

machinery in Iserlohn and reassemble it in Weinheim in stages in order to ensure production continuity and uninterrupted deliveries to customers,” explained Volker Del Monego, the project manager at Freudenberg Performance Materials responsible for integrating Hänsel. 19 knitting machines have found a new home in Weinheim.

## Pitti Filati to be held with 140 brands in Florence

The 79th edition of Pitti Filati, a trade fair for textile and knitwear industry, featuring previews of yarns for autumn-winter 2017-18, will be held from June 29 to July 1, 2016, with 140 participating brands in Florence, Italy.

The trade show is both a dynamic research laboratory and an authoritative global observatory that looks into lifestyle trends for the future. It presents excellence in yarns for international buyers and designers from the biggest names in fashion looking for creative inspiration.

This year with the theme ‘P1TT1 Lucky Numb3r5’, Pitti Immagine, organiser of Pitti Filati, is betting on numbers. The trade fair will showcase aesthetic, graphic and symbolic qualities of numbers in fashion not as indices of quantity but the beauty of their lines. The three-day event will display products of exhibitors like A & B Studio Adriana Sorg Csas, Industria Spa Italian Yarn, Acorn, Alpes Spa Manufacturing Yarn, Biagimar Zipper, Poala Botto Spa, Cariaggi Lanificio Spa, E. Miroglio Srl, Spa Filartex and many more in the apparel and clothing industry.

## Texworld, Apparel sourcing, Home Textiles Sourcing one stop sourcing expo

The July 2016 edition of Texworld USA marks the 10th anniversary of the show and 10 years since Texworld USA partnered with Lenzing Innovation to produce the show. The twentieth edition of North America’s largest sourcing event for apparel fabric buyers, research and product development specialist, designers, merchandisers and overseas sourcing professionals invites all in join them.

Held bi-annually, Texworld USA provides the opportunity to meet directly with a wide range of manufacturers from Asia, the Middle East, North America and from many other regions from around the globe to display a variety of apparel fabrics, trims and accessories for womenswear, menswear, juniors and childrens wear. More than 600 international exhibitors from 17 countries will participate in the show, which will feature three new country pavilions from Korea, Taiwan and Turkey.

In addition to Texworld USA’s complimentary educational seminars, attendees in July also have the chance to participate in three new industry boot camps organized by Lenzing Innovation. The in-depth, educational courses will focus on sustainability, marketing and social media, and the basics of starting a fashion line.

Since the launch of Texworld USA ten years ago, Lenzing Innovation has been a vital supporter and partner in this event, said Dennis Smith, president, Messe Frankfurt North America. Through the impressive quality of textile mills exhibiting in the Lenzing Innovation Pavilion and a prestigious group of speakers recruited for the Lenzing Seminar Series, the North American team led by Tricia Carey has shown incredible loyalty and support for this sourcing platform.

The North American Digital Textile Conference also will take place alongside Texworld USA. This full-day event will feature expert panels and seminars focused on product development, sourcing and supply chain advantages of the digital process, and the key differences between digital and analog printing that buyer need to be aware of in specifying and sourcing.

Texworld USA will collocate with Apparel sourcing USA and the Home Textiles Sourcing Expo, which together create one of the largest sourcing destinations in the United States, according to Messe Frankfurt. Apparel sourcing USA expects more than 250 international exhibitors focused on finished apparel, contract manufacturing and private label development sourcing. The brand new Trend Café will highlight apparel trends and exhibitors’ manufacturing capabilities. The show also will feature new country pavilions from Colombia and Pakistan.

The Home Textiles Sourcing Expo will welcome more than 150 exhibitors that specialize in textiles and soft finished goods for home applications. The show will feature new country pavilions from Turkey, Egypt, India and Pakistan; and host a trend forum and educational seminar. They are especially thrilled to welcome four country pavilions to the show floor, said Jennifer Bacon, show director – Texworld USA, Apparel sourcing USA, Home Textiles Sourcing Expo.

Egypt, Turkey, India and Pakistan will represent the best of what the show has to offer — from high quality terry cloth and Egyptian cotton to decorative cushions and hand-loomed textiles.”

