

Most extensive supporting programme ever

International conference, workshops, fashion shows and awards - TV TecStyle Visions offers trade professionals a complete overview of the industry

Visitors and exhibitors at TV TecStyle Visions 2012 are already looking forward expectantly to the forthcoming international trade meeting of professionals in textile printing, embroidery, flock coating, laser marking and rhinestone finishing. On 2 February 2012, the international trade show at Stuttgart Trade Fair will open its doors again for the seventh time. Besides the 200 exhibition stands, visitors can also look forward to events in a support programme which is more extensive than ever before, with innovative new solutions and practice-related presentations.

TV technical forum

The TV technical forum includes no less than 20 seminars offering visitors added value to enhance their trade fair visit. Experts from the fields of textile printing, embroidery, flock, marketing, safety in the workplace and quality control will offer practice-oriented professional seminars for textile decorators. The seminar programme will once again be hosted by TVP, the official media partner of TV TecStyle Visions. Seminar leaders will include: Barbara Stümer (Tex Design), Michael Hildebrandt (Poli-Tape Klebefolien GmbH), Edvard Crnic (Maag Flockmaschinen GmbH), Holger Walter (Kissel + Wolf GmbH), Massimo Baezzato (ConStitch), Robert Deppner (Karl Gröner GmbH), Andreas Rust (Russell Europe), Frank Poppensieker (Neenah Transfers), Jürgen Schwarz (Kissel + Wolf GmbH), Ralf Appelbaum (Multi-Plot Europe) and Birgit Jussen (Quality Matters – sewing technology and quality consultancy).

Fashion shows

Three times daily, at 10.30 a.m., 1 p.m. and 3 p.m., promotional textile and workwear garment manufacturers and traders will present textile fashions for 2012 at the show stage in Hall 6. In each 30- to 40-minute show, trade fair visitors will gain a vivid impression of the new advertising and promotion collections. Included here will be the clothing manufacturers and textile wholesalers C.G. Workwear, Switcher, Promodoro Fashion, L-Shop-Team and Gildan.

Presentation of the Golden Shirt Award

“Communicate the Community” was the theme of this year’s Golden Shirt Award, which again met with great interest from textile decorators. TVP once more organised the award, which will be conferred during the TV TecStyle Visions trade fair. By the closing date at the end of September 2011, a total of 56 competition entries had been received. Besides the theme already mentioned, a further entry condition was that at least two textile finishing techniques must be combined. The entries were judged at the advisory board meeting on 3 November 2011 by the TV TecStyle Visions trade fair advisory committee. The committee, made up of both exhibitors and market experts, comprised: Michaela Kensbock (Amann & Sons), Adalbert Moller (Borchert + Moller), Tobias Lembach (Mountek), Joachim Rees (Multiplot Europe), Mario Panter (Print Equipment), Paul Geiger (Heinz Walz), Sebastian Reitmeister (Falk & Ross Group), Stephan Gunold (Gunold), Jörg Bittorf (L-Shop-Team), Julia Liesenhoff (Madeira Garnfabrik), Peter Niedermann (Oerlikon Saurer Arbon AG - Melco) and Elke Bobek (Promodoro Fashion).

3,000 euros, sponsored by Anvil, await the winner of the “Golden Shirt Awards 2012”. Second place attracts a prize of 2,000 euros, offered by Melco. Third place, worth 1,000

euros in prize money, has been made available by Madeira Garnfabrik. The special prize in the “Flock” category is worth 500 euros, and is sponsored by Maag Flockmaschinen. There is another special prize on offer for the first time this year in the “Rhinestones” category, likewise worth 500 euros and sponsored by IVM SignTex. The winners will be announced during TV TecStyle Visions on 2 February 2012 at 5.30 p.m. on the show stage in Hall 6. All submissions to the “Golden Shirt Award” will also be presented in a special fashion show. The presentation will be organised and run by a network of diverse institutions in Plauen, coordinated by the German Embroidery Innovation Centre.

Rhinestone area presents an overview of the current in-theme

A highlight of TV TecStyle Visions will be the special show on rhinestone application workflow. Besides being all the rage in Street Fashion, rhinestone decorations are currently also in great demand in the field of textile advertising. An aim of the project is to give a live demonstration of all aspects of textile finishing with rhinestones and crystals. The focus will be on creative devising of patterns, the use of design software, the manual preparation of rhinestone transfers with lasers and plotters, mechanical rhinestone setting using automatic setting machines, and consumables. Partners in this special show are Franz Hagemann GmbH & Co. KG, IVM SignTex GmbH, Mountek GmbH and Northcraft GmbH.

