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**Digitalisation: the megatrend at Texcare International**

Texcare International, the leading world trade fair for modern textile care, will open its doors in Frankfurt am Main from 20 to 24 June 2020. Over 300 exhibitors from all over the world are expected; they will be presenting their innovations, developed specifically in time for the show, to an international trade public. The products at the trade fair range from machinery, plant and equipment to detergents and cleaning agents, as well as IT and logistics solutions, linen and workwear.

The single major trend in the sector is digitalisation, which is, for instance, set to increase productivity through the use of digital and smart solutions, minimise down time, improve sustainability credentials, and offer customers new business models. The main themes at Texcare International 2020 pick up on these trends under the headings ‘Smart Factory’, ‘New Business Models’, ‘Sustainability’ and ‘New Work – New Learning’.

The market leaders in textile care will be showcasing smart solutions at Texcare International, aimed at helping companies increase their competitiveness.

The driving issues in the sector are also reflected in the Events Programme at Texcare International. The Texcare Forum, from 20 to 23 June 2020, offers in-depth information from leading experts all over the world for both dry cleaners and laundries. Further highlights include the Texcare Fashion Show and Young Texcare, a competitive event for trainees from all over Europe.

Further information is available here:

[www.texcare.com](http://www.texcare.com)

www.texcare.com/LinkedIn

[www.texcare.com/facebook](http://www.texcare.com/facebook)

[www.texcare.com/twitter](http://www.texcare.com/twitter)

[www.textile-care.messefrankfurt.com/newsroom](http://www.textile-care.messefrankfurt.com/newsroom)