This is a must attend event for professionals in every facet of the industry – ready to be inspired by fabrics, influenced by the latest trends and introduced to a host of reliable, cutting-edge apparel textile companies.

The shows are open from July 12 - 14, 2016, for three days of sourcing, seminars and networking at the Javits Convention Center, located at 655 West 34th Street.

knit production process from planning and production to sales promotion, as well as its capability for Virtual Sampling. Photo-realistic simulation capability allows Virtual Sampling to minimize the need for actual sample-making, effectively reducing time, material and cost while increasing presentation quality in the sampling process.

Flat knitting machine manufacturer Shima Seiki Mfg. Ltd. together with its U.K. subsidiary Shima Seiki Europe, Ltd. will hold a private exhibition with cooperation from the School of Textiles & Design at Heriot-Watt University in Scotland this month. On display will be the cutting edge in computerized flat knitting technology, headlined by the flagship MACH2XS Wholegarment® knitting machine and SDS-ONE APEX3 3D design system.

MACH2XS123, shown in 15L gauge, features the company's original SlideNeedle™ on four needle beds as well as the company's patented spring loaded full-time sinker system. Those features combine to provide flexible, high-quality knitting of complex fabrics while expanding the range of capability in Wholegarment knitting to unprecedented levels.

Other exhibits include the compact SWG061N2 Wholegarment knitting machine capable of flexible production of a range of knitted items from gloves, socks and other fashion accessories to specific applications such as sports, medical and industrial materials — all in 3D without seams, the novel SRY flat knitting machine with loop presser beds that can produce hybrid knit-weave fabrics as well as technical textiles, SVR touted as the benchmark standard for computerized flat knitting machines, and SIP-160F3 flat-bed-type on-demand inkjet printing machine.

## Archroma To Present The “Science Of Sustainability, Color And Denim” At Denim Première Vision

### How designing smarter textile tech can help people living with dementia

We all expect to have the right to enjoy life from beginning to end; to have fun, laugh and experience pleasurable, playful moments. But what if we are affected by a disease that adversely affects both memory and our perception of the world? What if this means we can no longer remember who we are, recognise our loved ones and communicate effectively with them?

According to the World Health Organisation, dementia is one of the greatest challenges to face the world today, and the rapid rise in numbers of those affected will have huge implications for society, families and individuals in the coming years. Some 80% of people currently living in residential care have dementia and most of us can probably think of a friend or relative who has or

had the disease.

Research has shown that “in the moment” playful activities are good for us. When we laugh and experience positive emotions our health benefits as blood pressure drops and our immune system is boosted. Our social relationships are also enhanced and we feel good about life. And this is no different for those living with dementia.

Research at Cardiff Metropolitan University's Centre for Applied Research in Inclusive Arts and Design is currently developing designs for playful objects: things to engage, soothe and amuse people with late stage dementia for whom life can be limited and their care challenging. LAUGH (Ludic Artefacts Using Gesture and Haptics) is an international project in which academics are working with health and care professionals, social care providers and technologists — as well as people living with dementia and their families — to develop innovative designs that will help to put smiles on faces and boost positive social interaction.

The project builds on design research we've been carrying out that has been investigating the development of technology-enhanced sensory textiles to be used in the care of people living with late-stage dementia.

## Freudenberg Performance Materials Inaugurates Hänsel Production

Freudenberg Performance Materials, a manufacturer of technical textiles, has inaugurated a new production line at its Weinheim location. The line will manufacture elastic interlinings, known as knits, for the international fashion industry. Freudenberg Performance Materials acquired the business from Hänsel Textil GmbH in Iserlohn in August 2014. Relocation of production to Weinheim began in 2015. The line was officially inaugurated on Tuesday.

“The Hänsel brand continues to stand for quality ‘made in Germany’ under the umbrella of Freudenberg,” said Dr. René Wollert, CFO, Freudenberg Performance Materials. “With the knit products from Weinheim we can offer our Hänsel customers an even broader range of interlinings.” Until today, the business group, which is part of the Freudenberg technology group, manufactured nonwoven and woven interlinings.

