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HOME TEXTILE VIEWS

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▪ Heimtextile

New Sensitivity is the trend theme for the 24/25 season

▪ Intertextile Home Textiles

concludes with increased international participation



Contents

Head Office

Apparel Views Pvt. Ltd.

Plot No. 31, First Floor,
Sai Enclave, Sector-23, Dwarka,
New Delhi – 110 077, India
Tel.: +91 93107 66051
info@apparelviews.com
edit@hometextileviews.com
subscription@apparelviews.com

Regd. Office

C-75, DGS Housing Society, Plot No. 6,
Sector-22, Dwarka, New Delhi-110077

Regional Offices

No.23, Indra Nagar, Ground Floor,
Avinashi Road, Tirupur-641603
Tel.: 0421-4260748, 93445 24222,
88700 06778
tirupur@apparelviews.com

Bangalore

B.P. Mishra: 09341444727,
080-23434445

www.hometextileviews.com

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Editor & Publisher
Arvind Kumar

Associate Editor
B.P. Mishra

Editorial Adviser
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Correspondent
Deepti
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Circulation
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Anju Chauhan Tondak

American Homes leans in on sustainability across all product ranges

The Manhattan showroom for American Homes and Textiles showcased products made with sustainably sourced fibers for 3 key soft home categories. “We are very proud to have been coming up with things worth featuring with our sustainable developments,” said Mahin Shamsi, VP of operations.

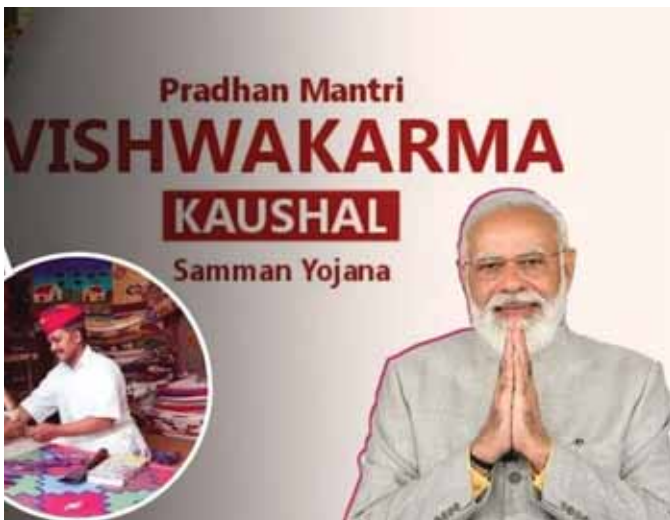
Sustainable towels - American Homes has made its terry products more durable in the wash, quick drying and competitively priced. In addition, the towels are made from sustainably sourced cotton and recycled ocean-bound materials. Options span multiple weights and configurations, including 6-piece bath sets, bath towels, beach towels and washcloths.

Sustainable Kitchen Linens - The company’s new line features a sustainable cotton blend fabric that mimics flax linen – “without the hefty price-tag or the painful maintenance,” said Shamsi. Constructions include solids, chambrays, yarn dyes and metallic thread enhancements. All are made from sustainably sourced cotton and recycled ocean bound materials.



Sustainable cotton blend sheets - Following up on its sustainable flannel introduction, which is hitting stores in the U.S. and Canada this winter, American Homes is introducing a year-round option. The lightweight cotton blend sheets are crafts look and feel like linen ■

Momentous step that brings immense promise to the apparel industry by PM-Vishwakarma Yojna



The Apparel, Made-Ups & Home Furnishing Sector Skill Council (AMHSSC) wholeheartedly commend the Hon’ble Prime Minister for the visionary launch of the PM-Vishwakarma Yojna on September 17, 2023; a momentous step that brings immense promise to the apparel industry and its artisans. This initiative offers a range of remarkable benefits tailored to the specific needs of our skilled artisans in the apparel sector:

Enhancing Apparel Quality, Scale, and Reach: PM-Vishwakarma Yojna is a thoughtfully crafted initiative of the Govt. of India to empower artisans in the apparel industry, enabling them to improve the quality, scale, and reach of their products while seamlessly integrating into the MSME value chain.

Comprehensive Govt. Support: The scheme provides vital Govt. support encompassing financial assistance by way of loans of Rs 1 and 2 lac, advanced skill training, expertise in modern digital techniques, and adopting eco-friendly green technologies.

Boosting Brand Recognition: The scheme strongly emphasizes promoting the brands of our skilled artisans, offering them greater visibility and recognition both locally and globally, which is pivotal for the apparel industry’s growth.

Strengthening Market Connections: By establishing robust linkages with local and global markets, artisans gain access to a broader consumer base, thereby expanding market reach and potential.

Empowering Remote Artisans: Recognizing the immense potential of artisans in remote areas, Prime Minister Modi Ji’s call to action encourages stakeholders to devise plans that unlock their abilities as suppliers and producers for the MSME sector through skill development and quality training.

In conclusion, the PM-Vishwakarma Yojna is a tailor-made initiative announced by the Hon’ble PM that bolsters the apparel industry and empowers its skilled artisans and professionals by enhancing product quality, market access, and overall well-being. This monumental step aligns perfectly with AMHSSC’s dedication to fostering growth, equity, and prosperity within the apparel sector. It marks a significant stride toward a brighter future for all in the apparel industry, and we stand united with the government in celebrating this transformative endeavour ■

PM Narendra Modi inspires a Sustainable Fashion Revolution at Celebrating Cultural Threads

National Handloom Day, observed annually on the 7th of August, holds a profound and revered place within India's historical tapestry and cultural ethos. This cherished event stands as a testament to the unwavering dedication of artisans who have diligently preserved and passed down indigenous weaving traditions through the annals of time.

Beyond being a mere celebration, National Handloom Day shines a spotlight on the vital role played by this industry and empowers its dedicated workforce. It serves as a pivotal platform to express our heartfelt admiration and steadfast support for the skilled weavers, who pour their passion and expertise into creating exquisite works of art. This day stands as a poignant reminder of their ceaseless efforts and an acknowledgment of the priceless contribution they make to safeguard our rich cultural heritage through their artistry.

In the distinguished presence of Prime Minister Narendra Modi, the exhibition takes on a transformative dimension as he ardently elucidates the significance of handlooms in fostering a sustainable future. His resonant words inspire and invigorate the audience, urging us to opt for handloom products and actively contribute to a more ecologically conscious and ethical fashion industry. Interacting with the weavers, the Prime Minister warmly recollects their previous exhibitions in a tent at Pragati Maidan and underscores the remarkable symbiosis of tradition and modernity embodied by India's handloom sector. Emphasizing the nation's global resonance, the Prime Minister reaffirms that India is not just 'Local for Vocal,' but also an international stage for its diverse handloom clusters that span the geographical expanse of the country.

Bal Krishna Kapse said, "It is an immense honor to have received an invitation to showcase the artistry of Kapse Paithani at the esteemed National Handloom Day exhibition. We brim with pride as we represent the cultural opulence of Maharashtra on



this grand platform. This event stands as a testament to our unwavering commitment to preserving our cultural heritage and empowering skilled artisans. Guiding a team of 250 exceptionally gifted individuals, we remain resolute in revitalizing the handloom sector and advancing sustainable, eco-friendly fashion. Our craftsmanship reflects the resplendence of our traditions, and through our work, we aspire to uplift rural livelihoods and contribute to a radiant future for our nation."

A highlight of the exhibition unfurls with the prestigious display of Kapse Paithani, a symbol of Maharashtra's storied traditions and cultural eminence. Kapse Paithani ardently champions the revival of the handloom industry and the propagation of sustainable, eco-friendly fashion. Through their meticulous craftsmanship, they aspire to elevate rural livelihoods and cast a luminous trajectory for the nation's future.

As we embrace the essence of our cultural heritage and applaud the extraordinary talents of our adept craftsmen, this celebration stands as a firm pledge to weave a sustainable legacy for generations to come ■

Jessica McClintock launches Gunne Sax Collection at NY Market



The iconic Jessica McClintock fashion brand, known to millions of women for romantic and vintage inspired designs, is launching a new fashion bedding collection at New York Home Fashions Market.

The collection includes Jessica McClintock – and for the first time – Gunne Sax by Jessica McClintock branded home fashions. The premiere of Gunne Sax fashion bedding coincides with the just launched revival of 70's inspired Gunne Sax dresses.

Earlier this year CMN International became the exclusive fashion bedding and bath product partner for Jessica McClintock. The core products are quilts and quilt sets, comforter and sheet sets, throws, decorative pillows and bath towels.

