



Pressemitteilung · Press release · Communiqué de presse

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TV trade fair attracts visitors with colourful supporting programme

Specialist forum, Golden Shirt Award, Flock Application Area and fashion show

Printing, embroidering, flocking and promotional textiles – these core topics of the international trade fair TV TecStyle Visions, which will take place from 4 to 6 February 2010, is also reflected in a colourful supporting programme for trade fair visitors. The specialist TV forum, the presentation of the Golden Shirt Award, the Flock Application Area and daily fashion shows are just a few of the many highlights hosted by the trade fair.

TV specialist forum

The specialist TV forum presents practice-oriented seminars about textile printing, flocking, embroidery, textile testing, marketing and much more. At the TV 2008, around 280 textile finishers attended the twelve seminars on offer. Next year, 21 seminars will be offered.

Daniela Hutter (Emtrain), Barbara Stümer (TexDesign), Massimo Baezzato (ConStitch) and Bonnie Nielsen (Madeira) will be dealing with such topics as embroidery and punching, designing embroidery patterns and the calculation of prices in the embroidery industry. Robert Deppner (Karl Gröner GmbH) introduces practical combination techniques from textile finishing. Mario Panter (Print Equipment) looks into the topic of personalisation in sublimation etc. Edvard Crnic (Maag Flockmaschinen) and Holger Walter (KIWO) discuss direct flocking of textiles. Thomas Nowack (Aulenbacher GmbH) asks the question “What is quality?” and talks about textile testing and quality control in promotional textiles. Andreas Rust (Russell Europe) introduces marketing tools for textile finishers. André Stemmermann (Texet GmbH) proposes: “Cooperate, don’t compete” and presents strategies designed to strengthen sales.

The complete seminar programme is available under menu item “Supporting programme” at www.tecstyle-visions.com, where you can also register.

Presentation of the Golden Shirt Award

The Golden Shirt Award was once again very popular. It was offered by the specialist magazine TVP Textilveredlung & Promotion and presented during the TV trade fair. Until the closing date at the end of September 2009, a total of 88

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submission were made on the topic of “the colour red”. One condition for participation was that at least two textile finishing techniques had to be combined. The entries were assessed by the trade fair advisory board, which consisted of market experts who were also exhibitors: Michaela Kensbock (Amann & Söhne), Dirk Aulenbacher (Aulenbacher), Adalbert Moller (Borchert + Moller), Ernst Ruhstrat (Hoff & Korbel) Ilona Kessler (IVM Sigtex), Bernd Gröner (Karl Gröner), Frank Klein-Hitpaß (Karl Gröner), Jürgen Dörfel (KIT), Jürgen Korge (Madeira), Tobias Lembach (Mountek), Joachim Rees (Multiplot Europe), Mario Panter (Print Equipment), Susanne Thaler (Flock Association of Europe) and Paul Geiger (Heinz Walz). The winner of the “Golden Shirt Award 2010” will receive 3,000 euros, donated by Melco Europe, the manufacturer of the single-head embroidery machine Amaya. Second place receives 2,000 euros, made available by IVM Sigtex GmbH. The 1,000 euros for third prize are donated by company Madeira Garnfabrik. The winners will be announced during the trade fair.

All submission will be introduced during a special show as part of the TV TecStyle Visions. A network of various institutions from Plauen under the direction of the German embroidery innovation association “Deutsches Innovations Zentrum für Stickerei e.V.” will organise and monitor the presentation. Student company prisma SGmbH of BSZ e.o.plauen, Fördergesellschaft für berufliche Bildung Plauen-Vogtland e.V. and Schaustickerei Plauener Spitze are also part of this network. The presentation will receive financial support from the Amann Group, Gunold GmbH, Karl Gröner GmbH and Landesmesse Stuttgart GmbH.

Flock Application Area

A technical highlight of the upcoming TV trade fair will be the special show on direct flocking of textiles. At Stand H71 in Hall 1, for instance, cotton bags will be printed and directly flocked and then presented to trade fair visitors as a giveaway. If you are interested, you can follow the entire flocking process. The topics will include the preparing of print templates, materials, screen manufacture, glues, flock fibres, the process of electrostatic flocking, drying, cleaning, and testing and measuring procedures.

The Flock Application Area will be supported by the companies Maag Flockmaschinen, MHM Siebdruckmaschinen, Sefar, Casati Flock, Tesoma, The Association of the Flock Industry Europe, Anton Hurtz, Beechfield, KIT Kroschewski Industrie Technik GmbH and Lockamp.

Fashion shows

Three times a day, the manufacturers and dealers of promotional textiles and workwear will present the textile trends for 2010 on the show stage in Hall 1.

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Trade fair visitors will be given the opportunity to see the new advertising and promotional collections during the 30 to 40-minute shows.

The trade fair online: <http://www.tecstyle-visions.com>

INTERNATIONALE FACH-
MESSE FÜR TEXTILDRUCK,
BESTICKUNG, TRANSFER
UND BEFLOCKUNG

INTERNATIONAL TRADE
FAIR FOR TEXTILE PRINTING,
EMBROIDERY, TRANSFERS
AND FLOCKING

Neue Messe Stuttgart
04.02 - 06.02.2010

In Zusammenarbeit mit:



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