

Press

January 2012

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

Stefan Jakob
Tel. +49 69 7575-5822
Fax +49 69 7575-95822
stefan.jakob@messefrankfurt.com
www.messefrankfurt.com
www.heimtextil.messefrankfurt.com
htx1222_press_release_heimtextil_start_en

Heimtextil continues to grow: 2,634 exhibitors at the international trade fair

Good prospects for the sector: increased sales through greater domestic demand

Top subjects: contract furnishing, coupon business, sustainability and furnishing trends

The next Heimtextil in Frankfurt am Main opens its doors from 11 to 14 January 2012 with further growth in the number of exhibitors. "With 2,634 exhibitors from 61 countries, this is the second significant increase in succession and confirmation that Heimtextil is the world's leading trade fair for the sector", says Detlef Braun, Member of the Executive Board of Messe Frankfurt. Last year, 2,572* companies were represented at this platform for home and contract textiles. Now, many renowned companies are exhibiting at Heimtextil 2012 for the first time or returning after a period of absence and thus providing for uniform growth from all regions of the world. "Thus, Heimtextil has taken another step forward in terms of quality and underscores once again the unique spectrum of products to be seen there", adds Detlef Braun.

Following rapid expansion in 2011 with an increase of over four percent in domestic sales, the home-textile sector is in a healthy position to face the new business year. The good perspectives were the reason for the renewed expansion of demand last year – German consumers are once again buying more home textiles and, according to a survey published this year by the IFH Retail Consultants market-research company in Cologne, will purchase even more in the future. "This year, German consumers are expected to invest 242 Euro per household in home textiles", says Detlef Braun.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

* Figures audited by the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM), Berlin, 2011

Heimtextil

Frankfurt am Main, 11 to 14 January 2012

“This is 20 Euro more than in 2010 and more than their annual expenditures on electronic equipment, such as televisions and hi-fi. In other words, the signals are set to green for a successful Heimtextil season.”

More exhibitors from Europe, South America and North America

As in the past, German manufacturers are extremely well represented at Heimtextil and, with 344 companies, there has once again been an increase in the number of German exhibitors (2011: 341). Most of the new international exhibitors come from Spain, Turkey, China, Italy, Bulgaria, Great Britain, Pakistan, Brazil and the USA. The number of exhibitors from France, Poland, Portugal and The Netherlands remains constant, as does the number from Asia. Apart from Germany, the biggest exhibitor nations are China, India, Pakistan, Turkey, Italy, Spain, France, Great Britain and Portugal and, as last year, 87 percent of all exhibitors come from outside Germany.

Spotlighting wallpaper

As the year's first trade fair for the sector, Heimtextil presents a wealth of new textiles for interior furnishing in the coming season whereby wallpaper is the subject of particular interest this year. Renowned companies are showing their latest collections in Hall 9.1. In this connection, the 'Wall Gallery' special show offers an overview of current wall coverings. Additionally, 'Wallpaper on Tour 2012', the touring exhibition of the German Wallpaper Institute, will make its debut in Frankfurt before beginning a tour of German cities. The 'upholstery' product segment with furniture and decorative fabrics in Halls 3.0, 3.1 and 4.1 is also distinguished by attractive presentations of new products by renowned companies. In the household-textiles segment, bedding, bed-linen and bathroom are likely to attract particular attention thanks to a number of new and returning exhibitors and their collections. In Hall 11.1, start-up companies will be appearing for the first time at Heimtextil within the framework of the premium 'New@More' platform.

Heimtextil

Frankfurt am Main, 11 to 14 January 2012

Contract Creations: textiles for the contract sector

Under the name Contract Creations, Heimtextil presents a spectrum of products and a comprehensive programme of events especially for architects, planners, interior decorators and interior designers. In cooperation with 'AIT' architecture magazine, a programme of lectures will be held at the new 'Let's talk about...' information area in the foyer of Halls 5.1 and 6.1. Additionally, Heimtextil offers workshops, guided tours for architects, special shows and competitions, such as the 'Architecture Textile Contract' Innovation Award and the 'Young Contract Creations Award: Upholstery'. And, as in the past, Messe Frankfurt will publish a special catalogue for the contract sector, the Contract Guide, listing exhibitors specialising in supplying textiles for the contract business.

Coupon Business Finder lists small-batch suppliers

The Heimtextil Coupon Business Finder is a catalogue listing exhibitors offering home and household textiles in very small to small batches. Thus, the new Coupon Business Finder is aimed specifically at Heimtextil visitors from the specialist retail trade and the interior-decorator trade who want to be able to order small quantities for a flexible product assortment. With this publication, the Heimtextil Team is providing all visitors interested in the coupon business with an orientation aid for the fair, which will make it easier for them to find new suppliers and business partners.

Around 6,500 interior decorators have registered for the fair as Heimtextil Insiders, which makes Heimtextil the most attractive trade fair for this target group. Additionally, Heimtextil will also be attended by around 900 bed dealers who have registered for the 'Bed'n Excellence' visitor programme.

Sustainability still a subject of major interest

Heimtextil is also publishing a catalogue for sustainable textiles – the Green Directory provides an overview of exhibitors with products distinguished by a very high ecological quality or a sustainable method of production. This catalogue, as well as the two catalogues

Heimtextil

Frankfurt am Main, 11 to 14 January 2012

mentioned above, is available free of charge at many points around the Exhibition Centre. At the fair, special markings indicate the exhibition stands of the companies listed in the catalogues.

Green subjects are also of particular importance in the 'Let's talk about ...' lectures area and will be discussed in a number of papers. Additionally, there is a colourful special show entitled 'Green Exhibition – let it grow!' in Hall 11.1, at the 'Portalhaus' entrance. It offers an overview of textiles made using sustainable methods of production and spotlights the rapid growth of the green sector.

Heimtextil Trend Show: colours dominate

Heimtextil presents future-oriented designs and fabrics of the coming season in a colourful Trend Show in Forum 0. There, visitors can obtain comprehensive insights into the latest design developments, visualised in four elaborately staged thematic worlds. During the run-up to the fair, seven international design studios singled out the decisive themes for the 2012 / 2013 season from the multifarious trends around the world, for integration into the Trend Show. Additionally, international designers will supply in-depth information about the trend forecasts in a special series of lectures.

Heimtextil in Frankfurt

Parallel to their presentation at the fair, new products will also be shown in Frankfurt within the framework of the 'Heimtextil goes City' initiative, which has been organised in cooperation with the Frankfurt am Main Guild of Interior Decorators. On the Saturday of the fair, 14 January 2012, around 30 retailers, galleries and public institutes will present textiles in a variety of different areas of life and cultural sphere. In this way, consumers can experience a piece of the fair and obtain valuable tips for decorating their homes.

You will find further information about Heimtextil and high-resolution photographs on the internet at www.heimtextil.messefrankfurt.com.

Page 5

Heimtextil
Frankfurt am Main, 11 to 14 January 2012

Information about Messe Frankfurt's worldwide portfolio of events for the textile industry can be found at www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser with € 457* million in sales and 1,769* 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 2011, Messe Frankfurt organised 101 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 Centre. 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

*Provisional figures (2011)