

# Press

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Press Release

Intertextile Shanghai Home Textiles – Autumn Edition 2017  
China International Trade Fair for Home Textiles and Accessories  
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## **Seven country and region pavilions line up at Intertextile Shanghai Home Textiles**

### **A full array of home textile products in distinctive product zones**

Intertextile Shanghai Home Textiles is the gateway to Asia's home living market, ensuring suppliers from around the world are eager to take part to capture the huge business potential in the region. Among the over 1,200 exhibitors, seven country and region pavilions as well as four domestic regional pavilions are formed to maximise companies' exposure to visitors. The international pavilions which include Belgium, India, Korea, Morocco, Pakistan, Taiwan and Turkey will be bringing their specialised products to the show, while domestic pavilions composed of Haining, Shaoxing, Tongxiang and Yuhang will present even more fabric options to buyers.

The seven pavilions have been long-term participants at the fair. Indian exhibitors, for instance, are specialists in rugs, bath mats, throws, shawls, handloom carpet and handmade rugs predominantly made out of 100% cotton and also blended fibres. Korean companies at the fair specialise in fashionable microfibre fabrics, polyester blankets and curtain fabrics, and will also demonstrate a full range of machine-made natural dyed sewing products. Exhibitors in the Pakistan Pavilion excel at bedding products, and will feature bed sheets produced with 100% combed and carded cotton or bamboo cotton. Pakistani companies have also developed a reversible stitching technique for bed sheet sets that helps save water and electricity. The Taiwan Pavilion will showcase eco-friendly fabrics and yarn with features including anti-odour, anti-ultraviolet, black-out, fire-retardant and fireproof, water repellent and more.

The presence of non-Asian pavilions including Belgium, Morocco and Turkey further reveals exhibitors' enthusiasm towards the Asian market and their recognition of Intertextile Shanghai Home Textiles' leading position in the region. The Belgian group excels at upgrading fabrics with backing, laminations and fire retardant properties, while pavilion members will also present quality fabrics which are widely applied on

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decorative pillows, lampshades and other hospitality upholstery. The Morocco Pavilion comes this year to display their uniquely designed fabrics with embroidery, geometric shapes and ornamentation. And the Turkey Pavilion joins again with quality products including towels, bed sheets, curtain fabrics, bathrobes, furnishing articles, curtains, interior blinds, bed valances and upholstery fabrics with original designs and made with eco-friendly technologies.

### **A full array of home textile products in featured product zones**

The wide range of home textile products under featured product zones is one of the reasons the fair attracts buyers from around 100 countries. The show features a strong lineup of worldwide upholstery fabrics suppliers like Alhambra, CASAMANCE, Designers Guild, JAB Anstoetz, Mark Alexander, Prestigious Textiles and Zinc Textile in the Editors Zone, while other renowned brands such as Aico Home, Culp, D Décor, GM Syntex, Enzodegli Angiuoni, Haining Qianbaihui, Hexin, Huatex, Maya Fabric and Yuanzhicheng will be in the Upholstery Zone.

A variety of machine-made and handmade carpets from Afghanistan, China, India and Pakistan are also on offer. Among a large number of their quality compatriots, Chinese suppliers strive to impress customers by incorporating innovative materials into their carpets. Carpet producer COC Group uses advanced production technology to produce carpets made from various materials such as pure wool, acrylic wool, wool-polyester, polypropylene monofilament yarn and spun silk. In 2014, they were authorised by DuPont to apply Sorona fibre to their carpets. They will be promoting their new carpet collection with soft texture, durable colour and dirt resistance properties in the fair.

Haima Carpet is another exhibitor who endeavour to satisfy clients by providing personalised products. Being one of the leading carpet manufacturers in China, Haima sells their carpets to more than 50 countries over five continents. Haima carpets are also installed in over 1,000 worldwide five stars hotels. This year, they will be featuring two major carpet collections including handmade New Zealand wool carpets and raw silk nylon carpet.

In response to the prevalence of the Smart Home concept in China, leading industry experts like Somfy, Shidian, Huatong, Nanhai Yongfeng and Xu Sheng will present their advanced sun protection system and electric curtains. Other fine product producers including wallcoverings and bedding & towelling can be found as well. Digital printing factories such as DIGITEX and MS Printing Solutions will also introduce their latest printing technology. Four domestic industry experts including Wuxi Pengda, All-Nice Coated Production (Suzhou), Kunshan Caidu and Shanghai Twinjet will demonstrate the printing process onsite in the Digital Printing Micro Factory. Buyers can also source avant-garde and exclusive textile collections from global textile design studios in the Textile Design Zone.

and the China Home Textile Association (CHTA). To find out more about this fair, please visit: [www.intertextilehome.com](http://www.intertextilehome.com) . For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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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. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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:

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