

Messe News

April 2010



The World of Flooring

Where the floor coverings industry shows its colors

In January Hannover, Germany, turns into a mecca for the world's floor coverings industry. Global market leaders reveal their latest products, while buyers from all over the world find out about the newest trends and make their purchasing decisions. At the same time journalists from 30 different nations report on all the latest innovations and tradeshow highlights.

It is no wonder, then, that associations from across the globe take advantage of DOMOTEX to show their colors. Members of the American Floorcovering Alliance, the National Wood Flooring Association and the Quebec Wood Export Bureau showcase their products and services at the respective group pavilions. And the ZVR interior decorating trade association as well as the raw materials and chemical industry accident insurance association BG RCI also play an active role at DOMOTEX, sponsoring the Initiative for Safer Working Practices. Last but not least, the European Association for Interior Furnishing (EuroInterior) showcases the versatility of interior craftspeople by staging the European Competition for the Interior Furnishing Trades.

Register early and save!

Take advantage of our early-bird discount for registrations submitted by 30 April 2010 and secure some highly attractive conditions for your participation at DOMOTEX HANNOVER 2011.

Exhibitors who appeared at DOMOTEX 2010 can use the OBS online system to register for DOMOTEX 2011 at www.obs.messe.de. Just use the same OBS access data you had for DOMOTEX 2010 (order ID, password).

DOMOTEX 2010 – A shot in the arm for the industry



"With exhibitor numbers holding steady and a 10 percent increase in the number of visitors, we surpassed last year's results for the event," reported Stephan Ph. Kühne, the Deutsche Messe Managing Board member in charge of DOMOTEX. A total of 1,376 exhibitors from 65 countries were on hand to showcase their latest products and creations, further consolidating the role of DOMOTEX as the world's premier exhibition for carpets, textile and resilient floor coverings plus parquet and laminate floors. Apart from getting an overview of the latest products and services, some 40,000 professional attendees were there to pick up on the latest innovations and trends as well as seal concrete deals for their purchasing requirements.

With a trade-visitor ratio of virtually 100 percent, DOMOTEX is the ultimate B2B fair. Exhibitors praised the caliber of the trade visitors present, which was duly reflected in the quality of discussions at their stands. The ratio of high-caliber visiting professionals was once again up on the previous year, with 88 percent having "advisory" or "decisive" input into their firm's purchasing decisions.

DOMOTEX 2010 featured many changes to the event, which were extremely well received. The relocation of the handmade rug sector to Halls 19 to 23 proved a more logical layout for exhibitors and visitors alike, guaranteeing a nice throng of guests in the aisles. The consensus among the exhibitors was that "the show has become even more efficient." Companies participating in the contractworld architects' forum were delighted at the level of interest shown by visiting architects. "The new structure overcomes the reluctance of architects to interact directly with commercial enterprises," they said.



For full details of
DOMOTEX HANNOVER, visit
www.domotex.de/homepage_e

FLOORFORUM
2010

Carpet trends for 2010/2011



From natural to extravagant, from folklore to luxury: the 2010/2011 season promises to be an exciting one, with decorators increasingly looking toward contemporary carpet styles. DOMOTEX HANNOVER again presented an impressive trends preview in FLOORFORUM in Hall 3. This was an ideal opportunity for visitors to find out what

colors, materials and designs will be defining underfoot fashions over the coming season.

AUTHENTIC, DRAMATIC, DECORATIVE and EXCLUSIVE – these were the four style directions presented by designer Ulf Moritz in an innovative stand concept. Each trend theme was underpinned by appropriate accessories and backdrop objects, providing inspiration for a holistic interior design concept.

The AUTHENTIC theme focused on carpets made from natural materials, with organic, almost handcrafted structures. DRAMATIC was the category for carpets conveying a strong, extravagant message, with a decidedly avant-garde look. DECORATIVE carpets caught the visitor's eye with creative and original patterns. And the EXCLUSIVE trend featured carpets made from high-quality, even luxurious materials, with a special focus on tradition and sophistication.

These presentations provided the central pivot for product displays by some 30 exhibitors from around the world. Interior designers and decorators as well as high-end floor covering retailers and furniture and home furnishing specialists all came away with valuable insights into new product trends, plus several new ideas for effective POS displays.



EUCA Award winner announced

Presented by the European Carpet Importers Association, the annual EUCA Award is dedicated to outstanding figures from the carpet industry.

This year's award went to the Frankfurt-based rug importer and expert Peter Mauch, who has operated his own import business in Frankfurt for almost 40 years.



In his speech honoring the award winner, Dr. Ali R. Ipektchi, President of EUCA, paid tribute to Peter Mauch's career and his dedication to the carpet industry. He emphasized that Mauch refused to concentrate exclusively on his own business, instead remaining endlessly available as a contact partner for colleagues and other interested parties.

LOOM LOUNGE

This year's show featured the Loom Lounge in Hall 19 – a joint initiative of well-known manufacturers of handmade rugs.

