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Great response to the TV trade fair

Attractive special shows and informative seminars as an integral part of the forum for textile finishers and advertising experts

Technical seminars on the topics of embroidery, printing and flocking, several fashion shows every day, a special show on workflow in digital textile printing and the Marketplace for Textile Licences – these are just a few of the highlights of the forthcoming trade fair “TV Textilveredlung & Promotion”, which will be held in Stuttgart from 25 to 27 January 2008. There are already indications that a record number of exhibitors (up to 150) will take part in this event.

The TV trade fair, which is supported by Falk & Ross as the main sponsor, will be held for the first time at the New Stuttgart Trade Fair Centre next door to Stuttgart Airport. The forum for textile finishers and “textile“ advertising experts will therefore more than do justice to its reputation as the leading European event for textile printing, transfer, flocking, embroidery, textile advertising and corporate fashion. More and more companies from all over Europe are registering for TV 2008. Five months before the start of the trade fair, the first visitors are already registering via the online system. In addition to Germany, visitors to TV will come from France, Spain, the United Kingdom, Ireland, Austria, the Czech Republic, Slovenia and Turkey.

Informative accompanying programme

Whereas exhibitors at TV will naturally highlight the techniques and materials used in textile finishing, the extensive accompanying programme will again form an integral part of the European forum for textile decorators. The visitors to the trade fair (anticipated number: well over 6,000) will therefore obtain information on machines, consumables and textiles, as well as insights into the practical implementation of all kinds of material decoration and numerous ideas and suggestions regarding potential lines of business.

TV Technical Forum

Technical seminars with the aim of imparting technical knowledge of printing, embroidery and flocking will again be held during the TV Technical Forum, i.e. on all three days of the trade fair from Friday to Sunday.

The embroidery and training professionals Daniela Hutter (Emtrain) and Massimo Baezzato (ConStitch) will hold a seminar entitled “Embroidery: from the pattern to the embroidery sample” on the Friday and Sunday. This seminar is aimed at embroiderers without any basic knowledge. A seminar entitled “Production of lettering“ will take place on the Saturday. It is intended for embroiderers who already have some preliminary knowledge of punching and embroidery.

The topic of embroidery will also be examined during the daily seminars entitled “Punching for experts” with Bonnie Nielsen (Madeira), an author of numerous technical articles and the technical book “The Art of Punching”. If required, these seminars will be held in two languages (German and English) in cooperation with employees of Madeira.

During the Technical Forum, the Association of the Flock Industry Europe and various specialists will jointly stage seminars on the topic of textile flocking. Separate workshops for beginners and experts have been announced.

Robert Deppner (Karl Gröner GmbH) will focus on “Colour separation in textile screen printing“ during his seminars. Seminars for textile screen printers without any basic knowledge will take place on the Friday and Sunday. The Saturday will then be devoted to advanced textile screen printers with some basic knowledge.

Attractive shows on the catwalk

Visitors to the trade fair, who want to obtain information on trends in promotionwear and corporate fashion, will be able to do so on the stands of the large number of textile manufacturers and retailers, as well as during the fashion shows.

Gustav Daiber GmbH will provide insights into the collections of James Nicholson and Myrtle Beach. The textile wholesaler Maier & Wydra will exhibit items from its extensive product range.

Trends relating to textile advertising media and corporate fashion will be presented by Promodoro. The textile wholesalers Aulenbacher and Karl Gröner will also take part in the fashion shows. The two textile producers Bella (USA) and Gildan (Canada) will also show products from their new collections for 2008.

Special show on workflow in digital textile printing

Another highlight of the forthcoming TV trade fair will undoubtedly be the special show on workflow in digital textile printing. gmk Veranstaltungsservice GmbH and Landesmesse Stuttgart (organisers of the trade fair) and TVP, the media partner and promotional supporter of TV, will use this show to present digital textile printing in all its facets from creative artwork production, data processing, colour management and printing through to cutting, further processing and making up. All parameters such as design, software, hardware, materials, inks, transfer papers and cutting solutions will be taken into account and presented. The project is being supported by different partners from the industry, including Multi-Plot Europe, Coldenhove, Georg + Otto Friedrich and the Lucerne School of Art and Design.

Brand licensing on textiles

The “Marketplace for Textile Licences” will give textile finishing and advertising experts a better understanding of the topics of licensing, merchandising and licences as marketing tools. The organisers gmk and Messe Stuttgart jointly launched the “Marketplace for Textile Licences” with the media partner Licensing Press during TV 2006 and presented know-how and products relating to characters, brands, art, entertainment, sport, people and business to textile segments specialising in retailing, advertising, merchandising and finishing. During TV 2008 licensors and licensing agencies will again have a platform to present the possibilities available on the licensing market.

For further information, please visit: www.tv-textilmesse.de

The press release in the Internet:

You can download this press release from the Internet at:

<http://www.tv-textilmesse.de/de/presse.html>