

**MAKE YOUR BRAND WEARABLE
PROMOTEX EXPO TO ENTER SECOND ROUND IN 2020**

- **Sustainability at the Textile Campus**
- **Make your shirt: Digital textile finishing process**

It's colourful, it's loud and it shouts: "Make your brand wearable!" With its new claim PromoTex Expo brings together textile finishers and experts, signmakers, designers, promotional product distributors, agencies and marketers to present their highlights in promotion, sports and workwear. The event will once again be held concurrently with PSI and viscom from 7 – 9 January 2020. Together these three trade shows – boasting optimised hall occupancy – form the World of Advertising and Selling.



A total of 14.9 billion euros in sales are generated annually in Europe by the business with promotional items: This is shown by the "Industry Structure Analysis 2017-19", the first empirical study on the European promotional products industry. The structural data collected on markets, suppliers and retailers systematically and representatively covers the entire value chain.

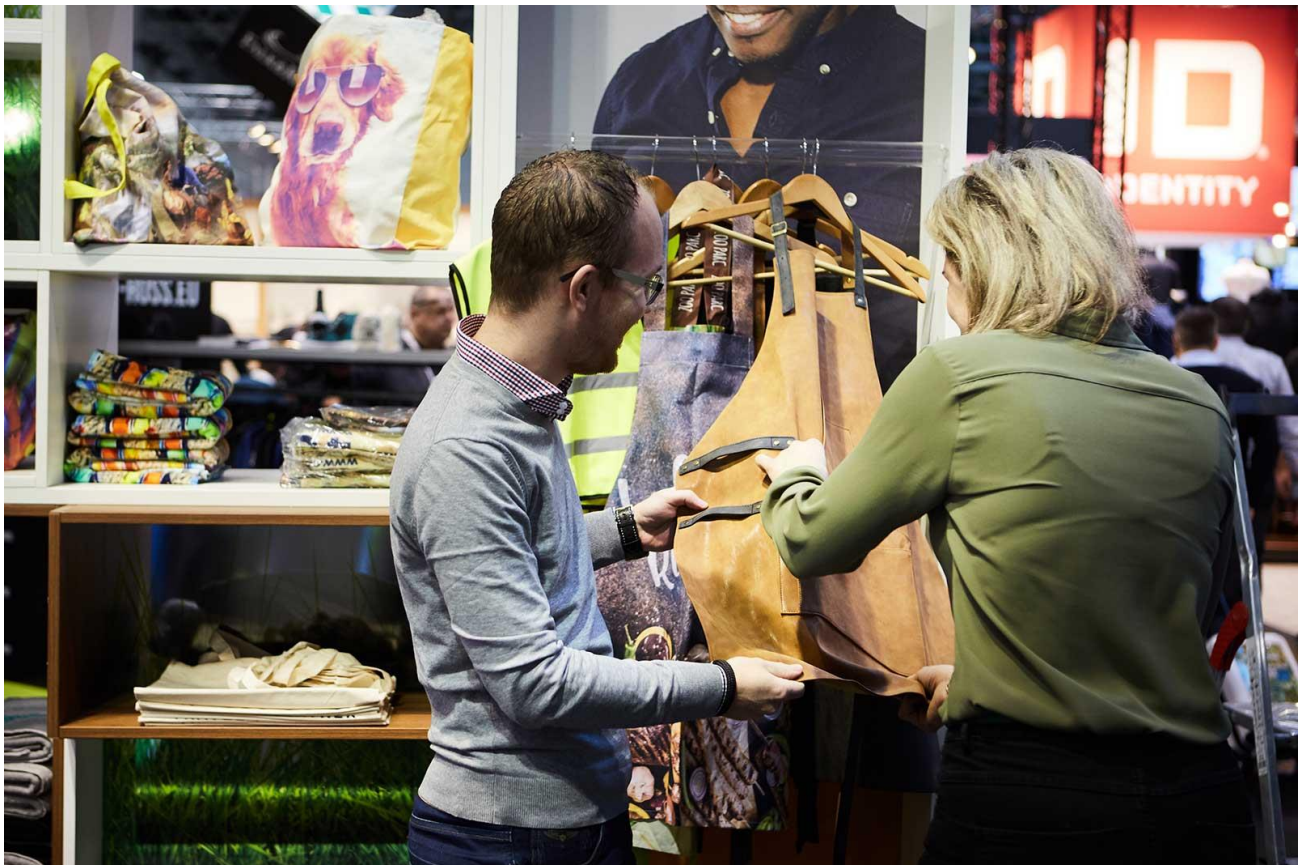
The study shows: More than one third of the total European turnover is generated by micro-enterprises with fewer than 10 employees. Together with large companies with more than 250 employees, they form the main source of sales in our industry. Together they account for more than half of the turnover. Germany generated with total 3,5 billion Euro about 23 of the European annual business and is thus one of the top 10 nations in the European promotional products industry.



