

Press

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Heimtextil

International Trade Fair for Home and Contract Textiles
Frankfurt am Main, 11 to 14 January 2012

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Heimtextil 2012 with renowned exhibitors, important returnees and new participants

International Trade Fair for Home and Contract Textiles offers new services for visitors and exhibitors

Attractive programme focusing on the contract business, sustainability and the Heimtextil Trends

Companies from all around the globe are demonstrating great interest in exhibiting at the world's biggest trade fair for home and contract textiles. "The sector relies on Heimtextil as the world's leading marketing and ordering venue and we are looking forward to an event distinguished by numerous top exhibitors", says Olaf Schmidt, Vice President Textiles & Textile Technologies of Messe Frankfurt. From 11 to 14 January 2012, trade visitors will be able to see a broad spectrum of textile products, trends and innovations in 19 exhibition halls. Additionally, the trade fair is coupled with an attractive complementary programme, as well as a wide range of services for both visitors and exhibitors.

With its multi-faceted presentation of bedroom, bathroom and table textiles, as well as fabrics for windows, upholstery, floors, walls and sun-protection, Heimtextil 2012 covers the complete portfolio for textile interior design, as well as the contract business, i.e., fabrics for commercial buildings. Home textiles ('window', 'upholstery', 'floor', 'wall' and 'sun') are to be seen in Halls 3 to 6. Household textiles ('bath', 'bed' and 'table') are located in Halls 8 to 11.

Renowned returnees and new exhibitors

After an absence, numerous companies from the home-textiles sector have now decided to exhibit at the fair again. Among the returnees from Germany are Nya Nordiska, SAHCO, Sonnhaus and Vorwerk. Companies from other nations taking part again include Byron & Byron (Great Britain), Chivasso (The Netherlands), Elitis

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(France), Engelbert E. Stieger (Switzerland), Fabrics Castello del Barro (Italy), Hijos de Antonio Ferre (Spain), Nelen & Delbeke (Belgium), Penelope (Turkey), Ter Molst (Belgium), Vamvax/Guy Laroche (Greece) and Yebane (Spain). The organisers are also pleased to announce the return of several companies from the household-textiles segment, e.g., Billerbeck Betten-Union (Germany), Grund (Czech Republic), Luzmonte 2 (Portugal), Marzotto and Zambaiti Concept (both from Italy). Refreshing new ideas for the bathroom, bedroom and table will be contributed by a number of younger companies, including Peppa Grace and Robespierre Europe (Germany) and La Maison Blanc (Morocco), who will occupy a new platform called 'new@more' in the premium segment.

Renowned names on board

The home-textiles companies that take part in Heimtextil every year include A.S. Création, Karl F. Buchheister, Erismann, Gardinia, Garotex and Gustav Gerster from Germany, as well as Backhausen Interior Textiles, Baumann Dekor (both from Austria), Rafael Catala (Spain), Coulisse (The Netherlands), Edinburgh Weavers (Great Britain), Giber (Italy), Grandeco (Belgium), Limonta (Italy), Linder (France), Romain Maes (Belgium), SATI (Spain), Dina Vanelli (Turkey) and York Wall Coverings (USA).

Among the established exhibitors from the household-textiles segment showing their latest products will be Badenia, Cawö Textil, Christian Fischbacher, Fleuresse, Irisette, Gebrüder Sanders, Schlossberg (all from Germany), Fratelli Graziano (Italy) and Vossen (Austria).

Fashion labels present home collections

Fashion labels will show their home collections in Hall 11.0. For example, Olivier Desforges (France) will present the Hugo Boss brand while Erbelle Spirit (Germany) will show not only Escada but also, for the first time, the Mexx brand. For the first time, Sarar (Turkey) will exhibit home textiles in Frankfurt.

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Another first is the cooperation between Messe Frankfurt and the Frankfurt School for Apparel and Fashion. Working together with Heimtextil exhibitors, the students will create interesting models that demonstrate the wide range of applications for different home textiles. The results will be shown in a special presentation in Hall 11.0.