The main customer grouping for elastic interlinings is the international fashion industry. Knitted interlinings are highly elastic and have a low volume, which makes garments more comfortable to wear. These special fabrics give women's outerwear or men's jackets the required stability.

Relocating the complex Hänsel equipment to the Weinheim facility was a major challenge. “We had to dismantle the





# World Textile News

## Izmir textile exhibit shows environmental innovation

The French Cultural Center in Izmir will host the "FuturotextilesMIX" exhibition, which will display the textile products of the future produced from plants such as the pine and gum tree, and plant-based products such as soy beans and coffee as well as petroleum, starting from May 27 in Izmir.

According to a statement released from the French Cultural Center in Izmir, the exhibition was previously held in Buenos Aires, Milano and Shanghai, the pioneering cities for textiles. The people of Izmir as well as the prominent representatives of the textile industry in Turkey will be able to visit the exhibition at Kültürpark State Painting and Sculpture Museum and the French Cultural Center building until June 25.

Curated by French Cultural Center director Caroline David, the exhibition features textile products made by various natural products, including pine tree, gum tree, bamboo, soy beans and coffee as well as recycled petroleum products such as plastic bottles. The aim of the exhibition is to show people that textiles are not just important for fashion, but also has an extensive usage from architecture to art, construction, medicine and decoration. "FuturotextilesMIX" will also stand out with its environmental investments through products made from recycled textiles. The exhibition display will include a wedding gown designed by Belgian fashion designer Kristian Von Forselles, and a dress decorated with LED lights made by students from Izmir University's Department of Fashion and Design. Curator David expressed her happiness at holding this exhibition in Izmir. Noting that the exhibition will feature various examples of textile products produced around the world, especially France and Turkey, David said, "One of the main reasons for us to hold this

exhibition is to show the importance of recycled textile products in a world where resources are drained."

## Shima Seiki To Hold Private Exhibition In Scotland

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(solid/liquid/vapor) boundary. Generally, hysteresis is defined as the difference between the minimum of the values of contact angle measured, so called receding contact angle (R), and the maximum of the values of contact angle measured, so-called advancing contact angle (a).

For this experimentation ten measurements are often made and the numbers are averaged. A minimum drop volume is predicted for the critical inclined plane conditions. A 15 $\mu$ l liquid drop is retained for this experiment, and after drop deposition the plane was slowly tilted. The experimental configuration meant that the camera, light source, and substrate rotated in synchronization which made it easier to detect initial drop movement. Just before the drop began to move, the receding contact angle, the advancing contact angle, and the critical angle of tilt were recorded. Ten measurements were done for each result .fig 3

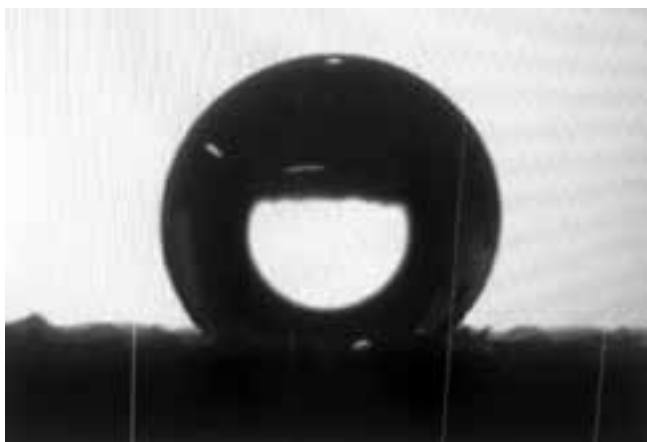


Fig. 3 Static drop interaction with fabrics

In the dynamic advancing and dynamic receding contact angles of water on the swimsuit sample were measured by the Wilhelmy plaque method Fig. 4 with K12 Krüss tensiometer. To begin the measurements, the sample suspended with the bottom edge nearly touching the surface of the liquid. This is the position of the zero force. The sample is lowered until it touches the liquid. This is the zero position. The force on the sample is measured as it is cycled slowly down and up. The depth of immersion of the sample is chosen to 15 mm and the rate of immersion and withdrawal cycles is fixed to 3 mm/min. The waiting time at the returned point is 10 seconds. For a extile sample given, when the immersion and withdrawal cycle is terminated

the sample is replaced by another dry sample and the wetting cycle is repeated. Three cycles are repeated in that way. The analysis of these curves allows determines the angles of dynamic impact (angles of impact forward and backward impact). To quantify the difference in hysteresis between the fabrics we used the Wilcoxon-Mann- Whitney test ( $p < 0.05$ )

