



DOMOTEX 2006



Top Annual Flooring Event

TRENDSETTING DOMOTEX SWEEPS INDUSTRY OFF ITS FEET

A high rate of international exhibitor and visitor participation, a comprehensive program featuring countless new developments, plus scads of promising business leads – this was the take on DOMOTEX 2005. As one big-name exhibitor put it, “DOMOTEX 2005 is the highlight of the year, an event that inspires our industry.” The positive response by exhibitors and visitors and the upbeat mood at the event provides added motivation for the DOMOTEX team in organizing the next DOMOTEX, which runs from 14 to 17 January 2006 in Hannover, Germany.

84 percent of exhibitors at the most recent event confirmed their plans to take part again at DOMOTEX 2006. The indus-

try is devoted to its flagship show, as DOMOTEX consistently delivers the goods with a top-grade, extensive range of offerings. Appearing at DOMOTEX 2005 was a big success for one and all – one exhibitor reported receiving “overseas orders by the container-load.”

1,244 participating exhibitors from 57 countries (compared with 1,185 exhibitors in 2004) occupied 12 exhibition halls at DOMOTEX 2005, which ran from 15 to 18 January. There, they presented the entire spectrum of the international floor coverings industry, including hand-made carpets/area rugs, machine-made woven carpets, textile and resilient floor coverings, wood and parquet floors, laminated floor coverings, fibers, yarns, textiles, natural stone and ceramic tiles. Once again, the special shows at DOMOTEX exerted strong visitor appeal, and many exhibitors let the flair of the special presentations flow over into the setup at their own stands.

58 percent of an overall total of 43,855 trade visitors came from abroad. 66 percent were there to find out more about the newest products and services, and 82 percent were already planning to return for DOMOTEX 2006. The exclusive character of DOMOTEX is also reflected in the commitment of its visitors: 42% of them attend no other floor coverings show besides DOMOTEX!

Numerous events, conferences and association meetings offered an additional opportunity to trade information and renew contacts.

Register early and get a discount!

You can save a considerable amount by registering early for DOMOTEX 2006 – by 30 April 2005. And to find out how you can save even more money by signing a two-year rental contract, turn to page 3.

January 14–17 2006
DOMOTEX
HANNOVER
World trade fair for carpets and floor coverings



Flower power plus flokati rugs

SEVENTIES LOOK NOW CONQUERS FLOOR COVERINGS AS WELL –
 CARPET BECOMES KEY FURNISHING ITEM – SPECIAL SHOWS REFLECT NEW TRENDS



After taking the furniture and fashion worlds by storm, the Seventies are now also making a big impact on floor coverings. Strong colors, playful floral designs and richly textured surfaces are competing with warm, natural color tones, delicate ornamentation and understated woven structures. Flokati rugs in particular are making a comeback, with fiber strands made of wool, rubber bands, nappa leather or felt. New developments on the materials front include fibers made of cactus or nettles and new mixtures of wool, jute, sisal and silk. Relief-style elements worked into the rugs include flowers, stone and braids as well as aluminum, brass or exotic wood "inlays." High-grade carpets made of suede and smooth leather are becoming a furnishing item. "People are ready for the finer things again. They're investing once more in high quality," says Johannes Schulte, Chairman of the Executive Board at Vorwerk Teppichwerke in Hamelin, Germany.

floor forum

floorforum – perfect display for the senses

The **floorforum** exhibitor initiative in Hall 3 offered a particularly fine impression of the latest developments. Internationally renowned designer Ulf Moritz wowed visitors with his five lifestyle zones. Here, as in other exhibition halls, the red tones dominated. Arthur Zocher, in charge of purchasing at the Dodenhof company in Posthausen and Kaltenkirchen, summed up his impression of the successful interplay of floor coverings, furnishings and accessories at the **floorforum** and adjoining company stands as follows: "We had 22 salespeople making a sweep of DOMOTEX, and they discovered some sensational innovations." Including, of course, at the **floorforum**.