CMN is a pioneer in the use of sustainable natural fabrics, and a licensee for Microban and Lenzing International.

According to Kerry Glasser, McClintock's long time licensing agent, "CMN has faithfully executed a true on-brand fashion bedding story as the consumer is thirsting to engage in nostalgia and Gunne Sax by Jessica McClintock is an authentic voice to accomplish this" ■

Global cotton market is facing decline in production and consumption



The global cotton industry is facing significant reductions in both production and consumption according to the 2023-24 outlooks of the Cotton: World Markets and Trade report by the US Department of Agriculture (USDA).

Production is witnessing a downturn for the second straight month, now standing at 112.4 mn bales, a sharp drop of over 4.4 mn bales compared to forecasts from two months prior. This decline is attributed to decreased outputs across numerous regions including West Africa, the United States, Greece, Mexico, and India, which have overshadowed the rise in production seen in Brazil.

On the consumption front, a reduction of 1.1 mn bales brings the forecast down to 115.9 mn, primarily due to diminishing supplies in major consuming nations such as India and China. Although consumption is anticipated to be 5 mn bales higher than the previous year, it represents a more restrained growth, stemming from depleted resources and economic instability which are affecting usage rates, as per the report.

Global trade projections have also been corrected downwards by approximately 600,000 bales to 43.3 mn, in light of the reduced consumption in major importing countries, notably Bangladesh and Vietnam.

The US is not exempt from the downturn with export predictions showing a decline to a worrying 8-year low at 12.3 mn bales, a consequence of slightly dwindling supplies. Moreover, the global ending stocks are poised to decrease by over 1.6 mn bales, reaching 90.0 mn bales, a situation exacerbated by reduced initial stocks and production outweighing the downward consumption revision.

In the midst of this landscape, the US season average farm price for the 2022-23 periods is expected to experience a minor increase, going up by 1 cent to stand at 80 cents per pound ■

Indian textile industry hopes to get PLI boost from Center

The Indian Government is expected to offer fiscal incentives for the struggling textile and garment sector, in part to mitigate the effects of a decline in foreign orders. The incentives could come under the production-linked incentive (PLI) scheme that promises billions of dollars to boost manufacturing ranging from electronic products to pharmaceuticals.

This was stated by Confederation of Indian Textile Industry (CITI), according to the report. T. Rajkumar, chairman of the Confederation of Indian Textile Industry (CITI) has been quoted saying, "The government could make an announcement by December," he said referring to industry representatives' meetings with textile and finance ministry officials earlier this month.

Earlier this month, government representatives examined the PLI programme, which was introduced in 2020 and under which the government proposed to provide 14 sectors with monetary incentives totaling about \$24 bn. Over 45 mn people are employed in the \$150 bn textile and garment business, which is experiencing diminishing exports as European and American consumers cut back on spending due to the inflationary pinch.



In the first four months of the current fiscal year, this runs through 31 March, 2024, India's textile and apparel exports decreased by about 14 per cent to \$11.25 bn. According to Rajkumar, the industry requested financial incentives for smaller producers under the PLI scheme and pushed the government to remove the 11 per cent import charge on particular cotton kinds imported from Egypt and the United States in order to fill specific contracts ■

Odisha State of India has approved IOCL's polyester products factory

India's Odisha state recently approved nine industrial projects worth Rs. 1,01,804 cr that are expected to create jobs for over 28,000. The projects will be set up in Jagatsinghpur, Jajpur, Jharsuguda, Khurda, Paradeep, Bhadrak, Ganjam and Koraput Districts.



Among the projects cleared is Rs. 4,377-cr polyester products manufacturing unit of the Indian Oil Corporation Ltd. (IOCL) in the textile park at Bhandaripokhari in Bhadrak district.

Petronet LNG Ltd will set up an LNG terminal with a capacity of 40 lakh MT at Gopalpur in Ganjam district. It has committed to invest Rs. 2,306 cr in the project, the state government said in a statement. The state's high-level clearance authority headed by Chief Minister Naveen Patnaik approved the projects. L&T Energy Green Tech Ltd's investment proposal worth Rs. 1,030 cr to set up a green ammonia plant in Paradeep in Jagatsinghpur District was also approved ■

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18 Jun 2022

Cotton made in Africa highlights success of revised standard

Cotton made in Africa (CmiA), which connects African small-scale farmers with trading companies and fashion brands throughout the global textile value chain, has revealed its revised CmiA standard featuring new criteria and requirements is a success.

CmiA points out in its 2022 Aggregated Verification & Implementation Report excellent results were achieved in the categories of input prefinancing, risk reduction for crop protection, and activities pursuing better working conditions.

However, it says there is also some room for improvement as the cotton companies achieved average results in meeting their obligation to continually improve their CmiA performance. The organisation says that with further development, better results are possible.

The report also reflects positively on the performance of measures for soil health and soil conservation.

In fact, last year, training material was developed for farmers to optimise performance in the areas of biodiversity and water management, and trainers received instruction in improving soils through methods including compost, biochar, and bokashi.

CmiA explains that following the extensive revision of its standard in 2020, this report is the first of its kind to analyze the field and ginnery-level implementation of the latest edition of the standard, CmiA Standard Vol. 4.

In addition to offering an overview of CmiA and CmiA organic cotton production in the 2021–2022 season, the report also focuses on various projects and events through which CmiA assisted partnering



cotton companies in supporting small-scale farmers and in implementing the standard's requirements. The report's primary focus, however, was on verification results.

“Our partners have already proven their reliability by fully implementing the criteria of CmiA Vol. 3.1. The latest results meet our expectations, but they also show that we can still work with our partners to make improvements,” says Elena Wahrenberg, the Verification Manager ■

Lenzing to boost production of responsibly produced viscose in Asia-Pacific region



Lenzing is expanding production in Indonesia for 2 of its responsible viscose fibers: Ecovero and the nonwoven

Veocel. The global producer of wood-based specialty fibers is converting its Purwakarta site, which when completed will have the capacity to produce 303,000 tons per year. Purwakarta was chosen for its close proximity to Lenzing's value chain partners in Asia-Pacific.

Ecovero branded viscose fibers are produced with up to 50% lower fossil energy use and water than generic viscose 2 and are certified with the internationally recognized EU Ecolabel.

In line with Lenzing's goals of reducing group-wide CO2 emissions per ton of product by 50% by 2030 and achieving CO2-neutral production by 2050, the converted production site has already reduced CO2 emissions by approximately 130,000 tons annually.

“We are working tirelessly to make the industries in which we operate even more sustainable and to drive the transformation of the textile business model from a linear to circular,” said Stephan Sielaff, CEO of the Lenzing Group ■

IHGF Delhi Fair set for five days in October

The autumn edition of IHGF Delhi Fair, organized by the Export Promotion Council for Handicrafts, India, is set for Oct. 12-16 with a new concurrent Delhi Fair Furniture Showcase.

With more than 3,000 exhibitors lined up, the event will be held at the India Expo Centre & Mart and will include theme pavilions, trend areas, craft demonstrations, ramp presentations and knowledge seminars.

The Delhi Fair Furniture showcase will feature more than 1,000 product lines and designs. Product assortments throughout the five-day event will feature housewares, tableware, home furnishings, furniture, gifts and decorative accessories, lamps and lighting, Christmas and festive décor, fashion jewelry and accessories, spa and wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys and games, handmade paper products and stationery, and leather bags ■



Nestasia Breaks New Ground: Unveils Their Premium Bed Linen Collection

Leading Lifestyle and Décor brand Nestasia, today announced its exciting foray into a new category with the launch of an exquisite premium bed linen collection. This marks a significant step for Nestasia as it continues to reshape the way individuals connect with their living spaces, showcasing an unwavering commitment to excellence, creativity, and design.

Constructed with utmost attention to detail, these quilted bedcovers and pillow covers are intended to transform bedrooms into tranquil havens that reflect individual styles. The collection features a diverse range of elegant designs, from timeless classics to contemporary embroidered patterns, catering to a variety of aesthetic preferences. Crafted from pure high quality 100% cotton with a thread count of 300, these sets ensure smooth, soft, skin-friendly, breathable surfaces. The bedcovers are quilted to



increase longevity and durability, while the 80 gsm interlining adds thickness and comfort increasing its utility across seasons. The collection features a diverse range of embroidered designs with contemporary patterns that will add a touch of modern elegance to the bedrooms. The continuous contour lines

of the pattern are inspired by nature and mankind and draw inspiration from motifs like leaves, birds, and human faces. The bedcover and cushion sets are available in neutral colours to complement a variety of room colours and designs. Notably, this luxurious collection remains accessible to all, embracing the essence of refined comfort at an affordable value.