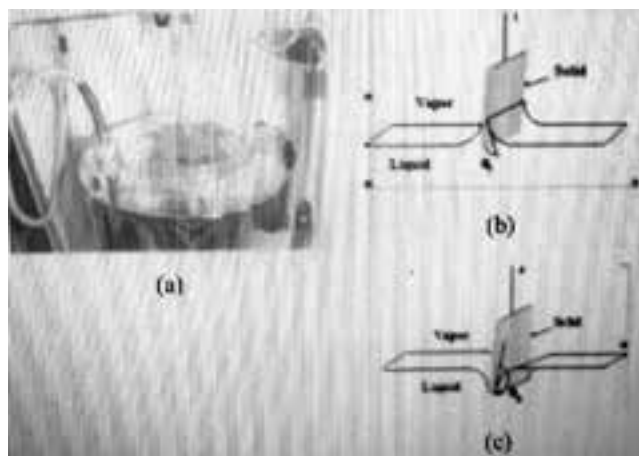


Fig. 4 Illustration of the Wilhelmy plate method in (a), Withdrawal cycle in (b) and Immersion cycle in (c)

## RESULTS AND DISCUSSION

The solutions for medical and sports needs will increasingly take into account mechanical human specifications. In sports the performance improvement in the great events such as the Olympic Games is tributary in part by these textile technologies like swimming and triathlon. They will find their contribution in the amelioration of muscular work, the reduction of hydrodynamical and aerodynamical resistance. In medicine, the advanced textiles will permit the development of assistance solutions tools for patient function, such as passive or active resistance.

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new generation of biomedical sensors provides the opportunity for monitoring continually, ambulatory, as well as in residential environments. This generates complete information and allows for improvement of prevention, as well as treatment. Applications of the system "Sensate Liner" are intended for the medical supervision. This program develops and shows useful technologies to apply a systematic approach, making it possible to supervise the medical state of the patients, with a uniform equipped with sensors. Current and future potential applications of three-dimensional polymeric reinforced fabrics manufactured by the processes: weaving, braiding, pricking and knitting, are studied. The aim of our study is to show our last textiles development for the high level sport and medicine. The concerns of the present study include swimming and triathlon textiles for sports, and textile used for hemiplegic rehabilitation patients. Different engineering methods were used for the simulation, modelization and optimization fabrics.

We developed 5 innovative fabric prototypes to answer to the exigencies of the high level athletes in swimming and triathlon in term of increasing performance and hemiplegic patients in terms of rehabilitation. We opted for the high-tech polyamide fibre, in the production of the textile Fig. 1.

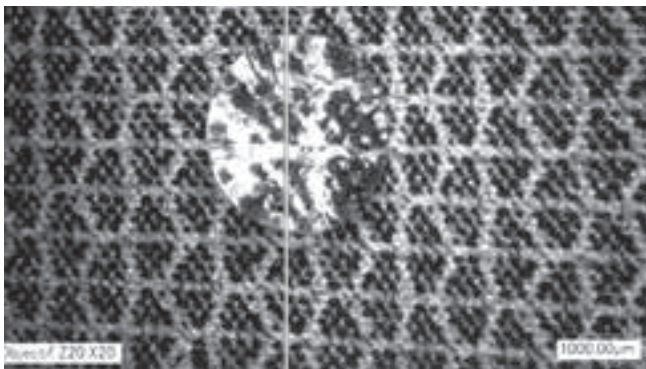


Fig. 2 Interaction between drop and the thin textile developed

The low density of the fibres makes it possible to produce a very lightweight fabric. The textile absorbs an extremely small amount of moisture, which means that the material cannot become saturated, hence slowing the swimmer down. When wet, polyamide fibres are almost as strong as when they are dry. To quantify the morphology of the fabric surface, we used the Keyence microscope VHX Fig. 1 which offers

an exceptional definition of observation (54 million pixels). The systems integrate a camera 3CCD high efficiency and permit the precise observation of details of 0.01  $\mu\text{m}$ .

