

Press Release

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More than 40 registrations already received for TV

The International Trade Fair for Textile Finishing and Promotion will again feature an attractive range of products and services and an extensive accompanying programme in 2008

13 months before the start of the 5th International Trade Fair for Textile Finishing & Promotion (TV), over 40 exhibitors have already confirmed that they will be attending the industry meeting-point for textile printing, embroidery, flocking, transfer printing, textile promotion and merchandising. The trade fair will be held for the first time at the New Stuttgart Trade Fair Centre from 25 to 27 January 2008. According to the organisers, gmk Veranstaltungsservice GmbH and Messe Stuttgart, TV will attract visitors from Europe and other continents to Stuttgart through an extensive accompanying programme featuring, for example, the staging of the new competition for the "Golden Shirt Award". In order to provide both exhibitors and trade visitors with detailed information on this industry event, the services, the exhibitors, the accompanying programme and much more besides in the run-up to the trade fair, the homepage of the TV trade fair has been completely revised and made even more user-friendly.

Exhibitors at TV Textilveredlung & Promotion regard the trade fair as the leading European event for textile decoration and textile promotion. Over 40 exhibitors have therefore already registered for the trade fair at the start of 2008. They include the following companies: Falk & Ross Group Europe, Aulenbacher, Amann & Söhne, Karl Gröner, Hakro, Madeira, Promodoro, Print Equipment, Heinz Walz, Mountek, Walter Schulze, Hebecker and New Wave. The two trade fair project managers, i.e. Anja Kühnscherf from gmk Veranstaltungsservice GmbH and Annabell Bischoff from Messe Stuttgart, said that they are expecting around 130 exhibitors and more than 6,000 visitors. 5,953 visitors from 35 countries came to the last event in Stuttgart in January 2006 in order to obtain information about the latest trends and developments in textile printing, embroidery, flocking, transfer printing and textile promotion from the 120 exhibitors and at the special shows during the trade fair. Roland Gruber, Managing Director of gmk Veranstaltungsservice and initiator of the trade fair, is also anticipating further growth at the event in January 2008: "TV is *the* trade fair of the future for many exhibitors, we have nowhere near exhausted its development potential."

Website completely revised

The Internet is increasingly becoming a prime source of information, especially in regard to trade fairs. The organisers of TV have recognised this trend by completely revising and modernising the trade fair website www.tv-textilmesse.de. In addition to clearly arranged menu items, the new database-supported website contains a raft of new features for both exhibitors and visitors.

After receiving an access code, exhibitors at TV will be able in future to personally update their data for the online and printed trade fair catalogue and use Internet services relating to their attendance at the trade fair. Visitors will be able to obtain detailed information about the exhibitors and the complete accompanying programme. The contents of the website will be continuously updated and adapted to the needs of exhibitors and visitors.

“Golden Shirt Award” enters the next phase with a new topic

In addition to a fashion show, the TV Technical Forum, various special shows, talks and other key topics, the extensive accompanying programme of TV will again include the “Golden Shirt Award” which will be presented for the fourth time by the media partner of TV, i.e. the trade journal “TVP Textilveredlung & Promotion”.

The “2008 Golden Shirt Award” 2008 will be open to all textile finishers. The motto of the competition will be “Mix ’n’ Jet it“. The challenge for all competitors will be to combine innovative digital textile printing (inkjet) with at least one of the traditional finishing techniques of embroidery, printing (silk-screen and transfer printing) and flocking. The techniques can be demonstrated on shirts, all kinds of clothes, flags, etc.

The winners of the Award will be chosen by trade visitors at TV. Cash and non-cash prizes to the value of 10,000 Euro will be presented to the winners. The closing date for registration is 14 September 2007. The closing date for competition entries is 1 November 2007

The press release in the Internet:

You can download this press release from the Internet at:

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