Talking about the launch, Aditi Murarka, Co-Founder of Nestasia, said, “The new line of bed linen is a fine mix of all our three values of Quality, Utility and beauty. With this, we are introducing a new dimension of comfort and style that effortlessly aligns with personal aesthetics, to truly Make Home Special. This collection is meticulously crafted with intricate detailing by our in-house team of artisans, drawing inspiration from nature and contemporary art to transform bedrooms into relaxing havens for home lovers to unwind” ■

Better Cotton urges action on dangerous pesticides

The Better Cotton sustainability initiative and its partners in the Integrated Pest Management (IPM) Coalition are demanding a global phase-out of highly hazardous pesticides (HHPs) across agricultural supply chains.

As Better Cotton notes, HHPs have historically been used to combat the threat posed by pests to cotton and other crops. Exposure to such pesticides can, however, jeopardise the health and safety of agricultural workers despite the availability and utilisation of personal protective equipment.

Ahead of the fifth session of the International Conference on Chemicals Management (ICCM5), set to take place in Bonn, Germany, from 25-29 September, Better Cotton and fellow coalition founding members, are therefore urging authorities to enforce regulatory frameworks that would mandate the elimination of highly hazardous agrochemicals.

The coalition, which also includes Fairtrade, Rainforest Alliance, the Sustainable Agriculture Network (SAN), and the Forest Stewardship Council (FSC), has outlined a series of

recommendations it hopes will provoke action on HHPs in agriculture.

These include committing to the global phase-out of HHPs through coordinated and time-bound actions, and supporting agricultural producers in their efforts to transition to sustainable agriculture practices, such as agroecology and IPM, which are aimed at minimising or excluding hazardous pesticide use by providing enabling policy frameworks and funding.

The recommendations also call for greater investment in research and innovation to develop and promote safer alternatives to HHPs, ensuring they are affordable and accessible to farmers worldwide, as well as promoting awareness, education programmes and trainings to support farmers to adopt IPM practices and make informed pest control choices.

Alan McClay, Chief Executive Officer, Better Cotton, said: “Only a global response to the use of highly hazardous pesticides in agricultural supply chains will ensure that farmers and their land are protected from the harmful impacts of such formulations. The IPM Coalition exists to bang the drum on this important



issue and we hope authorities will join us in driving change.”

The coalition is also calling for greater collaboration between governments, industry, and civil society to prevent subsidies for HHPs, and to strengthen regulatory frameworks and enforcement mechanisms to ensure an effective HHP phase-out.

Better Cotton says it has made significant progress in its efforts to eliminate the use of HHPs on cotton farms. In India alone, between the 2014/15 and 21/22 cotton seasons, Better Cotton Farmers cut their use of HHPs from 64 percent to 10 percent, whilst those using monocrotophos – a pesticide classed as highly toxic by the World Health Organization – dropped from 41percent to just 2 percent ■

India's Tamil Nadu seeks immediate quota for duty-free cotton imports

Tamil Nadu has pitched for duty-free cotton imports under a quota system. The State Chief Minister, M K Stalin, has made a demand to the Central Government to release a quota of 20-25 lakh bales of duty-free cotton import for the current non-arrival season. The cotton deficit in the Tamil Nadu-based industry has led to calls for an urgent release of duty-free imports or a permanent removal of the import duty on the natural fibre.

Stalin has said in a letter that Tamil Nadu has more than 2,000 spinning mills, running solely on cotton. At present, the mills do not have enough cotton for consumption until September this year. New cotton will arrive in October. He warned that if a quota of 25 lakh bales is not granted and the natural fibre does not reach Tuticorin port in the period, most of the mills in Tamil Nadu will have to cease production. The Chief Minister argued that the textile industry provides 1.50 cr jobs in the state, and if the mills shut down, the labour will be affected severely.

Dr K Selvaraju, Secretary-General of the South India Mills Association (SIMA), told, "Spinning mills are facing disparity in yarn exports because of 11 per cent import duty on cotton. If the Central Government removes the import duty, Tamil Nadu-based spinning mills will be able to import the natural fibre. Cotton imports from African countries are cheaper than buying it from Gujarat or Maharashtra."



He emphasised the urgent need to remove import duty on cotton immediately, as its prices are rising due to lower availability, which will continue until new arrivals in mid-October or November. If the government has reservations in the interest of farmers, it can allow extra long staple (ELS) cotton for duty-free imports in the specified HSN code. This is a different type of natural fibre, not produced in India, so it cannot suppress domestic cotton prices. Usual imports of ELS cotton are also limited, at around 7-8 lakh bales. According to Selvaraju, industry organisations are working with governments to convince them on the issue. The Chief Minister of Tamil Nadu also raised the industry's concerns due to its significance in the state ■

Govt. of Uttar Pradesh plan to double silk production to boost textile exports



The Uttar Pradesh Government is planning to double silk production to more than 700 tonnes in the near future in a bid to boost manufacturing and export of premium textile apparels in the state. The government's plan also includes setting up silk clusters and research institutes to promote silk production to boost rural income, especially among the young sericulturists.

Based on recent study by a Karnataka-based institute, the state decided to allocate silk production districts for mulberry, eri, and tussar varieties depending upon the future potential. UP produces all three major silk varieties — mulberry, eri, and

tussar. Mulberry silk is produced across 44 districts.

According to UP Silk Department Director Sunil Kumar Verma, although silk is produced in 57 districts, almost 90 per cent of the state's silk production comes from 30 districts. Despite the good quality of cocoons, UP's share in domestic silk production is about 10 per cent of the national tally of 35,000 tonnes.

The government provides 75 per cent and 90 per cent subsidy to general category and SC/ST category silk producers, respectively. It will now focus on these 30 districts. The centres under the remaining 27 districts would be run under the public private partnership model.

While UP is a prominent silk production and marketing hub with an estimated annual trade of ~5,000 crore, the state currently produces roughly 10 per cent of its annual requirement of 3,500 tonnes. The rest of the raw and finished silk is imported from states, such as Karnataka and Jharkhand.

India is the world's largest silk producing country after China. Among the three major varieties of silk produced in 2020-21, mulberry accounted for 70 per cent, eri 20 per cent and tussar 8 per cent. India exports raw silk, natural silk yarn, fabrics, readymade garments, silk waste and handloom products of silk fabric. During 2021-22, the country's silk and silk products shipments were valued at \$250 million. The main export destinations of raw silk from India are Vietnam, China, Nepal, the United Kingdom, and Bhutan ■



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India has signed several FTAs in the recent past. Has the trade been able to utilize these and take the intended benefits of these? Given the growing relevance of more awareness and knowledge for the industry to leverage the FTAs effectively, CITI has partnered with Lakshikumaran and Sridharan, law firm specialists in Customs and International Trade, for a series of webinars to look into the various provisions and opportunities that the FTAs offer and how to leverage them. The first webinar in this series of webinars - Utilizing Free Trade Agreements to Grow Export Opportunities was held today.

Today's webinar covered the framework of the FTA's especially with regard to rules of origin and tariff/non-tariff notifications that the units should look into before they take a decision on importing from or exporting to an FTA country. More awareness of not just the country but also the tariff and non-tariff conditions and product-specific rules are important for successfully utilizing the FTA's.

T Rajkumar, Chairman, CITI appreciated the commitment of our Government to not only expand the Indian markets but also attract more FDI which comes with FTAs and leads to technology transfer, job creation, and economic development of the country. The Chairman opined that it is a matter of pride that India has signed 13 FTAs in the last five years including the India-Mauritius



Comprehensive Economic Cooperation and Partnership Agreement (CECPA), India-UAE Comprehensive Partnership Agreement, and India-Australia Economic Cooperation and Trade Agreement.

He opined that there is a concern that we have not been able to leverage FTA's and hence we would like to sensitize the industry on this issue and have more stakeholder discussions on how to leverage the FTAs, especially for the Textile and apparel sector as India has immense potential to capture a major market share in these countries.

He highlighted the status of the Japan, Korea and UAE FTAs where India signed CEPA with Korea in 2010. Since last 10 years Korea's T&A imports from the world have increased at a CAGR of 4% to reach US\$ 18.8 bn in 2022 while from India, it has increased at a CAGR of just 0.2% to reach US\$ 0.37 bn. Moreover,

India's share in Korea has been hovering in a range of 2-3% during the last 10 years starting from 2013.

Similarly, India signed CEPA with Japan in 2011. During 2022, Japan imported T&A products worth about US\$ 35.4 bn from the world, India's share in which was a minuscule 1%. Moreover, India has not been able to increase its market share in Japan which since 2013 is still about 1% only.

