

## **Automation, the circular economy and energy efficiency as well as hygiene – these are the top themes that will be driving the industry at Texcare International 2024**

**Frankfurt am Main, 22 November 2023. The textile care industry is not immune to challenges such as labour shortages. Digital technologies are increasingly helping to compensate for this situation and optimise work processes. Automation is therefore one of the top themes at Texcare International 2024. Other trends and themes at the leading trade fair for professional textile care are the circular economy and energy efficiency as well as hygiene.**

Texcare International in Frankfurt am Main is the centre of the global laundry, cleaning and textile service industry every four years. It takes place from 6 to 9 November 2024 and offers the industry an excellent platform to discuss its latest products and solutions and to exchange views on the latest trends and topics. The trade fair reflects the full breadth of current challenges and attracts trade fair visitors and exhibiting companies from all over the world.

The top themes in detail:

### **Optimisation of work processes through automation**

The use of digital technologies simplifies work processes and makes them more transparent and cost-efficient. With their help, the flow of goods and data can be optimised and the interfaces to customers improved. Companies can thus track where their laundry is at any time and which processes are used to treat it. Smart solutions for the future will be presented at Texcare International. Furthermore, the shortage of personnel is currently one of the biggest challenges facing the industry. Through robotisation and artificial intelligence (AI), companies have the opportunity to compensate for staff shortages in skilled and unskilled labour, to make heavy work easier and to become more independent and efficient overall. Employees benefit from a higher quality of work and new opportunities for further training and education.

### **Circular economy and energy efficiency**

The issue of sustainability is deeply rooted in the textile care industry and Texcare. Sustainability in reusable textiles follows a holistic approach and considers the entire supply chain. The keywords here are: energy efficiency and circular economy. Rising prices for energy worldwide are leading to ever more efficient processes in laundries and dry cleaners. In addition, Texcare will take an in-depth look at the future of the various energy sources - gas, electricity, hydrogen. As a result, the increasing requirements for CO2 reduction, energy use and recovery can be met in the future. With regard to material flows, textile recycling and environmentally friendly packaging are at the forefront in the industry. Waste water and waste management also play an

important role in the companies themselves. The so-called R-strategies (Reuse, Repair, Recycle) are focal points of the circular economy and reduce the consumption of resources in the entire value chain. Retracing, i.e. the traceability of textile products, is used as a supplement.

### **Safety and well-being thanks to textile hygiene**

Textile care companies have always been specialists in the hygienic preparation of textiles. The industry therefore expects demand to continue to grow in the field of textile hygiene in the health care and hotel and tourism sectors.

Innovations in textile hygiene - from disinfecting processes for textile cleaning, hygienic washing processes and detergents and new aspects of documentation to antiviral finishing of textiles during the washing process - will be the focus of Texcare International 2024.

You can find the top themes on the web [here](#).



Texcare 2024 highlights the top themes of automation, the circular economy, energy efficiency and hygiene. Source: Messe Frankfurt Exhibition

### **Texcare - meeting place for the global textile care industry**

"We are delighted that the industry will once again have the opportunity to show how important professional textile care is for the entire economic cycle - from tourism and industry to the healthcare sector. We are sure that Texcare in Frankfurt will provide new impetus for greater sustainability and intelligent automation", says Johannes Schmid-Wiedersheim, Director of Texcare. The starting signal for exhibitor registration has already been given. Reduced early bird prices apply until 15 December 2023. All information on participation can be found [here](#). The last edition took place in 2016; the trade fair was paused in 2020 due to the pandemic.

Messe Frankfurt is offering the industry further events for textile care in key economic regions around the world. In France, preparations for Texcare France (25 to 27 November 2023) are currently in full swing. The next The Clean Show will take place from 23 to 26 August 2025 in Orlando in the USA. From 2 to 4 August 2024, Texcare Asia & China Laundry Expo will be the industry meeting place for the dynamic Asian markets. And from 21 to 23 November 2024, Clean India Technology Week will take place in Mumbai.

Further information on Messe Frankfurt's textile care trade fairs and forums can be found at: [www.texcare.com/global](http://www.texcare.com/global)

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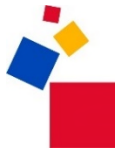
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