

news +++ The Clean Show

August 23 – 26, 2025, Orlando, FL



May 19, 2025

The Clean Show 2025 to Deliver Robust Education Program Focused on Innovation, Growth, and the Future of the Textile Care Industry

The premier event for the commercial laundering, drycleaning, and textile services industry, announces a comprehensive line-up of educational sessions designed to equip professionals with the tools, insights, and strategies needed to navigate an evolving marketplace. Taking place August 23–26, 2025 at the Orange County Convention Center in Orlando, this year’s education program—organized in by partnering associations— ALM, CLA, DLI, TCATA, and TRSA will spotlight the trends, technologies, and tactics influencing the future of the textile care industry.

As the textile care industry continues to evolve with new technologies, customer expectations, and operational challenges, The Clean Show 2025 is stepping up with a dynamic and expanded education program designed to inform, inspire, and empower. Attendees can expect practical insights, expert guidance, and forward-looking discussions that apply to every level of business, from local laundromats to international commercial operations.

“The Clean Show education program is where today’s leaders and tomorrow’s innovators meet,” said Brian Wallace, President and Chief Executive Officer (CLA). “Our goal is to deliver sessions that not only reflect the realities of the industry but also help businesses thrive amid change. From navigating digital transformation to understanding generational shifts in consumer behavior, the 2025 lineup will offer unmatched value.”

From front-line operators and facility managers to business owners and technology leaders, attendees will find education sessions that address their most pressing challenges and biggest opportunities.

Key Topics Include:

- Top Trends in the Laundry Industry – A deep dive into the top trends in the industry, such as WDF/PUD, advances in technology and larger stores with more amenities.
- Marketing Strategies – Practical sessions on branding, digital marketing, customer retention, and competitive positioning.
- Expanding Residential Delivery & Commercial Accounts – Proven techniques for growing new revenue streams and building customer loyalty.
- Safety Certifications & Compliance – Expert guidance on certification programs, the inspection process, health, safety and more.
- Textile Industry Standards and Regulations – Updates on evolving U.S. and global compliance requirements that impact laundries and suppliers.
- Generational Shifts in Laundromats – A look at how Gen Z and Millennials are reshaping self-service laundry and expectations. The differences between veterans and the younger generation.
- AI, Innovation & Digitalization – Insight into emerging technologies transforming risk management, efficiency, customer experience, and operational costs.

With a mix of panels, seminars, and interactive discussions, the program will provide actionable takeaways for all segments of the industry. All education sessions are open to registered attendees and exhibitors at no additional cost and included with the one registration price. A discount option is available to members of one of the partnering associations.

“Each edition of The Clean Show raises the standard—and 2025 is no exception,” said Greg Jira, Group Show Director, Messe Frankfurt Inc. “We’re proud to partner with the industry’s top associations to offer an education program that’s rich in content and grounded in real-world application. This year’s focus on innovation, compliance, and business growth is exactly what the industry needs right now.”

Visitors interested in registering for the event, may do so [online here](#). Visitors are encouraged to register in advance to minimize wait times on-site for their badge and avoid the increased onsite price.

Additional information on the show, [educational sessions](#), and any of the association-driven receptions, can be found on the [official website](#).

Interested in exhibiting? Contact The Clean Show Sales Team at cleanshow@usa.messefrankfurt.com.

Stay connected:

Facebook: <https://www.facebook.com/thecleanshow/>

Twitter: <https://twitter.com/TheCleanShow>

Instagram: <https://www.instagram.com/thecleanshow/>

LinkedIn: <https://www.linkedin.com/company/the-clean-show>



Your contact:

Kim Porter

kim.porter@usa.messefrankfurt.com

Messe Frankfurt Inc.
2859 Paces Ferry Rd. SE, Suite 1600
Atlanta, GA 30339
www.us.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/hintergrundinformationen

Sustainability at Messe Frankfurt

www.messefrankfurt.com/nachhaltigkeit-information

Background information on Messe Frankfurt Inc.

<https://us.messefrankfurt.com/atlanta/en/aboutus.html>