



Pressemitteilung · Press release · Communiqué de presse

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## International growth for TV trade fair under new name

**Successful trade fair being constantly developed further - new  
trade fair name and logo!**

During the evening event with exhibitors of TV, the international trade fair for textile printing, embroidery, transfer and flocking, on 19 March 2009 in Wiesbaden, the organisers, gmk Veranstaltungsservice GmbH and Landesmesse Stuttgart GmbH, announced a change of name for the event which continues to experience exceptional growth. The next trade fair, which will take place from 4 to 6 February 2010 at the new Stuttgart Trade Fair Centre, will be accompanied by a new logo and trade fair slogan "Join the textile community!" and will also bear a new name "TV TecStyle Visions". The aim of this measure is to establish the international character of TV, starting with its name.

Over the last ten years, the TV trade fair has succeeded impressively in combining the themes of textile printing, embroidery, transfer and flocking, as well as advertising media and corporate fashion, and has also consolidated the sectors of textile decoration and textile promotion. After originally starting out with 70 exhibitors at the first trade fair in 2000, this figure more than doubled at TV 2008, where 150 companies showcased their products and services. The number of visitors has also more than doubled in this period from less than 3,000 at the first event to 7,231 at the last trade fair.

In the meantime, the textile decoration market has undergone many great changes. The industry players are now trading and operating on an international field. Production and trade have long been the global challenges of the market. The TV trade fair has also grown over the years, mainly due to its increasing international character.

Today, the TV trade fair, with its particular focus on textiles, is the central and leading specialist trade fair for textile printing, embroidery, transfer and flocking throughout Europe. Roland Gruber, founder of the TV trade fair and Managing Director of gmk Veranstaltungsservice GmbH, added, "the TV trade fair arrived to the centre of Europe and will continue to strengthen its international character".

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Geschäftsführung)

Mitglied bei:  
AUMA · FKM · ICCA · IDFA  
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In order to meet with the high degree of internationality in the future, the people in charge of the TV trade fair decided on a new name, "TV TecStyle Visions". Annabell Bischoff, TV Project Manager at Messe Stuttgart, stated that "the new trade fair name, TV TecStyle Visions, suits the international face of the trade fair very well and reflects not only the various decoration techniques but also the combination of current collections of promotion wear and textile visions".

### Textile Community

Alongside the unveiling of the new name and logo for the trade fair, the evening event in Wiesbaden, which was attended by exhibitors and other guests, also signalled the start of the new "Textile Community". The TV trade fair platform is thus to be complemented in the future with additional services for exhibitors and visitors and communication within the printing, embroidery and flocking industry will therefore be promoted. These measures are reflected in the new claim "Join the textile community!" and are seen, for example, in the new service offers such as the online job market for the specialist world of textile printing, embroidery and flocking. As the TV trade fair only takes place every two years, it is also planned to stage special events during the interim years for the mutual exchange of information within the industry.

When the doors to the TV trade fair are opened again from 4 to 6 February 2010, over 150 exhibitors from all over the world will be showcasing their products and services in the areas of printing, embroidery and flocking, as well as clothes for advertising, promotion and corporate fashion. In addition, you will clearly have more space in comparison to the previous event with over 20,000 m<sup>2</sup> in Hall 1.

It goes without saying that companies in the textile printing, embroidery, transfer and flocking industry have not escaped unaffected by the current economic climate. Nevertheless, a generally positive sentiment can be detected among the current registration figures for TV 2010. According to the organisers, gmk Veranstaltungsservice GmbH and Landesmesse Stuttgart GmbH, approximately 80 companies have already confirmed their participation at next year's event. To simplify the registration process for other interested companies, it is now possible to register online on the trade fair homepage, which has been completely reworked and updated (<http://www.tv-textilmesse.de>). The link can be easily found on the homepage at <http://www.tv-textilmesse.de>. The exhibitor list for TV 2010 is constantly updated on the homepage.

New Internet address: <http://www.tecstyle-visions.com>



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Download the new logo: <http://www.messe-stuttgart.de/cms/presse.0.html>

Online job market: <http://www.tecstyle-visions.com/jobboerse>

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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