India-UAE Comprehensive Partnership Agreement which came into force on May 2022. During the financial year 2022-23 (Apr- 22 to March 23) which consists of 10 months of FTA period, India's total merchandise exports to UAE increased by 12.7% as compared to the financial year 2021-22 while for Textile & Apparel India's exports to UAE declined by about 21.6% during the same period

To conclude, we as an industry should align ourselves with the partner country, be it Supply Chain Management, be it institutional partnership or any type of cultural ethics. The industry must be at the forefront of adhering to the compliance and sustainability requirements of the FTA countries besides maintaining global quality standards, astute business models, and competitive pricing. The more we engage ourselves with the partner country, the more we will be able to reap the benefit of a greater partnership with the country ■

Birla Cellulose launches Ecosoft- Bamboo Viscose Fibre

Birla Cellulose, the pulp and fibre business of the Aditya Birla Group, is a leading sustainability focused Man-Made Cellulosic Fibres (MMCF) producer that has announced a new product offering - Birla Viscose Ecosoft, a new variant of viscose, made exclusively from bamboo pulp.

Bamboo is amongst the fastest growing species, with some varieties reaching maturity in 4-6 months. It is widely considered less resource intensive to cultivate versus other natural fibres and hence increasingly seen as an eco-friendly solution for textile needs.

Ecosoft fibres are an advancement over generic viscose fibres, offering higher moisture management. The resultant fabrics allow for high breathability, aiding in thermo-regulation. They are

also characterized by soft textures and light weight.

The bamboo pulp is sourced from sustainably managed forests (FSC® certified) and the manufacturing processes adhere to high norms of quality and environmental responsibility.

Birla Viscose Ecosoft is embedded with a molecular tracer which allows the manufacturers to trace the supply chain journey through a detailed transaction certificate.

Man Mohan Singh, Chief Marketing Officer, of Birla Cellulose adds "It's a proud moment for Birla Cellulose to introduce Birla Viscose Ecosoft. Bamboo based viscose offers significant benefits such as utmost comfort and lustrous drapes that are being sought by consumers



in apparel purchases. We believe this product will aid the textile industry to meet the consumer demand while being assured of the highest levels of quality standards and sustainable practices" ■

H&M and rabanne announced new collaboration

H&M Home has announced that it will join the latest instalment of H&M's acclaimed designer collaboration series, with trail-blazing Parisian house Rabanne. Renowned since the 1960s for radically futuristic creations in plastic and metal, today Rabanne remains at the forefront of cutting-edge design and contemporary craft.

The H&M Home collection, designed in partnership with Rabanne's creative director Julien Dossena, provides a sophisticated counterpoint to the womenswear, menswear and accessories designs. Rendered in the house's signature metallics, offset with geometric 1970s-inspired prints, the collection spans furniture, lighting, table-top accessories, loungewear, and soft furnishings. Key pieces include the metallic sequin curtain, which draws on an iconic design from the house's homeware archives; a sequin embellished lamp, which has synergies with the collection's partywear; and a graphic metallic stool. Accessories include metallic vases, candleholders and goblets, alongside monogrammed trays, bottles, a set of dice and a deck of playing cards presented in a silver case.

Then there is the range of organic cotton and luxurious wool loungewear, comprising monogrammed towels, blankets and robes, as well as eye-catching cushions and rugs in a striking geometric print, the brand said in a press release.

"While this was my first experience designing homeware and objects, our founder Paco Rabanne designed some emblematic metallic furniture in the 1970s, so this interiors collection felt like an authentic extension for the house. I wanted to embellish the lifestyle element of the ready-to-wear collection to



incorporate home décor items that complemented the luxurious mood of enjoyment," said Julien Dossena, creative director of Rabanne. Crafted in high-quality materials including stainless steel, post-consumer recycled zinc, recycled polyester, organic cotton and wool, the collection has a focus on durability.

"At H&M Home, we are always looking for opportunities to offer our customers something really unique, and to showcase a world where fashion and interiors can meet. Rabanne was the perfect collaborator, with Julien Dossena bringing his visionary approach to radical modernism to interiors for the first time. We're excited to present a wide-ranging collection that builds on the heritage of the house but infuses it with contemporary relevance, as well as playful twists with pieces that will make perfect gifts for the holiday season," said Evelina Kravaev-Söderberg, head of design & creative at H&M Home ■

Valdese Weavers launched a new collection using recycled cotton produced from textile waste

US-based home textiles manufacturer Valdese Weavers has launched a new collection using recycled cotton produced from textile waste by Spanish Materials Science Company Recover. Supplying fabric to furniture manufacturers, distributors, and retailers, Valdese says that by supplying the Recycled Claim Standard and GRS verified Recover recycled fibre, it will help brands and retailers reduce their environmental impact caused by virgin raw material production.

Blake Millinor, President of Valdese Weavers, commented: "We are proud to partner with Recover as a natural fibre platform for our customers searching for sustainable fabrics." Recover compliments our sustainable product offering by helping create a more circular material solution. We are excited to be working with the Recover team to develop more responsible textile solutions for our customers."

Recover's flagship material, which is made from recycled post-industrial and post-consumer waste, is said to use significantly less water, energy and land than conventional cotton.

Alfredo Ferre, CEO at Recover added: "The textile industry needs new solutions and collaborations across its supply chain, which is why we are excited to team up with Valdese Weavers and expand our product to the upholstery and home textile segment.



"Our expertise in producing low-impact, high-quality recycled fibres, will help achieve our shared goals in minimising the impact on the natural resources we share."

Recover has made notable progress in its scaling mission over recent months. In August, it teamed up with US apparel retailer Lands' End to launch a 'low impact' denim collection. It also recently teamed up with C&A on a new collection as part of a four-year strategic partnership.

And, earlier this year, Recover entered into a partnership with Swiss spinning machinery manufacturer Rieter in a bid to increase the use of recycled textiles as raw materials.

The first home textile fabrics in the partnership with Valdese will be on show at textile firm's showroom in High Point, North Carolina, during this month's interwoven exhibition ■

Indocount Industries Ltd. and Partech Seeds Pvt. Ltd. forges transformative research collaboration

Indocount Industries Ltd. and Partech Seeds Pvt. Ltd. have entered into a Memorandum of Understanding (MOU) to pave the way for a groundbreaking collaboration in the research and development of innovative cotton seed varieties. This partnership aims to propel the cotton farming industry forward by creating non-genetically modified organism (non-GMO) seeds with enhanced yield, higher staple length, and improved crop productivity.

Indocount, a leading name in the textiles and home textiles sector, is taking a bold step towards agricultural innovation by joining hands with Partech Seeds Pvt. Ltd. first company in Asia that produces customized seeds and is also a pioneer in cotton seed research. This alliance represents a pivotal moment in both companies' journeys, as they seek to contribute to India's agricultural growth and development.

Snehal Doshi, Director, of Partech Seeds Pvt. Ltd., expressed enthusiasm about the collaboration, stating, "This partnership represents a fusion of expertise and innovation that has the potential to redefine cotton seed development. Our commitment to non-GMO, high-yield, and superior quality cotton aligns perfectly with Indocount's values, and together, we aim to catalyze positive change in the agricultural and textile sectors."



Echoing the sentiment, K K Lalpuria, CEO and ED, of Indocount Industries Ltd, commented, "This collaboration underlines our dedication to sustainable practices and innovation. By partnering with Partech Seeds, we are harnessing the power of research to shape the future of cotton seed varieties, ultimately benefiting both farmers and consumers."

Indocount Industries Ltd. and Partech Seeds Pvt. Ltd., with their experience and knowledge in the textile industry, bring a wealth of expertise to the table. Their long-standing presence and knowledge in the field uniquely position them to harness their collective strengths and drive forward the transformative potential of this collaboration and elevate the nation's position as a leader in agricultural innovation ■

Home textile exports from Indian decline in FY23



Indian home textile exports have witnessed a slump, reporting an 18 per cent decline in financial year 2023 (FY23) and 12 per cent dip in the first four months of FY24, according to a recent report by ICRA. This downturn comes after a promising 25 per cent growth in FY22 and has been attributed to increased costs of raw materials and energy inflation, along with subdued demand in key export markets.

The decline was unevenly distributed across product categories. Blankets and curtains saw a relatively lower reduction at approximately 12 per cent, compared to 18-19 per cent in other categories during FY23. The bed, table, toilet, and kitchen linen segments reported a sharper decline of around 16 per cent in the initial four months of FY24, as compared to 7-13 per cent in other categories, as per ICRA.