Successful hall concept remains unchanged

At Heimtextil 2011, the organisers optimised the hall structure of the home-textile segment. "The new concept was very well received by both exhibitors and visitors", says Heimtextil Director Ulrike Wechsung. "For example, the 'wall' product group was moved to Hall 3.1. It has grown enormously and, in the new hall, was flanked by the highly attractive 'editeur' segment – with the result that the number of visitors increased noticeably." At the coming Heimtextil, the organisers will only make minor changes to the structure of the fair. Thus, the 'home engineering' product group moves from Hall 4.2 to the eastern part of Hall 5.1.

Multi-faceted complementary programme with a new lecture area

Sustainability is and will remain an important subject for the Heimtextil trade fair and the associated branches of industry. Thus, sustainable textiles will be one of the main themes at the new 'Let's talk about...' lecture area in the foyer of Hall 5.1/6.1. Hence, trade visitors can look forward to an interesting programme of lectures under the catchword 'Sustainability' on the first day of the fair. An ecological topic – 'Green hospitality, the balance between ecology and economics' – will also be covered on the following day. This event is being organised by Messe Frankfurt in cooperation with the German Hotel Association (*Hotelverband Deutschland – IHA*). As at the last event, a Green Directory will also be published on the occasion of Heimtextil 2012. The guide offers an overview of exhibitors with products distinguished by high ecological quality or sustainable methods of production. In this connection, there will also be a special



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show of ecological fabrics entitled 'Green Exhibition – let it grow!' The work of Stijlinstituut Amsterdam, a member of the Heimtextil Trendtable, the show will be located in Hall 11.1 ('Portalhaus' entrance).

Contract Creations: orientation for the contract business

Under the heading Contract Creations, Heimtextil presents a spectrum of products and an extensive complementary programme especially for architects, room planners, interior decorators and interior designers. Thus, in cooperation with AIT architecture magazine, there will be a series of lectures at the 'Let's talk about...' lecture area, as well as workshops, guided tours for architects, special shows and competitions including the 'Architecture and Contract Textiles Innovation Award' and the 'Young Contract Creations Award: Upholstery'. With the latter award, the organisers aim to give young designers the chance to present creative ideas for upholstered furniture to an international audience of experts at the fair, and to make contact with representatives of the sector. As in the past, Messe Frankfurt will also publish a special catalogue for the contract business – the Contract Guide – listing exhibitors that supply textiles for this specialist business. Their exhibition stands will be marked by a special sign. The Contract Guide will be available free of charge at various points in the exhibition halls. Additionally, suppliers and buyers of contract textiles can take advantage of an informative platform on the internet at www.contact-contract.com. There, they will also be able to view the new Contract Guide from December.

Coupon Business Finder lists suppliers of small batches

The Coupon Business Finder is a supplementary list of exhibitors detailing companies offering home and household textiles in very small to small batches. Thus, the new Coupon Business Finder is aimed at visitors from the specialist retail trade and the interior-decoration business interested in ordering the specific quantities they need for a flexible range of products. With the new publication,

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the Heimtextil management is providing all visitors interested in the coupon business an orientation aid for their visit to the fair, which will make it easier for them to find new suppliers and business partners. The exhibition stands of the exhibitors listed in the Coupon Business Finder will be marked by a special sign.

Heimtextil Trends: a guide to the new season

The Heimtextil Trends have been the trade fair's international visiting card for over 20 years and are used by product developers, furnishing experts and designers as a guide for their creative work. For the 2012/13 season, a team of seven design studios from around the world have compiled the most important and globally relevant trends from the multifarious spectrum on the international textile scene. The results of their work can be seen on the internet at www.heimtextil-trends.com, in the Heimtextil 'Montage' Trend Book and at the Trend Show in Forum 0 during Heimtextil 2012. Every year, one of the Trendtable design studios assumes responsibility for preparing the book and the show. This year it is Germany's bora.herke.palmisano.

Heimtextil in downtown Frankfurt

The Heimtextil goes City initiative, a collaboration of Messe Frankfurt and the Interior Decorators' Guild (*Raumausstatterinnung*), Frankfurt am Main, presents the latest products from the fair in the city centre. On the Saturday of the fair, 14 January 2012, around 30 specialist retailers, galleries and public institutes will show textiles in a variety of different cultural and everyday settings. Thus, members of the public will have the chance to see a piece of the Heimtextil trade fair for themselves and gain inspiration for decorating their own homes.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 448.3 million euros in sales and more than 1,600 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010,

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Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com