The positive response to this special show has given participants renewed impetus for a repeat staging in 2006.



contractworld – a must for decision makers in the contracting business

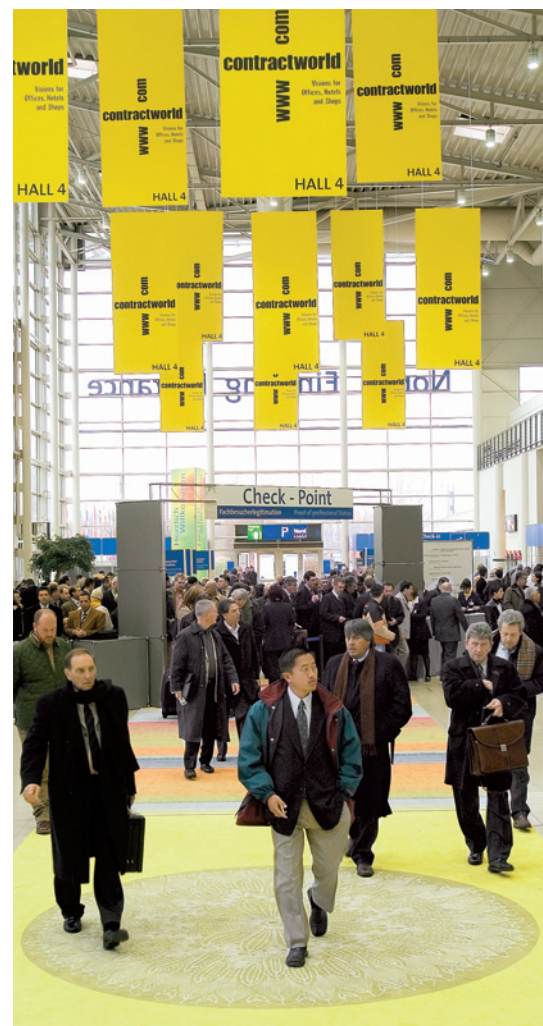
The special mix of current projects, interesting product presentations, talks and workshops all add up to the success of this special event. Architects and interior designers from around the world converged on the fifth and biggest-ever **contractworld 2005**, running again this year under the slogan of "Visions for Offices, Hotels and Shops", there to find out about the numerous innovative new products at company stands.

With around 2,000 participants, the **contractworld.congress** ranks among

Europe's largest annual gatherings for the industry. Stars from the international architecture scene were on hand to report on their current projects.

Endowed with a purse of EUR 50,000, the **contractworld.award** – Europe's most prestigious architectural award – honored 14 winners from Great Britain, the Netherlands, Switzerland, Spain, the U.S. and Germany.

Attention: Any architects, interior designers or property developers or builders wishing to compete for a **contractworld.award 2006** should note the **registration deadline of 24 June 2005**.





carpet. Performance

carpet.Performance – spotlight on the customer

This year's carpet.Performance was strategically located in Hall 15, in close proximity to the stands of rug importers and exporters. The show featured shop situations and talks on the best techniques for presenting rugs in a retail setting. A repeat performance at next year's show is already under discussion.

DOMOTEX FORUM WERKSTATT HANDWERK

DOMOTEX Workshop and Skilled Trades Forum

This year again, the presentation concept behind the DOMOTEX Workshop was completely confirmed. With a total of 18 practice-oriented presentations daily, the special show was a key focal point for industry representatives and members of the skilled trades.

Following its successful premiere in 2004, the Skilled Trades Forum (Forum Handwerk) once again drew crowds of professionals with its "Master Talks" on the practical aspects of installing screed, parquet and other flooring solutions.

Visitors can look forward to both of these program highlights being back again next year.



Can't beat those Brits!

Teams from the UK, Switzerland and Germany competed in the European Team Floorlaying Competition in a test of practical skills. Over a three-day period, contestants were required to lay laminate floors, carpet tiles, carpeting and PVC flooring. The jury finally gave the nod to the UK team – same as last year!

Save double

by registering early for two years!

Anyone who registers for DOMOTEX 2006 by **30 April** will save EUR 3 per square meter of registered stand space off their one-year rental contract.