The US remains the key market for Indian home textiles, holding a 56 per cent market share in FY23 and rising slightly to 58 per

cent in the first four months of FY24. ICRA predicts that the future growth catalyst could be the pending free trade agreement (FTA) discussions with the UK and the EU. Agreements already in place with Australia and the UAE are also expected to positively impact exports.

ICRA's sample set of four listed home textile companies, which account for around 35-40 per cent of India's total home textile exports, reported a meagre 3 per cent year-on-year (YoY) growth in Q1 FY24. However, ICRA is optimistic about a recovery, expecting a 10-12 per cent YoY growth in Q2 FY24, spurred by festive orders for Thanksgiving and Christmas, as well as improved demand conditions in key export markets.

An improvement in profit margins was noted starting from Q4 FY23, following a correction in cotton prices. The margins for ICRA's sample set are estimated to have remained stable at around 15-16 per cent in Q2 FY24. ICRA expects its sample set to report a 7-8 per cent increase in turnover for FY24, recovering from a 10 per cent decline in FY23. This outlook is supported by a rebound in demand conditions and restocking activities by large retailers, primarily in the US.

Inventory levels in US retail stores across furniture, home furnishing, electronics, and appliance sectors have fallen from calendar year 2022 (CY22). ICRA anticipates that the destocking phase is nearing completion for big retailers. This is expected to result in renewed purchasing in the upcoming months, thereby improving the overall order books for Indian home textile exporters ■

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DOMOTEX presents new Meeting Place for the Skilled Trades and Retailer

From 11 to 14 January 2024, DOMOTEX will once again be the meeting place for exhibitors and visitors from all over the world to exchange information on new products and the latest industry trends. Participants from the skilled trades and specialist retailers can look forward to a new hub: At the RETAILERS' PARK in hall 19, DECOR-UNION and the MEGA Gruppe – joint by their suppliers – will be exhibiting for the first time in a central area at the heart of the world's leading trade fair for carpets and floor coverings. The RETAILERS' PARK invites visitors to think beyond floor coverings and imagine a coherent interior design. Paints and varnishes, wallpapers, coats that protect against UV radiation and many other innovative products are presented to create harmonious interiors.

What's waiting in the RETAILERS' PARK

From now on, craftsmen, sales staff and buyers from the specialist and wholesale trades as well as builders and architects will be able to obtain a comprehensive overview at DOMOTEX covering everything from floors and walls to ceilings. An open, inviting exhibition area with a central plaza and a daily happy hour make RETAILERS' PARK the most important hub for the industry. Here visitors can establish new contacts, meet colleagues and get an overview of current topics in the industry presented in a series of lectures and live demos with practical solutions for their day-to-day business. Whether parquet or floor layers, painters or varnishers, sales specialists or professional buyers – the special display provides products and solutions for everyone. Which makes RETAILERS' PARK unique for all visitors from the skilled trades and retail.

"We are delighted that we have been able to win DECOR-UNION and MEGA as strong partners for our new area and to fulfill our trade visitors' long-standing wish to include the product segments "wall" and "ceiling" in our portfolio", explains Sonia Wedell-Castellano, Global Director of DOMOTEX Events worldwide. "In conversations with potential visitors, associations and publishers, we consistently receive positive feedback. The interest in our RETAILERS' PARK is overwhelming!"

DECOR-UNION Branchentage at DOMOTEX 2024

As part of RETAILERS' PARK, Deutsche Messe is teaming up with DECOR-UNION and Netzwerk Boden, the European trade association for floor coverings, carpets, curtains, beds, wallpaper and paints. In addition to having its own booth at the special display,



DECOR-UNION will hold the DECOR-UNION Branchentage (Industry Days) at DOMOTEX for the first time in 2024, taking its participation a step further. "Our wish was to create a new platform for decision-makers, processors and retailers who interact with products and services in the field of holistic interior design. Craftsmen and retailers often have to sell very different products – for floors, walls, ceilings and facades. Usually, these can only be found at various trade fairs. We want to change this situation with the new RETAILERS' PARK", reports Frank Böttner, Managing Director of DECOR-UNION.

MEGA offers a wide range of services related to refurbishment, renovation and modernization

In addition to DECOR-UNION, the MEGA Gruppe will exhibit at the new RETAILERS' PARK. MEGA is represented at over 120 locations in Germany and has a network of over 5,600 members and more than 60,000 customers in the painting, flooring and plastering trades. The full range of products for the trade includes paints and plasters, floor and wall coverings, thermal insulation systems, machines and tools, construction technology and dry construction materials. The range includes the most important industry brands for the skilled trades and specialist retailers, as well as MEGA brand products developed specifically for the professional trades.

"Together with our industry partners, RETAILERS' PARK has been created as a platform for exchanges between craftsmen, clients, architects and other players in the construction and real estate sector. Here we bring together a broad range of products, the latest trends and innovations in all aspects of modern interior design," explains Ines Buchholz, Marketing Manager of the MEGA Gruppe ■

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Pigment printing can open new horizons for the digital textile printing Industry

Our editor, Arvind Kumar, in an exclusive interview with Matteo Forte - Product Marketing Manager of MS Italy and JK Group

What are the latest developments in digital textile printing technology?

Nowadays the keywords are sustainability and recycling. These are the goals to reach in all the stages of the textile production chain. There are different approaches to sustainability. In some cases, it is a pure marketing goal; in others, it is an imposition of the authorities' ambitious sustainability goals and the consequence of the norms and rules settled to reach those goals. However, part of the textile industry believes and opts for a consciously sustainable production chain. Thus, all the latest developments are moving towards solutions granting energy-saving, water-saving, surface occupied for the production lines-saving, and finally, recycling and re-use of resources. All these best practices allow us to move forward to a more sustainable production chain. Moreover, now that pigment has evolved enough to provide high-quality results, the promises of digital printing are more and more within reach: a faster process, with the best achievable compromise between process and performance, an on-demand production with an amazing time to market, and a high level of personalization, with no need of scale economy and a lowered environmental impact. These are the reasons for the huge success of our Pigment Solution at the last ITMA.

Tell us about the technology that you have launched recently. Which print head are you using and why?

ITMA has been the international showcase to display our latest innovations. Above all our Pigment Solution and New Era of Single Pass. Our Pigment Solution - a whole system - is made up of a printing machine, patent-pending ink, software and dryer that together have proven to be exceptionally innovative and useful. A set of innovations able to achieve all the target goals of sustainability and recycling that are fundamental to us. JK Group's Digistar Pigment 4K is a patent-pending ink that does not require pre- and post-treatments while allowing an environmental impact reduction of 95% (on average), a 15 times reduction of CO2 emissions and a reduction of 85% in water consumption – in comparison with reactive digital printing process*.

A completely re-engineered version of MS PRINTING SOLUTION's popular digital scanning printing machine – the JP7 – is another fundamental component of our



solution. We have revolutionized our JP7, both in electronics and mechanics, so that in combination with our new water-based pigment ink it could give the best achievable results.

In addition, the machine has undergone other various improvements. It has been implemented with the Ink Recirculation and the Nozzle Shooting System, both developed to work on IDLE and while printing. These upgrades help the customers to keep the ink always running, therefore avoiding any sedimentation; to keep the nozzles active. As a result, there is an improved printing quality and enhanced Printhead's lifetime. Such enhancements also increase the life of filters and degassers and allow to always offer the same printing quality and nozzles performance within different printing hobs or printing designs, since the Nozzle Shooting System keeps the nozzles active even when they are not used for a specific job or during the night.

Easy-Clean - The new carriage plate is a further upgrade. It improves the cleaning process of the carriage plate, significantly avoiding damage, while also empowering printing quality and efficiency.

The aim was process sustainability, which is why we implemented a new zero-wastewater recirculation system that will internally recycle a previously filtered,

fixed amount of water in a dedicated tank. Pigment printing already is a waterless process, the only water involved is the one used to clean the belt. With this system, we reduce the amount of cleaning water up to 95% less*.

Last but not least, we have also changed JP7's appearance. The new casing is lighter, with an interior space layout made even more rational than before, thus assuring the best positioning of the new electronic and mechanical components.

The new software and the new dryer both contribute to achieving the sustainability goals of our solution. The new compact dryer allows the curing and drying all in one and minimizes energy consumption and total CO2 emission. The new software, fully integrated into the solution allows to halve the calibration time (-50%) and increase the color yield (+20%). This perfect combination optimizes the time and consumable consumption.

Our New Era of Single Pass was born from a collaboration with an Italian company, printing non-woven organic fabrics. The new project will be the base platform for our future single-pass digital printing machines portfolio. This new generation of single-pass machines can boast the same performances of a single pass while taking up the same space of scanning, a machine up to 10 times smaller. In this way, we have the same excellent results, but fewer resources are needed in terms of money, consumption and people, all thanks to its compactness.

