

Press release

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## Textile innovations from Germany presented in the USA

Ali Rosenberger  
Tel. +1 770 984 8016 x2428  
ali.rosenberger@usa.messefrankfurt.com  
[www.techtexilNA.com](http://www.techtexilNA.com)  
[www.texprocessamericas.com](http://www.texprocessamericas.com)  
[www.high-tex-from-germany.de](http://www.high-tex-from-germany.de)

**‘High-Tex from Germany’ presents technical textiles, textile machines and textile-processing machines at Techtexil North America and Texprocess Americas from 22 to 24 May 2018**

66 companies from the German textile, textile-machinery and garment-technology industries will make presentations at the ‘High-Tex from Germany’ exhibition within the framework of the Techtexil North America and Texprocess Americas trade fairs in Atlanta from 22 to 24 May 2018. ‘High-Tex from Germany’ is hosted by the Federal Ministry of Economics and Energy (*Bundesministerium für Wirtschaft und Energie – BMWi*) and the Association of the German Trade Fair Industry (*Messeausschuss der Deutschen Wirtschaft e.V. – AUMA*). Elaborately designed and covering an area of more than 1,300 square metres, the exhibition shows textile innovations ‘made in Germany’ from the fields of technical textiles, nonwovens, textile-processing machines, smart textiles and textile research. Additionally, the exhibitors will introduce their products and services in lectures, demonstrations and multi-media presentations at the ‘Plaza’.

“The USA is one of the most important export markets for German textile companies. For us as representatives of the German textile sector, the joint presentation within the framework of ‘High-Tex from Germany’ is a great opportunity to cultivate existing contacts in the USA and to make new ones. With this exhibition, we are bringing our technologies to our customers in the USA”, says Marc Lorch, Member of the Board of Zwissler Holding and Exhibitor President of the participating companies.



'Hightex-from Germany' presents textile innovations from Germany / Source: gtp2 Architekten

### **Technical textiles for all fields**

Today, technical textiles are to be found in virtually every field of human endeavour. In Atlanta, the German manufacturers of high-performance textiles and fibres taking part will show the complete spectrum of applications, from the automobile industry, via architecture, to personal protective equipment.

With their Gertex and Zoeppritex divisions, Zwisstex and other exhibitors will present the latest fabrics and technologies for laminating, backing and coating, primarily for the automobile sector. At Kufner, trade visitors from the outdoor, fashion and sports industries will find insoles and, at Südwole, technical yarns. Also in the field of functional apparel are the flame-resistant textiles by Pyrotex, which can also be found in the automobile and aviation sectors, in architecture and building, as well as in contract textiles. Additionally, a start-up, Lunative Laboratories, will show LED hoodies. Technical textiles for the automobile and aviation sectors also come from Curt Bauer. New developments in the nonwoven field will be shown by several exhibitors including Frenzelit, Polyvlies, Sandler, Smart Polymer and Tenowo.

### **From CAD/CAM to embroidery: a wide range of machines**

The range of exhibits in the textile-machine segment and machines for processing technical textiles covers the entire textile manufacturing and processing chain: processing nonwovens is one of the core specialities of Autefa Solutions. Expert International present CAD/CAM technologies. JBF Maschinenbau stands, inter alia, for textile machines for processing yarns, twine, ropes and ribbons. Georg Sahn, Dietze and Schell Maschinenfabrik will show the latest bobbin-winding machines while Dornier presents weaving technologies. Cutting machines will be shown by Schoen and Sandt Machinery. Exhibitors in the field of high-performance sewing machines include RSG Automation Technics and Strobel Spezialmaschinen. Everything revolves around embroidery at ZSK Stickmaschinen. Machines for fixing, backing, scattering and ironing are core areas of expertise of Maschinenfabrik Herbert Meyer. High-precision textile dressing and coating are the focal points of A. Monforts Textilmaschinen, Benninger Zell and Olbrich.

Techtextil North America  
Texprocess Americas  
Atlanta, GA, 22.-24.5.2018

The exhibition spectrum also includes textile aids, measuring and control technology and testing services.

Visitors can also obtain information about current research projects from the German Institutes of Textile and Fibre Research (DITF), the Association of the Finishing, Yarns, Woven Fabrics and Technical Textiles Industry (IVGT), the Tübingen-Reutlingen-Zollernalb location agency and the German American Chamber of Commerce of the Southern U.S.

**Note for journalists:**

You can find background stories and further information in the [Techtextil Blog](#) and at [www.facebook.com/techtextil](http://www.facebook.com/techtextil) and [www.twitter.com/techtextil](http://www.twitter.com/techtextil) with the hashtag: **#hightexgermany**.

**High-tech textiles from Germany**

The 'High-Tex from Germany' exhibition is a presentation platform for companies from the German textile industry, the German textile-machine industry and the German apparel textile sector in Atlanta from 22 to 24 May 2018. Organized by the Federal Ministry of Economics and Energy (*Bundesministerium für Wirtschaft und Energie – BMWi*) in cooperation with the Association of the German Trade Fair Industry (*Messeausschuss der Deutschen Wirtschaft e.V. – AUMA*) 'High-Tex from Germany' will be held within the framework of Techtextil North America and Texprocess Americas, which take place at the Georgia World Congress Centre in Atlanta every two years. The initiators of the exhibition are the German textil+mode association, VDMA Textile Care, Fabric and Leather Technologies and VDMA Textile Machines. Messe Frankfurt, the world's provider of textile fairs, is organising the event on behalf of the Federal Ministry of Economics and Energy.

**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 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* 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). \* preliminary numbers 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces nine shows within the United States, Canada and Mexico. In addition to Techtextil North America and Texprocess Americas, the North American portfolio of events includes Canadian Waste & Recycling, Home Textiles Sourcing Expo, International Apparel Sourcing Show and Texworld USA, INA PAACE Automechanika and NACE Automechanika. For more information, please visit our website at: [www.us.messefrankfurt.com](http://www.us.messefrankfurt.com).