Charlie’s Corner presents textile screen printing

Charlie Taublieb, the expert specialist author and seminar leader of worldwide renown, will, for the first time, give live demonstrations of screen printing in Hall 4. Textile printers will thus have the unique opportunity of talking shop with Charlie, alias Dr. Print, while printing their own T-shirt. Charlie’s Corner is being sponsored by Borchert + Moller, and the company will provide a textile printing carousel and a dryer. Rutland is sponsoring the screen print inks.

Presentations on sustainability and respect

Robin Cornelius, founder and current chairman of the board of the Swiss textile manufacturer Switcher, will give a talk on sustainability in the clothing industry, with a special focus on the theme of respect. The branding specialist Andreas Kiesewetter, from Kiesewetter Agency in Freiburg, will present the first results of brand and marketing strategies developed in collaboration with winners of the TecStyle Brand Award. Further presentations are also in preparation.

Textile screen printing: five companies, one stand

“Future Textile Solutions” is the motto under which five firms will present an entirely new concept at TV TecStyle Visions in Stuttgart in 2012. Uniting the whole world of textile screen printing in a space of 182 square metres, they will exhibit SOL textiles, screen print and colour management solutions from Fujifilm Sericol, a printing machine from Digotex and a new dryer from Delta Systec. The company Textildruck Steitz will also be there, as a highly experienced service provider that combines all these components on a daily basis. Visitors to the TV trade fair can thus witness the whole printing process at just one stand, and also talk to relevant suppliers of textiles, dyes and machines.

The T-shirts printed with a motif during the trade fair will be offered in exchange for a donation. Income from this will go to the “Children’s Future” foundation (www.kinderzukunft.de). All customers will therefore be able to do a good deed at the same time as witnessing high-quality printing at first hand. In fact, sustainability is a very important theme for all these companies. The T-shirts for this charity campaign are made of organically grown cotton, and printed using only phthalate- and PVC-free

dyes. And the dryer, presented at the TV trade fair for the first time ever, is, according to its manufacturers, very low in emissions and economical to use.

TV trade fair presents a revolutionary solution to combat textile product piracy

Product piracy, product forgery or brand piracy – whatever you like to call it, the annual cost amounts to billions. Product piracy and product forgery are severe crimes, which impact on the economy, fair competition and the employment market. According to the current EU Commission report on product piracy (Report on EU customs enforcement of intellectual property rights), the number of registered imports rose from 43,572 in 2009 to 79,112 in 2010. In 2010, the number of confiscated articles stood at 103,306,928. The EU Commission estimates that the total value of these goods in the retail market would have been 1,110,052,402 euros. Seven percent of this sum relates to clothing, states the EU report. Brands such as Nike, Adidas, Puma or Diesel are most affected.

The import of forged brand products is not however the concern of the EU Commission or national police forces alone. The industry itself is also working flat out to find technical solutions to – at least – make forgeries easier to spot, even if their manufacture cannot be prevented altogether. As is now known, an exhibitor at TV TecStyle Visions will present a highly complex high-tech solution at the forthcoming 2012 trade fair. This will enable customs officers to recognise and confiscate forged textiles relatively easily in future. The whole project is still subject to confidentiality at present, and the development partners involved have agreed to air the secret only one day before the start of TV TecStyle Visions. The development of this technology was supported by the Federal Ministry for Economics and Technology, and arose in collaboration with a well-known German textile research institute, along with various industry partners.

Sportswear & Fashion T-Shirt Printing Conference

ESMA (European Specialist Printing Manufacturers Association) has already organised many conferences on specialist industry themes. At the Stuttgart “Sportswear & Fashion T-Shirt Printing Conference“ however, on 3 February 2012, the assembled professionals will turn their attention to textile printing for the first time. It is not quite by chance that this event will be held alongside TV TecStyle Visions, where, from 2 to 4 February 2012, textile printing will naturally play an equally central role. The one-day conference will focus on production of fashion, sport and promotional clothing, and will highlight digital and screen printing technologies. Presentations will look at textile printing practice and the latest developments in fashion clothing and sportswear.

The TV trade fair: an overview

Dates: 2-4 February 2012

Online tickets: www.messeticketservice.de

Ticket prices:

One-day ticket: 20 euros

Concessions: 9 euros

Three-day ticket: 40 euros

Trade fair catalogue: free on-site

TV specialist forum: registration for seminars at

www.tecstyle-visions.com/fachforum

TV TecStyle Visions on Facebook: Search under: TV TecStyle Visions

TV TecStyle Visions on-line: <http://www.tecstyle-visions.com>

Note for journalists:

You can download a text file and trade fair photos of the last TV TecStyle Visions plus trade fair logos at: www.tecstyle-visions.com.