

Clean Tech. Global Trends. Fresh Insights.

The textile care industry in dialogue –
all year round.

The Textile Care Industry Portal is Texcare's digital industry platform, connecting the global textile care community beyond the trade fair itself.

While Texcare brings the industry together every four years and sets important new directions, the portal provides a year-round platform for current developments, relevant trends and in-depth industry content.

The portal enables you to reach international decision-makers, experienced industry professionals and the next generation of textile care talent. Are you ready to keep your brand and expertise visible all year round while engaging directly with your target audience?

Discover your marketing opportunities now:

[View products](#)

Textile Care
Industry Portal

What's next? Find out here first.

Forward-looking, international, and always in tune with the industry, the Textile Care Industry Portal is the central platform for the latest developments in professional textile care, technologies, processes, and markets.

Through engaging articles, market perspectives, and international insights, we highlight the topics shaping the industry – and put you right at the center of it. As a central source of industry news and expert content, the portal provides a strong platform for presenting your expertise to key decision-makers and thought leaders of the textile care industry.

Act early to secure one of the limited advertising opportunities and set new trends in professional textile care.



We deliver reach and access to industry experts.

Internationality:

Strong presence across key textile care markets:

✓ DACH ✓ UK ✓ USA ✓ Scandinavia ✓ Eastern Europe

Your industry audience at a glance.

- + **Manufacturers:** machinery, textiles, chemicals, and software solutions
- + **Service providers:** laundries, dry cleaners, textile rental services and logistics companies
- + **Decision-makers:** hospitality, catering, healthcare and industrial sectors
- + **Trade media & industry organisations:** research institutions, trade publications, associations and professional bodies

Ø Monthly users*

3.860

Ø Returning users*

34 %

Ø Monthly page views*

7.342

The breadth of industry expertise on one platform.

- + Regular, exclusive content: more than 100 content pieces per year, including articles, expert interviews, whitepapers, studies and video formats
- + Updated and curated daily: insights from around 170 international editorial sources in the newsroom
- + Comprehensive supplier directory: more than 300 companies from around the world

Maximum reach through strong distribution.



Texcare newsletter.

- + Direct distribution: your content reaches B2B professionals across the textile care industry
- + Regular communication: a qualified industry audience is addressed every two months
- + Bilingual publication: published in both German and English



Social Media.

- + Content amplification: your content is distributed across international social media channels
- + Cross-channel presence: LinkedIn, Instagram, Facebook and YouTube
- + Targeted reach: relevant audiences across digital channels



Event Audience.

- + Visibility across the network of five international textile care events in the Texcare portfolio
- + 11.000+ visitors per year; 400 exhibitors worldwide



Part of the global industry dialogue.



Access to your key industry audience.

Your content reaches the audiences of Messe Frankfurt's international Textile Care Events – from Texcare International, Texcare France and Texcare Asia to The Clean Show and Clean India Show.



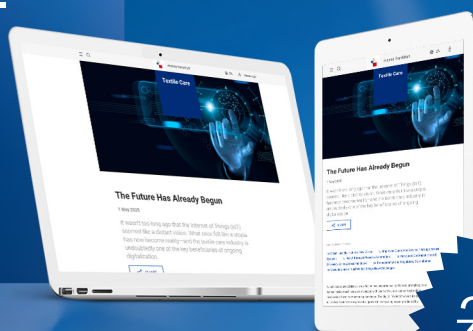
Stay present – even without exhibiting.

Benefit from the portal's connection to Messe Frankfurt's international trade fair network and position your content alongside the latest developments, trends, and innovations in the textile care industry.



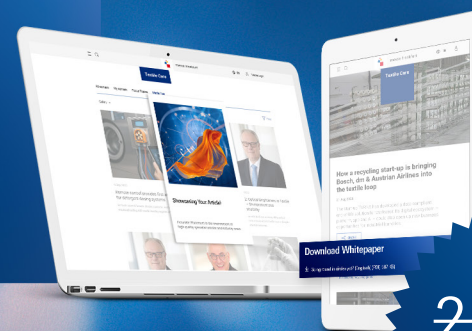
Mediakit

Adver- torial



~~2.500 €~~
1.500 €

White- paper



~~2.500 €~~
1.500 €

Showcase your solution.

Put your brand at the centre of industry news and trends. Whether through an specialist article, interview, or press statement, an advertorial allows you to showcase your expertise and engage your target audience through credible content.

Why advertorials?

- + Targeted: placement among high-quality expert articles and industry news
- + Audience-focused: your content placed where decision-makers look for solutions
- + Flexible: ideal for complex products and services that require explanation

Your package:

- ✓ Header image, headline, teaser & editorial text (DE & EN), 3–5 images
- ✓ Distribution via industry hub, social media & newsletter
- ✓ Optional: Reporting of page views

Details and Booking

Expertise that gets noticed.

Bring your solutions directly to the industry: With a whitepaper, you can share valuable expertise, position your company as a thought leader, and reach the professionals who are looking for in-depth insights.

Why a whitepaper?

- + Targeted: placement alongside industry news and expert voices
- + Audience-focused: your content where B2B decision-makers seek solutions
- + Extended reach: ideal for download and further distribution

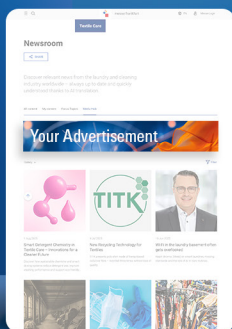
Your package:

- ✓ Whitepaper PDF (max. 25 MB), header image, headline, teaser & teaser graphic
- ✓ Distribution via industry hub, social media and newsletter
- ✓ Term: 1 year for maximum visibility

Details and Booking

Mediakit

Online banner



starting from
~~2.070 €~~
1.200 €

Any questions? We are happy to help.

Boost your brand visibility.

Position your brand prominently on our Industry Portal – right where decision-makers look for insights and solutions. Integrated into a high-quality editorial environment, your banner delivers exclusive visibility and strengthens your brand image.

Why online banners?

- + Brand-building: strengthen awareness and recognition among key industry audiences
- + Editorial placement: reach your target audience within the editorial section
- + Exclusive: limited booking opportunities

Your package:

- ✓ Banner formats: 10:1 (1.140 x 114 px) or 6:1 (1.140 x 190 px), including a link
- ✓ Term: 12 weeks
- ✓ Optional: reporting of page views after two months on request

Details and Booking



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