

Press

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Press Release

Intertextile Shanghai Home Textiles – Autumn Edition 2017
China International Trade Fair for Home Textiles and Accessories
National Exhibition and Convention Center (Shanghai)
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Digital printing solutions await buyers in the debut Digital Printing Micro Factory at Intertextile Shanghai Home Textiles

Concurrent events to inspire the textile industry

Four themes express the latest trends for 2018/19

The textile industry is one of the largest printing markets in the world, yet the majority of printing is still done in the traditional method. Given the advantages of digital printing including higher colour definition, shorter design time and lower production cost, the industry is paying much more attention to this new technology in recent years, including in China. The growing Digital Printing Zone at this month's Intertextile Shanghai Home Textiles will consist of more exhibitors, a series of seminars and the debut Digital Printing Micro Factory to reflect this growing interest in the industry.

To facilitate visitors in learning about this emerging sector, the show will feature the Digital Printing Micro Factory for the first time, in which four of the leading domestic companies will participate to demonstrate the entire processing line from design software and printing machines to ink and final products. Being one of the leading Chinese large-format digital printing solutions providers, Twinjet Technology Development Co Ltd specialises in the production of digital textile printers. They have obtained support from famous brands like Dimatix and Ricoh to ensure the printing quality and stability. Also in the Micro Factory, Wuxi Pengda Science & Technology will present their latest separation style hot transfer printing machine and automatic flat hot transfer printing machine. Apart from machines, sublimation transfer paper is another essential element throughout the digital printing process. Transfer Innovative Material (Suzhou) Co Ltd will showcase their highlighted transfer paper in which customers can simply print patterns on the coated paper and heat transfer to most kinds of fabrics. The last member, Kushan Caidu Digital Printing Co Ltd will also illustrate their processing service in the Micro Factory.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

In addition, fairgoers can gain insight from a series of Digital Printing

Seminars on the first day of the show. Industry experts and leading manufacturers are invited to share and discuss the current status of the digital printing sector, its trends and technology developments, as well as digital printing design and applications.

Concurrent events to inspire the textile industry

The concurrent events make Intertextile Shanghai not just a sourcing platform, but an occasion for inspiration as well. The 2017 Andrew Martin International Interior Design Summit will be held on the first two show days in which nine experts from sectors of interior design, architecture and art will discuss the transformation of design in the new information era. There will also be a Home Furnishing Crossover Exhibition, where 40 designers and artists use furniture and installation art to illustrate new home living styles. Further to its success in holding a Design Challenge last year, the German fibre & yarn producer Trevira will come back to showcase their inherently flame retardant fabrics, and will invite visitors to create their own mood board with Trevira CS fabrics in a series of workshops.

Four themes express the latest trends for 2018/19

Intertextile Shanghai Home Textiles is regarded as an indicator of home textiles trends in China, not just for the latest styles to be found in exhibitors' booths but also the trend forecast that is released every year. This year, China Home Textile Association, the Department of Home Textile Trend Research and Promotion, Concept & Style Fashion Project Group Italy have worked jointly to analyse the global and domestic market together with consumer behaviour. From this, four themes were developed to express the 2018/19 Chinese home textiles trends:

Down To Earth: Inspired by nature and the desire to connect with it. The tension generated by the increasing pervasiveness of digital screens and their sterility, leads to research an earthy connection, with roots and experience in nature.

Connected Senses: The digital revolution began with the transformation and transposition of an increasing number of 'real life' activities in expressible functions through digital entities.

No Borders: The multifaceted urban contest and the network are changing the way we perceive communities, identities and the way we pass a cultural substance.

Re-Thinker: We are in a period of transition, we eliminate the excesses to come to the lightness of being. We discover again the value of timeless classics which are reinvented for the future.

To provide visitors with more concrete ideas on the trend concept so as to encourage companies to develop new products with innovative design, the show will select products from exhibitors which resonate with the four trend themes to be presented in the Trend Area.

Find out more details of the 2018/19 China Home Textile Trend Themes at: http://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/content/dam/intertextile_shanghai_hometextiles_autumn/download/ITSH17/ITSH17_201819%20China%20Home%20Textile%20Trend%20Theme.pdf

Intertextile Shanghai Home Textiles, to be held from 23 to 26 August, will feature over 1,200 exhibitors from around the world, presenting a full range of home textile products including upholstery fabrics, bedding & towelling, carpets & rugs, sun protection systems & curtain accessories, wallcoverings, original textile designs and digital printing solutions.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA). To find out more about this fair, please visit: 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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