PromoTex Expo to move closer to PSI again

Exhibitors' wishes and needs were centre stage when allocating hall space for this trio of trade shows. This is also why PromoTex Expo will move closer to PSI again occupying parts of Hall 12 in future. In exchange for this, floor space so far unexploited in the other halls will be used for selling. "On the one hand, this move allows us to preserve the independence of PromoTex Expo within this alliance and, on the other, to ensure the proximity with PSI called for by the market," says Director Petra Lassahn accounting for this move and adding: "Upon the request of both exhibitors and visitors we will already be implementing this adjustment in 2020 and, hence, one year earlier than planned."

viscom will find its new home in Hall 13. Two walkways create a direct connection between the two trade shows thereby ensuring optimum visitor flows. The trade show for visual communication will also be directly accessible via the entrances Ost and Nord-Ost. As a result, the tactile, textile and visual forms of communication will again be presented under the same roof and within even easier reach at the beginning of the year. As before, admission to all three trade shows will be exclusively restricted to qualified trade visitors and PSI members.



Sustainability a trend at the Textile Campus

In Hall 12 visitors to PromoTex Expo will find such familiar faces in this industry as TeeJays, Lynka, Vossen, Matterhorn, Regatta and MASCOT International A/S. However, new faces like stilfaser and the IGUANA GROUP will also feature, introducing their product highlights as part of the international trade show.

Alongside the exhibitors' ranges an extensive line-up of side events will also convince visitors. Serving as a centre piece here will be the Textile Campus. In cooperation with sustainable companies, it will be shown how new workwear is created from plastic fished from the sea or how old clothes are turned into new promotional textiles. The focus is on ideas from innovative companies that use them to make production and trade fairer and ecological. On the catwalk adjacent to the campus, the participating exhibitors will present their latest collections to a wide audience.



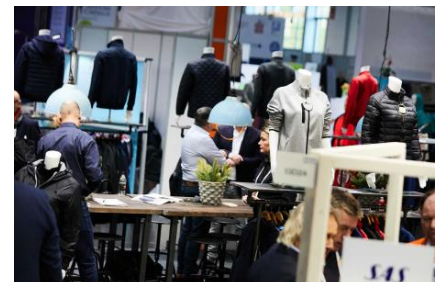
Strolling along the fashion Boulevard

Visitors looking for innovations and directions in the fields of sports, career, promotion and leisure will find these at a glance at the new Boulevard. The corridor leads completely through the exhibition hall and shows the trends in a theme-oriented and staged way.



The production chain from design to finished product will be featured on the special area "Mach Dein Shirt/Make your Shirt" in Hall 13. Under the heading "Textil 4.0" this area will focus on Mass Customisation. IT experts and solutions providers will guide visitors through tomorrow's buying process using a QR code. Once these have generated a print motif, they issue a print job and then follow their individual QR code on its way through the finishing process up to shipping. In an illustrative way, the linking of digital IT solutions with analogue finishing techniques will be demonstrated here, with

the IT solution care of our curated partner Smake playing a key role. In the process, the synergies between tactile, textile and visual communications become apparent and with it the concept underlying this trade show triad.



About PromoTex Expo

All facets of Mass Customisation, smart clothes, sustainability in the textile chain as well as textile finishing as a service: these are the trend themes of PromoTex Expo. As a new information and knowledge platform for this industry the trade show for Promotion, Sports and Workwear in Düsseldorf is the central point of contact for international textile finishers, promotional product distributors, signmakers, designers, textile experts, retail and agencies. After its successful debut in January 2019 attended by 13,217 trade visitors from 39 nations, the forthcoming event will be held in Düsseldorf from 7 to 9 January 2020 – concurrently with the trade shows PSI – Leading European Trade Show of the Promotional Products Industry and viscom – European Trade Show for Visual Communication. Taken together they form Europe's biggest trade show alliance for Advertising and Selling.

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