

## Hygienic, sustainable, smart and future-proof: Texcare International revolves around the sector's top themes

**The coronavirus pandemic has shown without doubt that a professional textile service is of crucial significance to the health-care sector. Thanks to their certified hygienic processes, textile-care companies can guarantee safety and reliably ensure supplies in their region. Accordingly, hygiene is one of the top themes at Texcare International in November 2021. Other focal points include sustainability with regard to the circular economy, smart solutions using artificial intelligence and digital customer contacts. At the end of the year, Texcare is being held at the right time to discuss future-oriented business models.**

Texcare International in Frankfurt am Main from 27 November to 1 December 2021 will be one of the first international trade fairs for textile care to be held after the outbreak of the coronavirus pandemic. Accordingly, the sector has great expectations of it as a source of important impulses for the resumption of business.

### **The top themes in detail:**

#### **Hygienic: safety and well-being thanks to hygienic textiles**

Textile-care companies have always been specialists for hygienic textile dry cleaning and washing. As a result of the pandemic, this subject has shifted into customers' focus. Now, textile-care companies can use this knowledge to market their expertise more effectively. Thus, the sector expects growing demand in the field of textile hygiene not only in the health-care sector, but also in the hotel and tourism industry following the fresh start. Accordingly, Texcare International at the end of the year is set to be a vital hub for textile-hygiene innovations – from disinfecting processes for textile dry cleaning, via hygienic washing methods and detergents, as well as new documentary aspects, to anti-viral finishing of textiles during the washing phase.

#### **Sustainable: the circular economy and reusable solutions in the focus of the Green Deal**

The use of textiles in the health-care sector – from surgical gowns, sheets and masks to linen – is an important step forward towards greater sustainability through the circular economic model: reusable products result in less waste. With long-lived, wear-resistant textiles, gentle washing processes and efficient repair services, the textile-service sector is making a significant contribution to the circular economy called for by the EU within the framework of the Green Deal. New at Texcare International is the focus on textile recycling and environmentally friendly packaging. At the companies' premises, waste-water management, energy efficiency and heat recovery continue to play an important role.

### **Smart: AI and digitalisation are revolutionising textile care**

Monitoring processes in real time and intelligently networking them can bring about a significant increase in energy efficiency. Digitalisation and automation are already widespread in the textile-care sector. Now, with the aid of artificial intelligence, the aim is to further optimise the flow of goods and data, as well as to improve the customer interface, which enables companies to track their laundry at all times and check the process being used. As a driving force of digitalisation, the pandemic has demonstrated the importance of innovations in smart solutions for remaining fit for the future. Thus, the machine and plant manufacturers expect Texcare International to generate additional investment in their products. However, digitalisation is not only changing the processes themselves. It is also reworking the customer dialogue and creating new learning and training opportunities.

### **Future-proof: successful business models and lessons from the pandemic**

In itself, textile care is a future-proof business model: textiles must always be cleaned or laundered. Nevertheless, the sector has been badly hit by the collapse of business in not only in the hotel and tourism sector but also in the private-customer segment. How can companies ensure they are future-oriented and what lessons are to be learnt from the pandemic? Will the crisis be a driving force for innovation and what will successful business models look like tomorrow? Texcare International and the Texcare Forum provide the setting for a discussion of these subjects.



Texcare International is set to be a hub for innovations.  
Source: Messe Frankfurt

The spectrum of products to be seen at Texcare International includes machinery, plant, detergents, cleaning agents, IT, logistics solutions, workwear and linen.

In addition to Texcare International, Messe Frankfurt organises trade fairs and conferences for the textile-care sector in all major economic regions of the world.  
([www.texcare.com/brand](http://www.texcare.com/brand), [www.textile-care.messefrankfurt.com/newsroom](http://www.textile-care.messefrankfurt.com/newsroom)).

### **Press releases & images:**

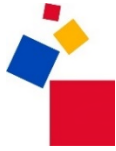
[www.texcare.com/press](http://www.texcare.com/press)

### **Social media**

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2020