

Wanted: Start-ups with innovations for textile care

From 24-hour deliveries, status tracking and green packaging to textile recycling and innovative cleaning technology: new services have the potential to revolutionise the business of dry cleaners and laundries. Against this background, Messe Frankfurt invites start-ups to present their products and ideas at Texcare International. The world's most important event for the textile-care sector in Frankfurt am Main from 27 November to 1 December 2021 offers young entrepreneurs outstanding opportunities to draw the market's attention to their innovations.

The demands placed by both private and commercial customers on textile care are extremely high, especially in terms of speed, immediate availability, transparent communication and sustainable solutions. In this connection, Johannes Schmid-Wiedersheim, Director of Texcare International at Messe Frankfurt, says, "Start-ups have an important role to play when it comes to promoting digitalisation and sustainability in the world of textile care. In many cases, they succeed quickly in transforming the results of scientific research or trends from other sectors into useful projects. To support this, we want specifically to promote young, agile companies at Texcare International and offer them an attractive 'Start-up Package'."

Digital platforms offer dry cleaners and laundries an opportunity to promote their services online in a modern way. Summarising what makes these platforms so important, Daniel Dalkowski, Managing Director of the European Research Association for Innovative Textile Care (EFIT), says, "Digital platforms are undoubtedly one of the most important achievements of recent times – not just because there are so many of them but also because they have found imitators in the sector. In this case, the innovation is to be seen in a combination of ordering, flexible logistics and billing in a smartphone app or online platform."

With their robotics solutions and bright ideas for artificial intelligence, IT start-ups help textile care companies on their way to becoming smart laundries. Elgar Straub, Managing Director, VDMA Textile Care, Fabric and Leather Technologies, explains how machine and plant manufacturers have benefited from their input: "In the field of mechanical engineering, an important role is played by start-ups offering technical solutions covering a broad spectrum of sectors, e.g., virtual machine commissioning and the optimisation of production process chains."

Naturally, company founders in other disciplines are also putting forward their ideas. Against the background of the plastic waste debate, there are, for instance, numerous start-ups offering biodegradable packaging materials. As well, there are start-ups in the field of textile recycling, which process used workwear or laundry and thus contribute to the circular economy. And what does the future hold for the sector? One thing is for the experts certain: artificial intelligence and automation offer a great potential for 'outsiders' with genuine innovations to gain a foothold in the market. Improvements in the logistics chain of laundries and dry cleaners also have excellent chances of success.

Market entry at Texcare International

Texcare International from 27 November to 1 December 2021 offers start-ups an outstanding opportunity to draw attention to their services and to make contact with established companies. The Start-up Package of Messe Frankfurt includes a turnkey exhibition stand.

The prerequisites for participation:

- The company was founded no more than ten years ago per 27 November 2021
- The company employs max. ten people.
- The annual turnover does not exceed € 1 million (net).
- The start-up offers innovative products or services especially for the textile-care sector.



Start-ups are changing textile care.
Source: Messe Frankfurt, Jens Liebchen

The product spectrum of Texcare International embraces machines and plant, laundry and cleaning substances, IT and logistics solutions and workwear and laundry.

In addition to Texcare International, Messe Frankfurt organises trade fairs and conferences for the textile-care sector in all major economic regions of the world (www.texcare.com/brand).

Presse releases & images:

www.texcare.com/press

Social media:

www.texcare.com

www.texcare.com/facebook

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www.texcare.com/linkedin

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 2020