On top, we are developing a new technology based on Artificial Intelligence, applying it to textiles for the first time. Vision is our patent pending machine learning system capable of reading what you are printing and trained to potentially detect any mistake that could be in a print. This translates into less waste, together with time and cost savings.

*The data come from the environmental study developed by NEXT TECHNOLOGY TECNOTESSILE srl Società Nazionale di Ricerca Tecnologica. Following ISO 14040 "Principles and Framework (practice, application, limits)" and ISO 14044 "Requirements and Guidelines (preparation, management, critical review)".

What edge does it have over the others available in the market?

We let customers say why our solutions are different from others. We prefer to highlight what is our approach in our R&D department in thinking and designing new projects. We develop innovative projects, seizing the opportunities of emerging technologies without forgetting our customers' daily work. It implies the integration of sustainability best practices with functionality and efficiency. A goal may be achievable by choosing the right partners upstream in the



New Era of Single Pass

supply chain, but even downstream, by calibrating the offer reserved for our customers. It is only through such an approach that we may reach results such as our new Pigment Solution and the New Era of Single-Pass.

What are the important factors end-users should consider while investing in digital printing machines?

Customers have many options available on the market and it is up to them to set the goal. We have the task of achieving it, but they decide whether to buy and trust a brand or not. We offer consistency and reliability, which are the result of more than 30 years of work in digital printing, it is a heritage not everyone can boast. We design high-quality reliable digital printing machines and inks to allow full control of the printing stage, increasing the print look and performance by responding to customer's urgent need for a real sustainable textile production chain. We have been doing this since the beginning of the new millennium, we leave the last word to the customers.

How has the digital textile printing industry grown in the last one year in India? (In terms of demand for machinery)

The Indian textile industry values print for both men's shirting and women's garments. Companies can choose from a limitless selection of colors and volume, allowing for printing and innovation with new products. Last year, in India, we experienced significant growth due to the demand for digital textile printing after installing MiniLario and JPK Evo. The market is now open for a high-speed sublimation printer range. Both we and our Indian partner Orange Group are excited about our prospects for the next future. The government is also supporting the textile industry by offering schemes.

We are equally eager and excited to see how pigment printing can open new horizons. People are now interested in adapting to new processes that do not require additional equipment for pre-and post-treatment. Eliminating pre-

and post-treatment will lead to huge water and energy savings and provide a competitive edge in the sustainable direct-to-fabric printing category. Innovations in pigment printing will provide sustainable print solutions in textiles for fashion apparel, kids' wear, home furnishings, and many other segments.

Business wise how was the year 2023 for you? How do you see the future?

So far, 2023 has been a huge year in terms of changes. Starting from 1st April 2023 we have revolutionized our organizational model by leveraging the synergies with another operating company from Dover Corporation: Markem-Imaje (www.markem-imaje.com). Improvement was at the heart of this move; an extended global footprint, upgraded operational efficiencies and enhanced customer service through an easier, more convenient, and faster business exchange. The result is a highly scalable model that is capable of quickly extending production according to peaks in demand and seasonality, thus simplifying supply chain stewardship.

The future? Well, we can clearly see that sustainability has become a mega trend, since we have always had an eye on the topic, we are more than glad to see it spreading. We have also always been attentive to our industry demands. By combining those two urges the result is sustainable innovation. Our present and most definitely our future too. This solution has been a natural step forward in our history, but we only followed a call that was already written in our DNA and it is now becoming a requirement. Sustainable innovation is the light that has been guiding us in our projects in the past few years, it is what our new products are permeated with and it is evident in what we showed at ITMA. We are also implementing our mindset as a company. We have always been aligned to what is now called "Industry 5.0" thanks to our attention to sustainable innovation, which doesn't only focus on economic advantages, but puts sustainability first. Today, the areas targeted by an industry 5.0's approach are expanding and developing, thanks to newly enhanced human-centricity, resilience, and competitiveness on a long-term basis.

What are the new developments in inks? Would you like to share some suggestions on choosing inks?

Choosing the right ink is one of the most difficult steps of the whole printing process. The choice depends on many factors. The first one is the type of fiber of the fabric to be printed; each class of fiber has a specific ink to achieve the best performance. Then, the machine and the printheads you are working with; last but not least, the target market and the directives, norms or voluntary textile standards everyone must comply with. That's why who sells the ink should be, above all, a partner and an

experienced consultant of its customers with whom it collaborates to ensure the best final results. While choosing inks, it is important to analyze the commitment of the inks producers, e.g. to see if they manage and track the suppliers and the chemicals by partnering with suppliers and by removing hazardous substances from the manufacturing process, and the increase in talks about traceability seems to confirm this tendency. This is exactly what JK Group does for its pigment ink range with lowered environmental impacts since we put a lot of effort in research and development to innovate more and more and reach top-tier certified quality, complying with voluntary standards like ZDHC MRSL 3.1 Conformance Level 3, brand owners' standard RSL lists, ECO PASSPORT by OEKO-TEX®, together with constantly updating already existing inks' formulas to always be aligned with regulations.

Do you think pigment ink is the future of digital textile printing?

We all are familiar with pigment since it has been in everyone's mouth for a while. It is definitely an exciting opportunity for our market because it can boast both fewer steps and less waste. During a time in history such as ours, marked by conflicts, climate change, and energetic crisis, the chance to have an ink able to fix physically to most substrates, that doesn't require pre- and post-treatments, that does not need water seems to be a lot. Doesn't it?

Still, we all know pigment's chemical formula as it is now doesn't fully satisfy nowadays market requests, especially in terms of output. JK Group's R&D team has succeeded in developing a pigment that could overcome its previous limits, a product capable of combining the already existing qualities of pigment with new, improved characteristics.

Today, Digistar Pigment 4K is an option presenting lowered environmental impacts*, thanks to a 50% reduction of the printing process steps - in comparison with pigment printing requiring pre- and post-treatment. It boasts a significant general fastness: as per UNI EN ISO 105 E04:2013(alkaline and acid perspiration) UNI EN ISO 105 C06:2010(domestic and industrial washing fastness at 40 degrees), all tests showed 5 as results. As per UNI EN ISO 105 X12:2016 (dry and wet rubbing) a 4 was scored. All while maintaining a high printability. Textile Standard certifications are an extremely concrete and tangible guarantee of the sustainable and ecological production of our latest ink formula and its low hazardous profile: Digistar Pigment 4K is certified Ecopassport (certificate nr 22EP00004) and ZDHC L3. Hand in hand with our reengineered JP7, our new dryer and software, pigment printing becomes an easy, waterless process that allows a real sustainable and cost-effective production chain ■

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UJB Rotary Blu-ray Engraver is equipped with 405nm of laser light source, Y direction is fixed with linear encoder and linear motor on ball screw and option of 8, 16, 32, 48 or 64 laser diode, is capable to plot at speed of 2-15min/screen, depending on printing resolution. Available printing resolution is 1440 dpi.

UJB Flatbed Blu-ray Engraver



S1913LD

UJB Flatbed Blu-ray Engraver is available in 4 different model, varies by different printing dimension and screen size, is equipped with 405nm of laser light source, and option of 32, 48, 64, 96 or 128 laser diode. Option to choose printing resolution for A-TEX Ultrajet Flatbed Blu-ray Engraver are 600 dpi, 720 dpi, 1200 dpi, 1440 and 2880 dpi.

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new sensitivity



New Sensitivity is the trend theme for the 24/25 season of Heimtextile

The Heimtextil Trends offer forward-looking theme settings and spectacular showcases for textile professionals who want to constantly expand their knowledge. For decades now, the Heimtextil trend forecasts have enjoyed an excellent global reputation and are unrivalled on the international trade fair landscape. With our trend themes, we provide designers, producers, interior decorators, dealers and media representatives with a valuable orientation tool. The Heimtextil Trends thus form the inspirational heart of our trade fair and translate global megatrends into textile visions.

Sustainability has been an integral component of the Heimtextil Trend Space for many years – in the Material Manifesto as the basis for sustainable stand design, in the “Regenerative” theme, which forms the Future Materials curated by FranklinTill, and in the Lecture Area programme.

New Sensitivity is the overarching trend theme for the 24/25 season and is based on the Sustainable Development Goals (SDGs) of the United Nations, to which Messe Frankfurt is committed at corporate level. This year, SPOTT trends & business is responsible for the content development and implementation of the trend booklet and the Trend Space during the trade fair.