The textile developed is an extremely thin material and fits like a second skin Fig. 2.

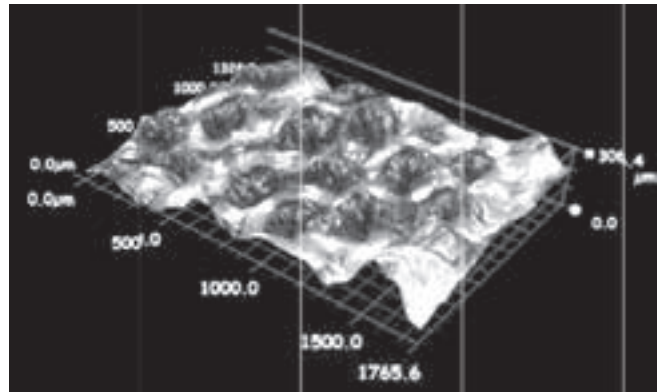


Fig. 1 Morphology of the textile developed and observed with high resolution microscope

Different tests were used in the aim to quantify the interaction between the water drop and the fabric. These tests allowed the study of the hydrophobicity of the fabric. If the fabric is hydrophobic the materials remain dry and don't get wet. Contrary, if the fabric is hydrophilic the material does get wet. To support this finding, 5 specific materials were examined in a laboratory and underwent a variety of tests.

In Static contact angles were measured with a GBX Digidrop apparatus fitted to a tilt able sample carrier supported by an x-y adjustable stage. This sample carrier was capable of a full of 360° rotation. Video cameras with a light source permit the view of the liquid drop. A finite drop volume of liquid was deposited on the horizontal substrate using a microsyringe. The contact angle is given as a function of time. Contact angle calculation was performed with the GBX scientific instrumentation software. This program allows a 50 image per second's analysis. An image of both sides of the drop was captured on a computer. Then the boundary of the drop was analyzed and contact angles were calculated. An equilibrium contact angle is determined when the drop reaches a metastable equilibrium. All equilibrium contact angles measurements were performed with 5 $\mu\text{l}$  drops. Each contact angle value  $\theta_e$  found is associated to a thermodynamic metastable state for the three phase

# Textile Technology in Sport and Medicine

Sport is one of the sectors in which the largest technical projections regarding the functions of textiles can be found. He is a large consumer of high performance composite materials and new fibers. It is one of the sectors where the innovation is the most important when the greatest numbers of spectacular developments are aimed at increasing performance. In medicine, textile innovation is used and contributes in the amelioration of different materials such as dressing, orthosis, bandages, etc. The hygienic textiles in non-woven materials record a strong growth. The objective of this study is to show the different advances of development we obtained in the both ways (sport and medicine). Polyamide fibers where developed tacking into account the specification of the high level athlete's performance like swimming and triathlon (Olympic Games, Brazil 2016). The first textile utilization was for skiing (Olympic Games, Sotchi 2014). The different textiles technologies where adapted for medicine.

textile innovation in high level sport is characterized by the performance, the functionality, comfort, the fashion and aesthetics.

The requirements of the sports activities direct industrials towards several optimizations, such as the reduction of friction, the thermoregulation improvement, the mechanical resistance, the safety, and the reduction in perspiration. In the medical environment, a technological development was observed during the ten last years. Based on their barrier effect, at their capacity of absorption, their biocompatibility and their contention capacity, the

technical textiles manage to answer multiple features in this sector.

