

heimtextil

Heimtextil 2024 launches with adapted hall structure and separate segment for Carpets & Rugs

Frankfurt am Main, 16 March 2023. Optimised hall planning and the new Carpets & Rugs product segment await international visitors and exhibitors at the largest and most international trade fair for home and contract textiles. The new developments were immediately met with great interest and positive feedback from the market. Even companies that were not represented in 2023 are relying on Heimtextil 2024 as an important business platform with their registration. With interior design, trends and inspiration, Heimtextil in January 2024 is the reliable kick-off for the new season. For exhibitors, Heimtextil offers an attractive early-booking price until 22 March, 2023.

In 2024, Heimtextil will be even more visitor-friendly with optimised hall planning. The popular, light-flooded hall 3 and the new hall 5 will be added to the line-up. From 9 to 12 January 2024, visitors will find the latest collections from the Wall Decoration segment, Textile Technology, the most international range of Textile Designers and, as a highlight, the Heimtextil Trends 24/25 will be presented compact and centrally located in Hall 3.0. Here, creativity and innovation are brought together in a unique melting pot of (technical) innovations and impulses for buyers from various segments. Window & Interior Decoration will be located in hall 3.1. Heimtextil thus enables a compact presentation and visitor-friendly connections, also to furnishing fabrics in hall 4. The new Carpets & Rugs product segment will be presented in hall 5.1. The new hall is optimally connected directly to the Via Mobile and to the transition to hall 4. International visitors will benefit from short and direct walking distances with the relevant product areas in one place. The Fibres & Yarns product segment for decorative and furniture fabrics, which was successfully launched in 2023, will be expanded and presented together with Interior.Architecture.Hospitality and Decorative & Furniture Fabrics, once again in hall 4.0. Visitors to Heimtextil 2024 can also rely on the established offerings of Smart Bedding, Beautiful Living, Bed & Bath Fashion, Asian Excellence and Asian Selection. Halls 10, 11 and 12 on Messe Frankfurt's western fairgrounds will once again be open to German and international buyers at the start of the season.

Heimtextil is offering an attractive early-booking rate for exhibitors until 22 March 2023. The registrations to date reveal: Even companies that had decided not to exhibit at Heimtextil 2023 will be represented again at Heimtextil 2024. German and international exhibitors are thus relying on Heimtextil as an important sales channel for the future.

Heimtextil 2024 is expanding its portfolio with a separate product segment for carpets. The Carpets & Rugs segment will be located exclusively in the new hall 5.1. On display will be: fitted, handmade and custom-made carpets, machine-made woven carpets, mats and dirt-absorbing carpeting as well as rugs and runners. Carpets are traditionally an integral part of Heimtextil and have so far been presented by the exhibitors in different

halls. Starting in 2024, this range will be permanently combined in a separate segment on an annual basis. Heimtextil is thus responding to the increasing demand from the market. International buyers will thereby receive an optimum, bundled overview of a wide selection of fitted carpets. The segment appeals to international wholesalers as well as DIY and home improvement stores, furniture retailers and furnishing stores and specialised retailers.

"By presenting carpets in a separate product segment, we are creating additional added value for relevant buyers. In the future, exhibitors of fitted carpets can be found bundled and centrally located in the new hall 5.1. The range of textile floor coverings will be optimally integrated into the existing textile environment at Heimtextil. The new area is already attracting great attention. The past months have been characterised by a variety of conversations with companies, potential visitors, associations and publishers - we have received consistently positive feedback from all of them for our decision. We are pleased to be able to respond to the wishes of the branch with this reliable annual offer", explains Bettina Bär, Director Heimtextil.

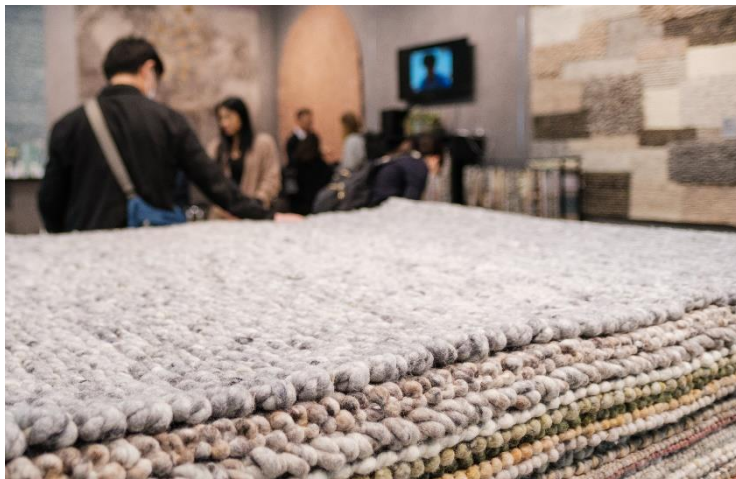


Photo: Messe Frankfurt / Pietro Sutura

The global textile industry was represented in Frankfurt at Heimtextil 2023 with 44,000 visitors and 2,400 exhibitors together from 129 nations. 92 percent of trade visitors and 81 percent of exhibitors achieved their trade-fair goals at Heimtextil 2023, thus confirming the relevance of the trade fair. Heimtextil not only created business opportunities, but also provided valuable content and inspiration. In addition to learning about trends and new products, initiating and maintaining business relationships as well as networking and exchanging experiences were among the most frequently mentioned objectives at the fair. The surveys showed the trend that important purchasing decisions are increasingly being prepared at the fair. Exhibitors were also positive about their post-fair business and benefited from a 72 percent share of executives among the visitors.

Heimtextil

International trade fair for home and contract textiles

The event Heimtextil will be held from 9 to 12 January 2024.

Press information and photographic material:

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

Internet and social media:

www.heimtextil.messefrankfurt.com

www.instagram.com/heimtextil

www.facebook.com/heimtextil

www.twitter.com/heimtextil

www.youtube.com/heimtextil

Newsroom:

Information from the international textile sector and the textile trade fairs of Messe Frankfurt worldwide:

www.texpertise-network.com



Your contact:

Mira Engl

Tel.: +49 69 75 75-3060

mira.engl@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning,

organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2022