We also provide digital insights into trend-setting textile innovations. Visit us at www.heimtextil-trends.com or at www.instagram.com/heimtextil. Look forward to exciting articles on New Sensitivity and be inspired by Heimtextil Trends 24/25!



01/ Kvadrat Clearview by Alfredo Häberli is a textile for window covering. It belongs to the technical textile group and its construction is engineered to give a view out and the highest level of solar reflectance. As a result, it provides control over thermal comfort while reducing the need for cooling and heating systems and the associated energy consumption.

New Sensitivity

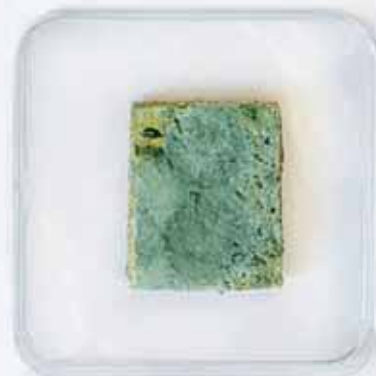
Heimtextil Trends 24/25 are about approaching the future of textiles with a New Sensitivity. Sensitivity often relates to touch, sensation, and spirituality, but it is also about showing consideration, empathy and respect. In this context, sensitivity means considering the impact when making a decision or creating a product. Understanding how natural ecosystems work and prioritising balance as the default are key to maintaining a sensitive way of working. Another underlying aspect to understanding New Sensitivity is solidarity. This solidarity means considering our relationship with each other, technology, and nature as linked and functioning as a nexus. The three areas – nature, technology, and people – are undergoing significant transformation, and each affects and reinforces the other, regardless of the direction of the change. Having a perspective and understanding based on solidarity means realising that what we do with technology affects nature and people alike, and this dynamic also applies in reverse. We need a sensitive way of thinking about all three elements to ensure a positive transformation for all⁴.

The Sustainable Development Goals (SDGs)⁵ have been a significant driver for this era of New Sensitivity. Aiming for a balanced and prosperous world by 2030, these goals were introduced by the United Nations General Assembly in 2015, and we are beginning to see their impact on creating a more balanced framework for living.

Businesses are adopting new sustainable practices, and politicians are creating new legislation with a more sensitive starting point that also takes into account function, lifecycle, and impact on people and the planet. However, the current state of the world confirms that there is still a long way to go⁶. Heimtextil Trends 24/25 aim to support this necessary transformation and highlight how New Sensitivity can be embodied in home textiles when it comes to critical issues such as climate change, biodiversity, mental health, diversity, sustainability, food waste, and digitisation.

Heimtextil Trends 24/25 Colours







Colour Keywords

Widespread Application
Bio-engineered Durability
Plant-based Colour Flows
Dynamic yet Subtle
Richness and Depth
Grounding Neutrals
Calmness and Tranquility
Enhance Senses
Punchy Saturated Accents

New colourways

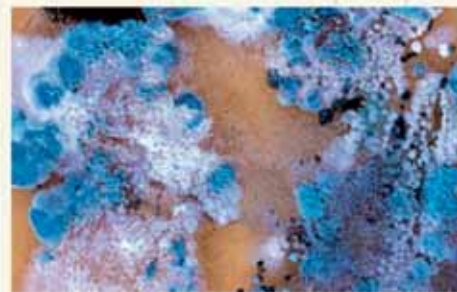
A sensitive approach to colouring methods is expressed by a dynamic yet subtle colour palette created through natural pigments deriving from the earth, as traditional colouring processes are brought to the next level through innovative bioengineering technology.

In pursuit of creating colours that evoke emotions in our senses while at the same time respecting our values in protecting the environment, we see colour bacteria growing pigments generating hues with great richness and depth. This New Sensitivity includes acceptance of natural colour flows, as colours may fade with time or morph into new colourways.

The colourways for Heimtextil Trends 24/25 were inspired by natural colours deriving from avocado seeds, algae, living bacteria, antique pigments such as raw sienna, and bio-engineered indigo and cochineal. The high black component in most colours allows for widespread application and a greater variety of combinations. The punchy saturated accents enhance our senses as they lift our spirits. In contrast, the grounding neutrals in different shades of grey, terra and even dark purple allow for calmness and tranquillity.



02



03



04

01/ Moulded rye bread by Inge Lynggaard Hansen.

02/ Inspiration for colour combinations with mix of yellow hemp textiles from Ecological Textiles and blue Wild Rubber by Amadeau Materials. Plant-coloured textile by Sara Mey and knitted textile by Ida Alding Jørgensen from VIA University College, VIA Design & Business.

03/ Made by SPOTT trends & business.

04/ Living Ink is a biomaterials company creating carbon negative pigment and ink products from algae. The image is from Earthrise algae farm where algae is grown using sunlight, water and carbon dioxide.

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Colours of New Sensitivity



01/ Studio Anna Resei is behind this silk textile that captures all the colours of New Sensitivity.

01

The future of textiles



The future of textiles from a compositional starting point. The textiles of the future begin with what they are made of or how they can be part of a circular cycle. // Die Textilien der Zukunft von einem kompositorischen Ansatzpunkt aus: Woraus bestehen sie und wie können sie Teil eines Kreislaufs werden.

01/ CiCLO® Bio-D processed fibres.

02/ Fiberpartner PrimaLoft® Bio™ and recycled paper material.

03/ Tomer Laham wool pillow.

04/ Spinnova® raw cellulose.

05/ Bioengineered granulate from Pond Cycle® which can be made into a bioplastic or a polyester textile that is biodegradable. Origins can be cane sugar or grass.

Heimtextil Trends 24/25 encourage the textile community to address the future thoughtfully and considerately and embrace New Sensitivity in home textiles.



06/ Renewcell Cellulose fibres.

07/ Spinnova® fibres.

08/ NOOSA® is a bioengineered yarn made from corn. NOOSA® can be 100 % upcyclable without being deteriorated.

09/ Renewcell shredded denim textile waste that can be turned into new denim textiles through their Circulose® process.

10/ CiCLO® recycled polyester staple fiber.

11/ Fiberpartner PrimaLoft® Bio™ polyester stable fibres.

12/ Raw hemp from Devohome.

New Sensitivity in the world of home textiles

With Heimtextil Trends 24/25: New Sensitivity, we encourage the textile community to address the future thoughtfully and with consideration and to embrace New Sensitivity in home textiles. Specifically, we are seeing this shift occur across three different approaches to a more sensitive world of textiles: bioengineered, plant-based and technological. All three directions show different pathways towards a more sensitive world of textiles. The bioengineered way leverages the power of nature by engineering natural ingredients for use in the textile world while maintaining a close relationship with nature's atomic origins. The plant-based process showcases new ways of creating textiles from sustainable and resilient plants or by-products of plant growth. Meanwhile, the technological method illustrates how technology can support the transformation of textiles in more circular ways, reduce environmental impact and improve human well-being.

New Sensitivity **Keywords**

Sensitive World of Textiles
New Compositions
Engineering Natural Ingredients
Fusing of Nature and Technology
Abundance Raw Material
Resilient Crops
Nature-inspired Strategies
Potential Scalability
Sustainable Sources



Heimtextil Trends 24/25
approach the future of textiles
with a New Sensitivity.

01



01/ Textiles samples made with plant-based colouring methods. By Sara Mey from VIA University College, VIA Design and Business.

Plant-based textiles

Textiles made from plant crops or plant by-products

Plant-based textiles mean that the fibres are derived from something that grows rather than being synthetically produced. The sustainable advantage of plant-based textiles is that their origin is natural and, therefore, more able to recirculate in existing ecosystems. They can be divided into two groups. The first group of textiles are made from plant crops. New resilient crops like cactus, hemp, abaca, seaweed, and rubber offer new sustainable textile solutions. Because of mechanical extraction, they can grow despite climate changes and require fewer chemicals in their development. The second group consists of textiles made of plant by-products which are leftover raw materials from production such as banana, olive, persimmon and hemp.

01



PANTONE TCX 18-0516

PANTONE TCX 15-0635

PANTONE TCX 12-0105

02



03





04

01/ Interior textile made from hemp by Devohome and boxes made of algae paper by Notpla.

02/ Sunray pleat/Phylotaxis pattern on PYRATEx® seacell14, collaboration with Aleksandar Bursac, Photo by Sylvain Deleu.

03/ Sample of jute felt made by Amy Lewis.

04/ Bananatex® is a durable, technical fabric made purely from the naturally grown Abacá banana plants.

01



03



04



02



05

PANTONE TCX 19-1331

PANTONE TCX 17-1644

PANTONE TCX 19-4517

PANTONE TCX 13-0915

01/ Oleatex use waste material from the olive industry to produce its vegan, alternative textile leather. Algae-based wrapping containing olive oil by Notpla.