For example, the introduction of hydrophilic polymers made it possible to produce perfectly adhesive bandages. The arrival of certain elastanes and the improvement of a new method of knitting permitted the production of special compression stockings that are pleasant to carry. The development of biocompatible polymeric fibers made possible the use of the textiles in the osteosynthesis prostheses or in vascular surgery. The textile developments today concern not only the imitation of natural fibers, but also the development of new materials that adapt and react to the sensory and body conditions-the clothes we will use in the future will seem like second skin. After breathing fibers, the smart textile fibers adapt to the biological environment of the body.

several laboratories work on textiles using of the microcapsules containing of the substances with phase shift]. The fabrics of Nylon and Lycra, coated with a conducting polymer (polypyrrole) conform to the shape of the human body [4], and function ideally as the biomechanical sensors which can be used in a range of applications to control the human movement. studied the intrinsic electronic conducting polymers and the installation of the methods of manufacturing of conducting textile fibers. In medicine, 10% of the world technical textile volume are employed for health and can be improved with different technical future textile utilizations. Currently, the smart textiles with integrated sensors are used in the medical field. The



press  
release

PRESS RELEASE

# NEW COMPANY AWARDED CONTRACT TO ORGANISE ITMA 2019

ITMA  
2019  
JUNE 20 - 26



WE'LL SEE YOU THERE

**CEMATEX**, the European Committee of Textile Machinery Manufacturers, has announced that it has awarded a contract to a new company, ITMA Services, to organise its ITMA 2019 show. ITMA Services NV is headquartered in Brussels and has a subsidiary office, ITMA Services Pte Ltd, in Singapore.

Ms Sylvia Phua has been appointed as Managing Director of ITMA Services Pte Ltd. Ms Phua has previously been involved in organising ITMA 2011 in Barcelona, ITMA 2015 in Milan, as well as the ITMA ASIA 2001 and 2005 shows in Singapore. She also collaborated on the ITMA ASIA + CITME series of shows in Shanghai from 2008 through 2014.

ITMA 2019 will be held from 20 to 26 June 2019 in Barcelona, Spain.

**For further information on the show, please contact:**

Ms Sylvia Phua  
Managing Director  
ITMA Services Pte Ltd  
Email: [sylviaphua@itma.com](mailto:sylviaphua@itma.com)

**About CEMATEX & ITMA**

The European Committee of Textile Machinery Manufacturers (CEMATEX) comprises national textile machinery associations from Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland and the United Kingdom. It is the owner of ITMA and ITMA ASIA. Considered the 'Olympics' of textile machinery exhibitions, ITMA has a 65-year history of displaying the latest in machinery and software for every single work process of textile and garment making. It is held every four years in Europe.

**About ITMA Services**

Headquartered in Brussels with a subsidiary in Singapore, ITMA Services is the appointed organiser of ITMA 2019 and future ITMA branded exhibitions. It is managed by professionals with extensive experience in organising ITMA and other major trade exhibitions around the world. It aims to maintain and expand ITMA's unique selling proposition and relevance to a global audience.



## DOMOTEX asia / CHINAFLOOR 2016

22-24 March, 2016 Shanghai New International Expo Center



Association of Floor Covering Distributors (NAFCD). The delegation also took the opportunity to visit a number of the local manufacturing plants of exhibiting Chinese companies.

As part of the Bamboo Flooring Hosted Buyer Program, an international delegation of bamboo flooring buyers visited the Anji Bamboo Pavilion, which occupied all of Hall E3, on the first day of the fair. The program is a joint project between the trade fair organizers and the Anji County Commercial Bureau. Right after the show, the delegation was accompanied by DOMOTEX asia/CHINAFLOOR representatives on a three-day tour of Anji County to explore business opportunities with local manufacturers.

Another special hosted buyer matchmaking event put the spotlight on hand-knotted carpets. Also held on day one of the fair, this B2B networking event was hosted at the Design Carpet Salon in Hall W5. There, hand-knotted carpet exhibitors from India, Pakistan, Iran, Nepal and Afghanistan had ample opportunity to mingle with buyers from China and other countries.

