

Press

Techttextil North America
Raleigh Convention Center
500 S. Salisbury St.
Raleigh, NC 27601

USA, March 12, 2019

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Techttextil North America Experiences Record Growth in 2019 Edition

Techttextil North America took place February 26-28 at the Raleigh Convention Center in Raleigh North Carolina. Moving the show from its 2017 location in Chicago back to the Southeast proved popular among the industry, making the 2019 edition the highest attended odd-year show to date.

Techttextil North America 2019 brought 165 exhibitors to the Raleigh area from North America and beyond, and total attendance grew to 3,185 – showing a 52% increase* over the Chicago event. With 32 countries in attendance, international representation exactly doubled from 2017.

Decision makers from all of the major industries that touch technical textiles and nonwovens attend Techttextil North America to conduct business and discover the latest product developments and industry trends. This year, visitors included top industry executives, buyers, engineers, technical directors, plant managers, product development managers, and more from the world's leading brands including Apple, Nike, Ford, Target, Lear Corporation, Georgia Pacific, Arc'teryx, Hanes Brands, Mohawk Industries, General Motors, and CamelBak, among others.

Educational Symposium

The 2019 Symposium ticketholders attended sessions covering today's hot topics in technical textiles and nonwovens. Many sessions sold out during the last weeks of pre-registration; sessions including "Fiber Innovation: From

*Percent increase based on total number of attendees from Techttextil North America only. 2017 attendance number used for comparison excludes JEC Americas attendees.

Concept to Commercialization”, “Advancements in Nonwovens”, and “Textiles in Aerospace Applications” proved to be in high demand.

“The Lab” Testing Demonstration Area

A new addition to Techtextil North America, “The Lab” featured short sessions and hands-on demonstrations of the latest equipment & technology used in textile testing and standards. Powered by the Textile Technology Center at Gaston College and AATCC (American Association of Textile Chemists and Colorists), topics including electrical resistance, clothing comfort, color fastness, water repellency and more. Many of these complimentary, show-floor sessions were left with standing room only.

Student Research Poster Program & Tech Talks

The Poster Program returned to Techtextil North America again in 2019, this time boasting 61 participants from across the United States, making it the largest program the show has seen to date. Participants included undergraduate research students and those pursuing their Master’s or Ph.D. from North Carolina State University’s Wilson College of Textiles, The Nonwovens Institute, Cornell University, Thomas Jefferson University, The University of Georgia and more.

Participants had the opportunity to share their research findings with peers and potential employers on the show floor each day, and a handful were given the opportunity to present their research in front of a captive audience during the three days of Tech Talks, once again powered by The Nonwovens Institute. The Tech Talks feature area remained a popular destination throughout the three days of mini-sessions.

Reception & Tours at North Carolina State University’s Wilson College of Textiles and The Nonwovens Institute

Techtextil North America, North Carolina State University’s Wilson College of Textiles and The Nonwovens Institute hosted an evening of education and exploration on night two of the show. The sold out event provided ticketholders with light hors d’oeuvres, drinks, and an opportunity to network with other show attendees off of the show floor, as well as the chance to see the top-of-the-line laboratories and fabrication facilities of the Wilson College of Textiles and The Nonwovens Institute.

Attendee Statements

“I thought it was really inspiring to see all facets of the functional textiles industry,” said Daniel Christe, a recent graduate of Drexel University in Philadelphia. “The symposium had great speakers, who were all selected from a broad variety of perspectives: we saw scientists, business development folks and product management. The textiles industry has a really exciting future and I couldn’t be more excited to join it as an early career professional.”

“I have made connections here that will change the future of my business,” said George Gianforcaro of Indutex USA. “This has been a great show – I am so glad I came.”

The show’s return to the Southeast proved wildly popular among exhibitors who were thrilled with the high-traffic and quality of visitor interactions:

“The show was fantastic for us,” said Dan St. Louis, Director of the Manufacturing Solutions Center at Catawba Valley Community College. “We saw more customers and potential customers than any other show we have attended, and we have attended many over the years. We had a full crew manning our booth and I still missed lunch on Tuesday and Wednesday due to seeing so many customers – which was great! I also got a lot of business after my Symposium presentation, and certainly appreciated the opportunity to present. The Techtextil North America team did a great job with this event, and I look forward to coming again!”

“The show exceeded my expectations,” said Hanchu Lee, President of Polytex Plastics, South Korea. “It is smaller [than the Atlanta show], but with very high quality visitors. Those walking the show really know what they’re looking for, and it’s brilliant.”

“The floor was absolutely buzzing all day long,” said Sheree Turner of Textile Industries Media Group, reflecting on day one of Techtextil North America. “We were so busy, I hardly had the chance to leave the booth. I haven’t heard a negative word about [the show] yet. And the quality... the quality of attendees is very good.”

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | 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 Waste & Recycling Expo Canada, Home Textiles Sourcing Expo, Apparel Sourcing USA and Texworld USA, INA PAACE Automechanika Mexico City and NACE Automechanika Atlanta. For more information, please visit our website at www.us.messefrankfurt.com.

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