An Italian café was located at the center of the special display, providing a stylish yet relaxed atmosphere for new customer contact and sales negotiations.



CARPET
DESIGN
AWARDS 2010

Carpet Design Awards 2010 Presentation of "Carpet Oscars"



The presentations ceremony for the highly coveted awards for outstanding design, creativity and quality in handcrafted carpets again pulled in the crowds at DOMOTEX

HANNOVER 2010. The Carpet Design Award carries a prize purse of 10,000 euros, and has now become an established fixture for the international carpet industry. A total of 124

carpets from 15 countries were entered for this year's competition. 30 of these entries had made it through to the finals and were on display in the new-look presentation area. The prizewinners were selected by an international onsite jury at DOMOTEX.

At the prize-giving ceremony on the Sunday during the event the exciting words "and the winner is..." were heard ten times, followed by the lucky winner's name in each case. The recipients were clearly delighted with their trophies and checks – for a total purse of 10,000 euros – but their success will also bring many other benefits. The winning carpets are presented in detail in the Carpet Design Review 2010 brochure published specifically for the occasion. And the winners can also use their achievement for their own marketing and PR campaigns, since the Carpet Design Award is now an acknowledged quality seal within the industry.

Images of all the winning carpets and details of the prize winners can be found at: www.domotex.de/cda

SOUK DELUXE
SELECTED CARPET DESIGN

Souk Deluxe Eye-catcher in Hall 20

The new trend display for handcrafted rugs, Souk Deluxe, was a real eye-catcher in Hall 20. This special display presented a broad spectrum of handmade rugs for the benefit of visiting professionals. Star designer Jan Kath had conceived of the event as an open art gallery, showcasing high-quality rugs as art objects. 17 companies who belong to the "knotted rug avant-garde" – including Zollanvari, Floor to Heaven, Creative Matters and of course Jan Kath – presented selected items from their collections. Apart from traditional rugs, the exhibits included new creations with extravagant designs.

Interior decorators and retail/wholesale buyers were able to get a picture of the vast variety of handmade rugs at Souk Deluxe. This trend show represented an enrichment of the handmade rug sector at DOMOTEX, serving as an ideal complement to the modern stand presentations put on by surrounding exhibitors.

Many visitors took advantage of Souk Deluxe as a place to conduct sales talks or simply "recharge their batteries" by relaxing for a minute at the café bar. Exhibitors and vis-

itors were unanimous: Souk Deluxe re-presented the icing on the cake for the successful reorganization of the handmade rug sector.



FORUM HANDWERK

Featuring well-known speakers, highly topical subjects and practical solutions approaches, this year's SKILLED TRADES FORUM was a major audience success. Skilled tradesmen and professional visitors flocked to the forum to find out about the latest developments of relevance to the construction workaday world. Big-name speakers talked about the challenges, opportunities and risks associated with the craftsman's everyday work.

Beni Lysser, Technical Director within the Swiss parkett association ISP, spoke on the topic of "Discoloration of parquet floors", including how this occurs and how it can be prevented. Karsten Krause, head of the floor coverings section of the Central Association



of Parquet and Flooring Technology (ZVPF) and board member of the home textiles association FDTB, spoke on the pitfalls of renovating complex flooring structures. Oliver Erning, head of the Institute for Construction Materials Testing and Floor Research (IBF), spoke on the topic of "Moisture in screed

cements", highlighting the latest research findings and their practical relevance.

The SKILLED TRADES FORUM was moderated by Norbert Strehle, an expert on parquet reclining and screed laying as well as on general floor laying principles.

European Competition for Interior Furnishing Trades



DOMOTEX was the site of the second European Competition for the Interior Furnishing Trades. The competition featured young interior decorators from Switzerland, Austria, Italy and Germany, who showed off their manual dexterity. All participants had qualified for the competition by previously winning national competitions in their own countries.

The object of the two-day contest was to design and decorate a room niche. But the job was not simply to demonstrate perfect manual skills, but also to achieve an attractive design. First place went to Axel Jochen Heilmann from Germany, closely followed by Tabea Lutz and Carmen Jucker, both from Switzerland. Not only the winners, but also all other participants and organizers were delighted at the run of the competition, which was organized by the European Association for Interior Furnishing (EuroInterior).

INITIATIVE FOR SAFER WORKING PRACTICES

"Safe lifting, carrying and transporting – Removing the element of risk" was the chief slogan for the Safer Working Practices initiative at DOMOTEX 2010.

The main focus was on the traditional problem area for floor layers – their intervertebral discs. Every day they need to move sacks of

filling compound, buckets of adhesive and rolls or carpeting. The wrong posture and they are only a step away from potentially long-term damage to the spine. Visitors to the show were treated to presentations on prevention and the right way to lift and carry loads. The team assembled by ZVR senior representative Richard A. Kille presented an entertaining and informative mix of sketches and musical interludes dealing with the subject. The Initiative for Safer Working Practices is staged jointly by the ZVR interior decorating trade association and the raw materials and chemical industry accident insurance association BG RCI.



contractworld

Successful relaunch of contractworld



Another highlight was the new look created for contractworld, Europe's leading architecture forum.