Holders of a two-year rental contract get an even bigger discount: you can save from EUR 12 to 14 per square meter, depending on the type of stand. For exact details on prices and conditions, contact your DOMOTEX team.

And there is even an additional advantage to registering early: after 30 April, the DOMOTEX team will begin allocating hall floor space, so it's obviously in your best interests to get in early with your special requests.

DOMOTEX 2005 in numbers:

Trade visitors by branch of industry*

Retailing	23 %
Wholesaling	30 %
Skilled trades	24 %
Interior furnishers	7 %
Parquet and wood floorers	17 %
Painters	2 %
Furniture and furnishing shops	2 %
Architects, interior designers, contracting specialists	7 %
Department stores, mail order, DIY	2 %
Industry	19 %
Other services	6 %

* More than one reply possible

Breakdown of foreign visitors

European Union	52 %
Eastern Europe	4 %
Rest of Europe	11 %
East Asia	13 %
Near and Middle Asia	7 %
America	8 %
Australia, Oceania	3 %
Africa	2 %

"This is where all the big orders come in."

EXHIBITOR REACTIONS TO DOMOTEX

"DOMOTEX is a meeting place for international decision-makers who want to see how the latest trends translate into tangible on-the-floor products. The show has brought us an enormous number of new customers."

Peter Schwartz, Teppich-Werk Neumünster GmbH, Germany

"Right now we're gaining exposure to the Russian market. We've already won several new customers at DOMOTEX 2005 – including from Eastern Europe."

Ulla Kujala, VM-Carpet Oy, Finland

"Our key annual business is launched at DOMOTEX. This is where all the big orders come in. For us it's the most important show of all."

Jan Kath, Jan Kath Design GmbH, Germany

"As a manufacturer of glass mosaics, we were especially attracted to contract-world. It is important to keep in contact with the pros."

Alessandro Foschini, Trend Group S.p.a., Italy

"One of the major pluses at DOMOTEX is the Skilled Trades Forum, with its array of independent experts. We'll be back again next year."

Dr. Jörn Haferkorn, Berger-Seidle Siegeltechnik GmbH, Germany

"DOMOTEX has once again proven to be an absolute must for the laminated flooring sector."

Ludger Schindler, Chairman of the European Association of Laminated Flooring Manufacturers, Germany





Our services for your successful showing

DEUTSCHE MESSE AG SUPPORTS YOU EVERY STEP OF THE WAY

To guarantee an optimum outing for your company at DOMOTEX 2006, Deutsche Messe AG offers you its active support at every turn. Before, during and after the show you'll find the exhibitor services of Deutsche Messe AG at your side – with a tailored approach to fit your needs. Read on for just a few examples of how you can insure your trade show success at an early stage:

Stand construction services

Save time and money: take advantage of our experience and know-how at Deutsche Messe AG by renting a shell-scheme stand in a variety of attractive options. And to outfit your stand, you can also order furniture and equipment from us – from a chair to an upholstered armchair, from a refrigerator to a compact-sized kitchen. Customize it!



Communication and advertising services

Your accomplishments are something to crow about – above all at a trade show. Start planning your campaign for DOMOTEX 2006: from ads in trade publications and targeted invitation campaigns for existing and potential customers to highly visible advertising at the exhibition center and listings in the trade fair catalogue. Be sure to capture the attention of your customers well in advance of the show.

We have the right solutions for you, and are happy to help out with advertising materials and attractive media with a decisive reach.

Relaunched website: www.domotex.de

The Internet has become a key source of information for DOMOTEX visitors and exhibitors. At DOMOTEX 2005 the number of hits over the four-day show more than tripled to reach over 134,000. Keep on top of the latest developments throughout the year by regularly visiting our redesigned website at: www.domotex.de.



Travel and accommodations

Rely on Travel2Fairs as your partner for all your travel plans – contact them for a comprehensive set of services at reasonable prices.

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S H A N G H A I
www.domotexasiachinafloor.com

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Feel free to contact your local Deutsche Messe AG representative as well.

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DOMOTEX
H A N N O V E R

World trade fair for carpets and floor coverings

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