*Text for printed magazine*

**Texcare International identifies digitalisation as core theme**

From 20 to 24 June 2020, at Texcare International in Frankfurt am Main, over 300 exhibitors will be presenting their innovations for laundries, dry cleaners and textile services. The industry takes advantage of the four-yearly cycle of Texcare International, which reflects the sector’s own innovation cycle, to introduce its new products to an international trade and professional public for the first time. The products at the specialist show range from machinery, plant and equipment to detergents and cleaning agents, as well as IT and logistics solutions, linen and workwear.

As with many sectors, digitalisation is the uncontested major trend in textile care, too. Smart solutions are the order of the day. And the four main topics at Texcare International take their cue from digital approaches to and solutions for the challenges faced by the sector: ‘Smart Factory’, ‘New Business Models’, ‘Sustainability’ and ‘New Work – New Learning’.

**Progress via digital, inter-connected solutions**

The headline theme ‘Smart Factory’ covers the all-embracing digital control of a laundry, including unbroken communication between the machines. Modern 3D camera technologies and RFID chips, together with the use of robots and artificial intelligence, all help in implementing the vision of the fully automated laundry. The smart laundry contributes to increasing productivity, measuring diversity and guaranteeing delivery as promised.

Digitalisation opens up new ways for textile cleaning services to contact their customers. New business models are emerging that facilitate contact via online shops and apps, offering innovative collect and delivery services, organised in cooperation with logistics companies.

One of the central drivers of innovation is ‘Sustainability’. And Texcare will be presenting a host of new technologies and processes for laundries and dry cleaners with regard to energy efficiency, reduction in the use of detergents, water purification and water recycling. The sector is also working on solutions that go beyond the individual business, in order to progress towards the notion of the ‘circular economy’.

Digitalisation is changing the world of work and, against a background of insufficient numbers of qualified staff, it offers attractive opportunities for professional development and staff retention. These aspects are covered under the top theme of ‘New Work – New Learning’.

**Forums, fashion shows and competitions: Texcare’s rich and varied complementary programme.**

All the above-mentioned issues in the sector are also reflected in the complementary programme at Texcare International. The Texcare Forum, from 20 to 23 June, will be making a crucial contribution to the transfer of knowledge at international level and to discussions amongst experts and business partners. In designing the content of the conference, Messe Frankfurt will be working closely with the German Dry Cleaning Association *(Deutscher Textilreinigungs-Verband)* and the Textile Care, Fabric and Leather Technologies Division of the Association of the German Mechanical Engineering Industry *(VDMA)*, as well as with other international associations.

For the first time, the last day of the show, 24 June 2020, will be devoted to the profession’s younger generation, under the heading ‘Young Texcare’: trainees from all over Europe will be divided into mixed teams and will compete in various disciplines. And visitors to the show will be able to get information about the latest collections of workwear and protective clothing at the Texcare Fashion show, to be held in the Galleria.

Other, independent events are being held to coincide with the trade fair, including the World Textile Services Congress on 18 and 19 June ([www.itsa-alliance.org/wtsc20](http://www.itsa-alliance.org/wtsc20)) and the presentation of the CINET Global Best Practices Awards ([www.cinet-online.com/awards](http://www.cinet-online.com/awards)) on the first day of the trade fair (20 June).

Additional information:

[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)

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