade fair for home and contract textiles, will take place from 10-13 January 2017 in Frankfurt am Main.

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