Events such as the World Flooring Forum, co-organized by DOMOTEX asia/CHINAFLOOR and the China National Forest Products Association, shed light on the latest trends and developments in China's wood flooring market. In addition, the China International WPC Development Forum 2016 provided domestic and international leaders in wood-plastic composites production, raw material supply, engineering, construction and research with a quality platform for wide-ranging dialogue on investment opportunities and industry trends and innovations.

### Environmental sustainability and innovative spirit

This year, environmental protection and innovation once again ranked among the keynote themes of the show – as reflected in programs such as the GreenStep Asia Awards and the InnovAction showcase.

The 4th GreenStep Asia Awards, which were staged in cooperation with Floor Covering Weekly, gave flooring exhibitors a chance to showcase their contribution to sustainable development at all levels. The competition is open to all manufacturers worldwide who have manufacturing facilities in Asia. First prize in the “Green Pinnacle” category went to Weihai Shanhua Carpet Group, while Zhejiang Xingyue Carpet Industry took top honors in the “Green Product” category, and Zhejiang Kingdom Plastics came out on top in the “Green Process” category.

Each year, many companies use the InnovAction innovation platform to showcase their latest products and product developments to the global market. This year, a total of thirty companies were awarded for their innovative products, although only three made it to the very top of the list to take out the “Best of the Best” award: Wuxi Fuxing Carpet in the carpet category, Hangzhou Dasso Technology in the parquet flooring category, and Zhejiang Hailide New Material in the resilient floor coverings category.

### Co-located design shows

This year's fair featured a number of co-located events where companies were able to sell products and services in fields allied to flooring and interior design, share knowledge, gather information and engage in cross-marketing and networking. Two of these co-located events are worthy of special mention: Cadex and Materia: Cadex is an architecture and design showcase that was co-staged with DOMOTEX asia/CHINAFLOOR for the very first time this year. Comprising more than 10 special events, conferences and workshops, it attracted over 50 innovative materials suppliers and some of the biggest architects, interior designers and property developers in the industry.

The Materia showcase was first held in 1998, and its purpose is to foster closer links between architects and producers of new materials. This year's event, which spanned three days, once again showcased the latest material innovations from around the world for more beautiful, sustainable and high-quality environments.

The next DOMOTEX asia/CHINAFLOOR will be held from 21 to 23 March 2017. Preparations are in full swing, with around 63 percent of the available exhibition space already booked.





press  
release

# DOMOTEX asia/ CHINAFLOOR

Color your Success in Flooring!

## DOMOTEX asia/CHINAFLOOR 2016 a resounding success

22-24 March 2016 - 18th EDITION

SHANGHAI - CHINA

[domotexasiachinafloor.com](http://domotexasiachinafloor.com)

Shanghai, China. By every measure, this year's DOMOTEX asia/CHINAFLOOR trade fair, which ran from 22 to 24 March, was a resounding success. DOMOTEX asia/CHINAFLOOR is already regarded as the leading international flooring show in the Asia-Pacific region, and in 2016 it attracted more exhibitors and visitors than ever before. Some 1,303 companies from 39 nations (2015: 1,275) showcased the latest products and trends to an audience of 50,389 industry professionals from over 110 nations at the Shanghai New International Expo Center (SNIEC). Year on year, the number of visitors was up by just over 9 percent, setting a new record.

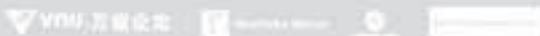
"These figures once again confirm the leading position DOMOTEX asia/CHINAFLOOR enjoys in the Asia-Pacific region. They are also a clear indication of the confidence that the big flooring industry players have in the show as the best platform at which to do business in the region," said Martin Folkerts, Director of Global Fairs at Deutsche Messe as one of the show's organizers. "The feedback we received from our exhibitors this year was resoundingly positive, with many emphasizing the high quality of the visitors and buyers who attended the show. DOMOTEX asia/CHINAFLOOR has consistently grown both in terms of size and quality, and we are committed to ensuring this development continues."

Visitors to this year's fair discovered the latest technologies and innovations and were able to forge new contacts and conduct business in 12 exhibition halls covering a total of 140,000 square meters (just over 1.5 million sq. ft.) of gross display space. They were also able to take part in more than 30 conferences, events and workshops run by world-renowned flooring experts and designers on the latest practices, applications and challenges in the flooring industry.

