



Pressemitteilung · Press release · Communiqué de presse

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Falk & Ross support TV trade fair as main sponsor

Trade fair funding for young, innovative companies for the first time at TV 2010

The textile wholesaler Falk&Ross Group Europe is once again the official main sponsor of TV TecStyle Visions, the international trade fair for textile printing, embroidery, transfers and flocking, which will be held from 4 to 6 February 2010 for what is now its sixth year at Messe Stuttgart.

The rapidly expanding event in the coming year is receiving funding for the first time from the programme of the Federal Ministry of Economics and Technology to support participation in the trade fair by young, innovative companies.

“Join the textile Community” is the slogan of the international industry event of textile finishers that draws textile printers, embroiderers, flockers and textile advertising professionals from all over Europe and overseas to Stuttgart every two years. To keep the event firmly on its successful course, Falk&Ross Group Europe has once again pledged its involvement as it did for the last event as the official main sponsor of the TV trade fair.

“As the industry leader in the area of distribution, it goes without saying that we are visibly committed and involved in the industry’s DEM trade fair event into which the TV has developed over the years,” explained Bettina Kutien, who is responsible for marketing at Falk&Ross. She added: “We exclusively expect high quality visitors. For us, scatter loss is reduced to a minimum at this trade fair, as it is almost exclusively our direct target group that is addressed here. As a company that is already operating Europe-wide and that is rapidly expanding above all in Europe, we hope to strengthen our direct contact with the customers of our subsidiaries abroad through the internationalisation of the TV which everyone is striving for; a fact which is also made clear through the new name.”

Company founder Stephen Ross explained the decision to become involved in TV TecStyle Visions in a nutshell: “We are the leader in the sale of promotional textiles and therefore we have to be the main sponsor of TV TecStyle Visions.”

According to Bettina Kutien, the textile wholesaler, which is based in Sembach near Kaiserslautern, sees itself primarily as a service company and wants to personally present the various levels of customer services. This includes its large product range, high level of availability, ultra-modern warehouse and dispatch logistics, trained sales staff and its web shop, to name but a few.

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As a direct effect of its sponsoring, the company hopes to improve its image at the European level, achieve greater attention among existing customers and, naturally, to attract the interest of potential new customers.

BMW i to support the involvement of young, innovative companies in the trade fair

The Federal Government's funding programme for supporting participation in the trade fair by young, innovative companies will be continued until at least 2013. In August this year, the Federal Ministry of Economics and Technology (BMW i) announced that within the scope of the medium-term financial plan, 3 million euros have been earmarked for every year of this programme for the next four years. Young, innovative companies in the market for textile finishing and promotion will now also be profiting from this decision, as the BMW i has for the first time decided to include the TV TecStyle Visions in this funding programme for the year 2010. Support will be granted to companies based in Germany with less than 50 employees and a maximum annual turnover of 10 million euros. Furthermore, the companies must be less than ten years old. The participants in the joint stand are only required to make a contribution of 20-30% towards the costs for stand hire and construction. Roland Gruber, Managing Director of the trade fair organiser gmk Veranstaltungsservice GmbH, welcomed this support for young, innovative companies with regard to the international marketing of their products. "In view of the current economic climate, this signal from the BMW i comes at just the right time. For young companies it is extremely important to be able to turn their innovations into business success stories with a calculable outlay of expenses."

Additional information can be found on the website at www.bafa.de (Wirtschaftsförderung/Messeprogramm junge innovative Unternehmen; only available in German).

The trade fair on the internet: <http://www.tecstyle-visions.com>
Download the logo: <http://www.tecstyle-visions.com/logo>
List of exhibitors: <http://www.tecstyle-visions.com/de/besucher/av.html>