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| Texcare 2024 shows the innovative power of textile care |

Texcare International will once again bring the global textile care industry together in Frankfurt am Main from November 6 to 9, 2024. The top themes of automation, energy and resources, the circularity and textile hygiene will be the focus of the world's leading trade fair and will provide the market with new impetus. Leading manufacturers from all over the world and from all product areas of textile care have registered.

Texcare International, from 6 to 9 November 2024 in Frankfurt am Main, is at the top of the agenda for the international textile care industry. Messe Frankfurt is expecting over 300 exhibitors from 30 countries to present their innovations to international trade visitors. In addition to the large, established manufacturers of machines, chemicals, textiles and accessories, there will also be many new companies, for example from the fields of robotics and IT. The top exhibiting countries after Germany are Italy, the Netherlands, Belgium, the UK, Spain, Switzerland, the USA and Turkey.   
The industry is facing major challenges, which will be the focus of discussions at the leading international trade fair. These include climate-friendly processes, rising energy and material prices and, last but not least, the skilled labor shortage.

### Mirror of the industry: the top topics

Texcare 2024 reflects the topics that significantly influence the business of trade fair participants. At its core are the top themes of automation, energy and resources, cycles and textile hygiene. They characterize the offers at the stands and the professional event program.

* **Automation** and digitalization have made textile care processes significantly more efficient. This not only optimizes the flow of goods and data, but also replaces strenuous work and simplifies interactions with customers. There are also solutions to the issue of staff shortages: With the help of robots, sensors and artificial intelligence, companies have the opportunity to compensate for staff shortages, automate repetitive work and become more independent and efficient overall. At the same time, employees benefit from a higher quality of work and new opportunities for development.
* The economical use of **energy and resources has** become one of the most important targets in textile care, and not just since climate change began to make itself felt worldwide. Many laundries and dry cleaners are re-evaluating their processes in light of today's requirements for consumption, emission avoidance and reduction of the CO2 footprint. The question of the energy sources of the future is also becoming increasingly urgent.
* The cleaning and reuse of textiles is a perfect example of functioning **cycles**: the continued use of high-quality textiles makes both economic and ecological sense. The industry can also benefit from a circular approach in other respects. In the production facilities, water and energy are largely recycled. With the help of state-of-the-art technology, water and energy are used sparingly, recycled and regained. And even at the end of the useful life of textiles, there is a new beginning: developments in textile recycling are another hot topic at Texcare International 2024.
* Textile care companies have always been specialists in the hygienic reprocessing of textiles. The industry therefore expects demand for **textile hygiene** in the healthcare, hotel and tourism sectors to continue to grow.

**The events: the plus for a visit to the trade fair**In addition to the exhibitors' highlights, the event program sets new accents. Here, the top themes mentioned will also be discussed in detail.   
The Texcare Forum will contribute to the transfer of knowledge between manufacturers, users and experts on all four days of the fair. Messe Frankfurt is working closely with its partners, the German Textile Cleaning Association (DTV) and VDMA Textile Care, Fabric and Leather Technologies, as well as other international associations, to develop the content of the conference.   
Under the heading "Young Texcare", activities are planned that are specifically aimed at young people in the industry.   
Guided tours will help visitors to discover and categorize the many innovations that exhibitors are bringing to the fair.   
In addition, important associations use Texcare as a platform for their own events. For example, CINET (Comité international de l`Entretien du Textile) invites visitors to its World Congress and presents the Global Best Practices Awards.

Texcare International - the world market for modern textile care - will take place from 6 to 9 November 2024 in Frankfurt am Main.  
[www.texcare.com](http://www.texcare.com)

Follow Texcare and use the official hashtag **#Texcare24**<http://www.texcare.com/follow-texcare>

The "Texcare Navigator" smartphone app is the mobile orientation aid before and during the trade fair: <https://texcare.com/app>