### Quality international networking and business matchmaking events

This year marked the first time that a North American distributor delegation, consisting of 12 of the USA's most prominent industry representatives, visited DOMOTEX asia/CHINAFLOOR. The delegation was co-organized by the Floor Covering Institute LLC, Floor Covering Weekly and The North American

## MARKETING & PROMOTIONAL OPPORTUNITIES



The leading international flooring  
show in Asia-Pacific





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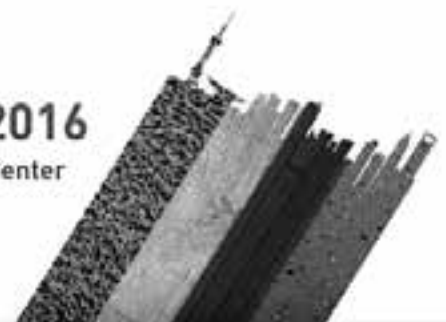
Cadex is an architecture and design showcase that was co-staged with DOMOTEX asia/CHINAFLOOR for the very first time this year. Comprising more than 10 special events, conferences and workshops, it attracted over 50 innovative materials suppliers and some of the biggest architects, interior designers and property developers in the industry.

The Materia showcase was first held in 1998, and its purpose is to foster closer links between architects and producers of new materials. This year's event, which spanned three days, once again showcased the latest material innovations from around the world for more beautiful, sustainable and high-quality environments.

The next DOMOTEX asia/CHINAFLOOR will be held from 21 to 23 March 2017. Preparations are in full swing, with around 63 percent of the available exhibition space already booked.



**DOMOTEX asia / CHINAFLOOR 2016**  
22-24 March, 2016 Shanghai New International Expo Center





press  
release

# DOMOTEX asia CHINAFLOOR 2016 a resounding success

**Shanghai, China.** By every measure, this year's DOMOTEX asia/CHINAFLOOR trade fair, which ran from 22 to 24 March, was a resounding success. DOMOTEX asia/CHINAFLOOR is already regarded as the leading international flooring show in the Asia-Pacific region, and in 2016 it attracted more exhibitors and visitors than ever before. Some 1,303 companies from 39 nations (2015: 1,275) showcased the latest products and trends to an audience of 50,389 industry professionals from over 110 nations at the Shanghai New International Expo Center (SNIEC). Year on year, the number of visitors was up by just over 9 percent, setting a new record.

"These figures once again confirm the leading position DOMOTEX asia/CHINAFLOOR enjoys in the Asia-Pacific region. They are also a clear indication of the confidence that the big flooring industry players have in the show as the best platform at which to do business in the region," said Martin Folkerts, Director of Global Fairs at Deutsche Messe as one of the show's organizers. "The feedback we received from our exhibitors this year was resoundingly positive, with many emphasizing the high quality of the visitors and buyers who attended the show. DOMOTEX asia/CHINAFLOOR has consistently grown both in terms of size and quality, and we are committed to ensuring this development continues."

Visitors to this year's fair discovered the latest technologies and innovations and were able to forge new contacts and conduct business in 12 exhibition halls covering a total of 140,000 square meters (just over 1.5 million sq. ft.) of gross display space. They were also able to take part in more than 30 conferences, events and workshops run by world-renowned flooring experts and designers on the latest practices, applications and challenges in the flooring industry.

## Quality international networking and business matchmaking events

This year marked the first time that a North American distributor delegation, consisting of 12 of the USA's most prominent industry representatives, visited DOMOTEX asia/CHINAFLOOR. The delegation was co-organized by the Floor Covering Institute LLC, Floor Covering Weekly and The North American Association of Floor Covering Distributors (NAFCD). The delegation also took the opportunity to visit a number of the local manufacturing plants of exhibiting Chinese companies.

As part of the Bamboo Flooring Hosted Buyer Program, an international delegation of bamboo flooring buyers visited the Anji Bamboo Pavilion, which occupied all of Hall E3, on the first day of the fair. The program is a joint project between the trade fair organizers and



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