The structure of contractworld had been completely reworked for DOMOTEX HANNOVER 2010, with an even stronger focus on networking between exhibitors and visitors. Lectures and discussions were located at various points within the contractworld space rather than being concentrated at one central

location. This naturally took visitors straight to the stands of the exhibitors. Theme-based forums, guided tours for architects and interior designers and workshops gave firms even more opportunities for targeted individual presentations of their products, and direct exchanges of ideas with potential customers. Here again, the exhibitor response was very favorable: "This structure overcomes the reluctance of architects to interact directly with commercial enterprises," they said.

The **contractworld.congress** featured lectures from leading international architects and interior decorators on the latest developments in architecture worldwide. Speakers included prominent architects such as Massimiliano Fuksas (Studio Fuksas, Rome), Stefan Behnisch (Behnisch Architects, Stuttgart), Takaharu Tezuka, Sir Peter Cook (Sir Peter Cook, London), and Shigeru Ban (Shigeru Ban Architects, Tokyo).

The glittering climax to contractworld featured the presentation of the **contractworld. award**. The total purse of 60,000 euros makes this Europe's richest architecture prize for interior decoration. The jury assessed a record total of 623 projects, including 356 from outside Germany. The first four places in this year's award went to entrants from Spain, Austria, Japan and Germany.

www.contractworld.com

Exhibitors see DOMOTEX as essential marketing tool

Exhibitors at DOMOTEX HANNOVER praised the high caliber of trade visitors, which was reflected in the quality of discussions at their stands – this represented a key finding of the exhibitor satisfaction survey conducted at the close of the show. 84 percent of exhibitors said they had reached their visitor targets, and 83 percent highlighted the benefits of the event for the industry and their own companies: "The four days of the fair give us extensive feedback on our products, so we can see straightaway whether our innovations are going to be successful in the marketplace," said one exhibitor.



Trade visitors pick up on innovations and trends

Visitors were primarily interested in innovations and trends. There was no shortage of either at DOMOTEX, resulting in very high visitor satisfaction levels: 96 percent rated the show overall as "good" or "very good." 92 percent were planning to return to DOMOTEX next January, and 94 percent saw clear benefits from attending the event. A correspondingly high ratio – 91 percent – said they would recommend the show to others. The best-represented visitor category was again buyers for specialist retail and wholesale outlets, and this year's event also saw a marked increase in attendance from the skilled trades sector.



Red Carpet Night

Spirited opener at DOMOTEX



If they weren't sure beforehand, it was clear by DOMOTEX exhibitor's night that a lot had changed in Hannover this year! That's because Deutsche Messe had changed the venue from the traditional "Night of Nations" at the Convention Center to the rollicking new "Red Carpet Night" at festive Munich Hall. The new location presented a successful combination of traditional and modern elements. The attractions at the DOMOTEX opening event included a fascinating light show, culinary treats from around the world

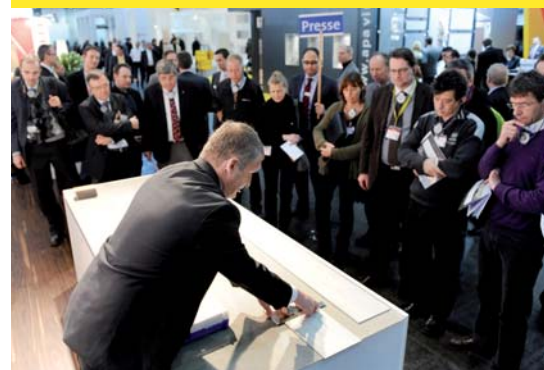
and a rousing performance by the "Brooklyn Bridge" band.

Numerous exhibitors took advantage of Red Carpet Night to "roll out the red carpet" for their business partners and customers and offer them an enjoyable night of entertainment. A large number of tables were reserved in advance. The guests engaged in animated discussion on the latest developments in the floor coverings industry, capped off by some light-footed fun out on the dance floor.

Under the media spotlight

DOMOTEX is an annual fixture in the calendar of some 500 journalists from across the globe. Along with a fully-equipped press center, comprehensive press services and numerous press conferences, as a new initiative this year's DOMOTEX also included press tours to selected exhibitor stands.

The exhibitors were given five minutes to present their latest product, followed by a further five minutes for questions. This was a valuable service for journalists looking for a compact overview of the fair and an impression of the event highlights.



"fair package" features new premium service

Bundle your success into a package: the "fair package" is a one-stop shop for all your exhibition needs, including floor space, stand construction and many other services in a single turnkey package. And you can order optional services to complete your own individual "fair package". New this year: the Premium "fair package" includes a new, TRUSS type modular stand which is open on four sides. Further information is available at: www.domotex.de/fairpackage

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10-12 May 2010
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DUBAI



23-25 March 2011
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SHANGHAI

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