02/ Banbū Leather by Von Holzhausen. This is a leather alternative that's 83 % plant-based (bamboo), biodegradable in a landfill, yet as supple and durable as leather.

03/ Persiskin is a plant-based alternative to leather made from waste of persimmon production.

04/ Colour combination inspiration with bordeaux hemp textile from Ecological Textiles, coral Wild Rubber by Amadeau Materials, plant coloured textile by Sara Mey from VIA University College, VIA Design and Business.

05/ Desserto is a plant-based vegan textile and its properties make an alternative to animal leather. It is made of the Nopal cactus in Mexico.

06/ Planted by Tanja Kirst is a woven tapestry collection that both explores usage of plant-based yarns and technical construction in reaching more sustainable practices. This rug showcases how many colours can be constructed from using only seven different yarn colours.



Helmitextil
Trends

24/25

06

Technological textiles

Technology and technical solutions transforming textiles

Technology can support the transformation of textiles through the use of different methods: upcycling and recycling of textiles, textile construction, and textile design. Due to decades of production, textiles are now a material we have in abundance. Developing technologies for recycling textile waste and methods for upcycling textiles increases the circular usage of existing textiles and thus reduces the need for virgin production. Furthermore, old textile construction techniques also offer pathways to sustainable solutions: For instance, using knitting technology instead of weaving for furniture upholstery produces less fabric waste⁷; alternatively, weaving technique allows the creation of several colours using only a few coloured yarns⁸. Textile Design Thinking is another method that addresses critical issues such as energy usage and durability of natural fibres and enhances these through technological textile advancement.

PANTONE TCX 18-0516

PANTONE TCX 16-1327

PANTONE TCX 13-0915



⁷ <https://www.via.dk/forskning/kreative-erhverv-og-professioner/product-design-and-materials-technologies>
⁸ <https://tanjakirst.com/>



01/ Jute Globe is a lamp shade made from jute and bioplastic. Design by Mathilde Fly Heegaard from VIA University College, VIA Design and Business. The base is Renewcell Cellulose fibres to be used in their Circulose® process.

02/ Woven tapestry made from citrus, hemp, pineapple, and seaweed yarns by Tanja Kirst. The many different colours have been created by using only seven different yarn colours in combination with various weaving techniques.

03/ Fibre52 is a prepare for dye (PFD) and dye technology that retains cotton's natural properties, resulting in a stronger, kinder fabric. This means the cotton can last longer and be recycled in several loops.

Technological textiles

Technology and technical solutions transforming textiles

- 01/ Suntex is a lightweight woven solar textile made by Studio Pauline van Dongen and Tentech. This new material can be used in tensile architecture, textile shading structures and textile façades which can harvest solar energy while providing passive sun shading. Photography by Anna Wetzel.
- 02/ Sheworks Atelier is a Textile Design Studio which specialises in aesthetic textile repurposing, transforming surplus- and waste textiles into bespoke design products and textiles surfaces. All products are made in Denmark by women on the outskirts of the Danish labour market.
- 03/ Knit to Sit is a project under Center for Sustainable Textile Production at VIA University College. It explores the sustainable opportunities in using knitting technology for upholstery instead of weaving.

PANTONE TCX 17-1505

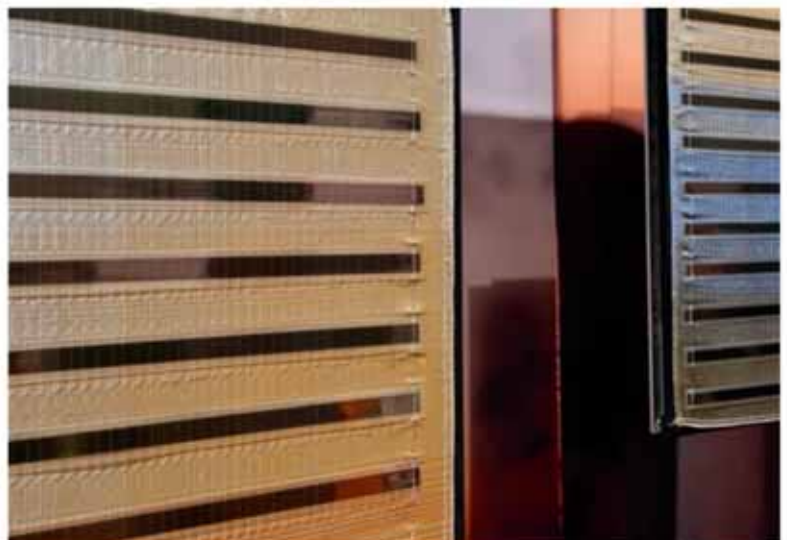
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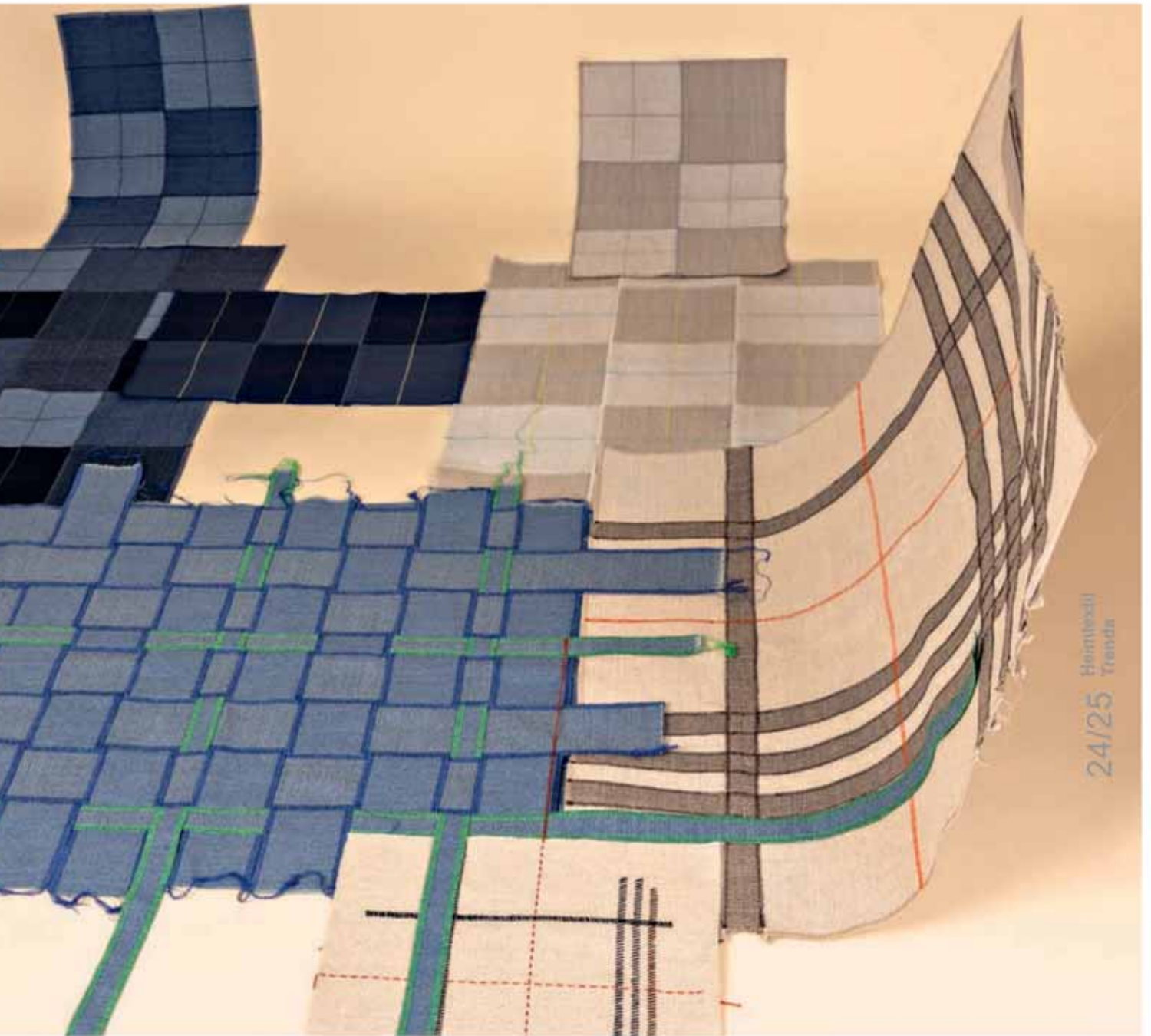
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01



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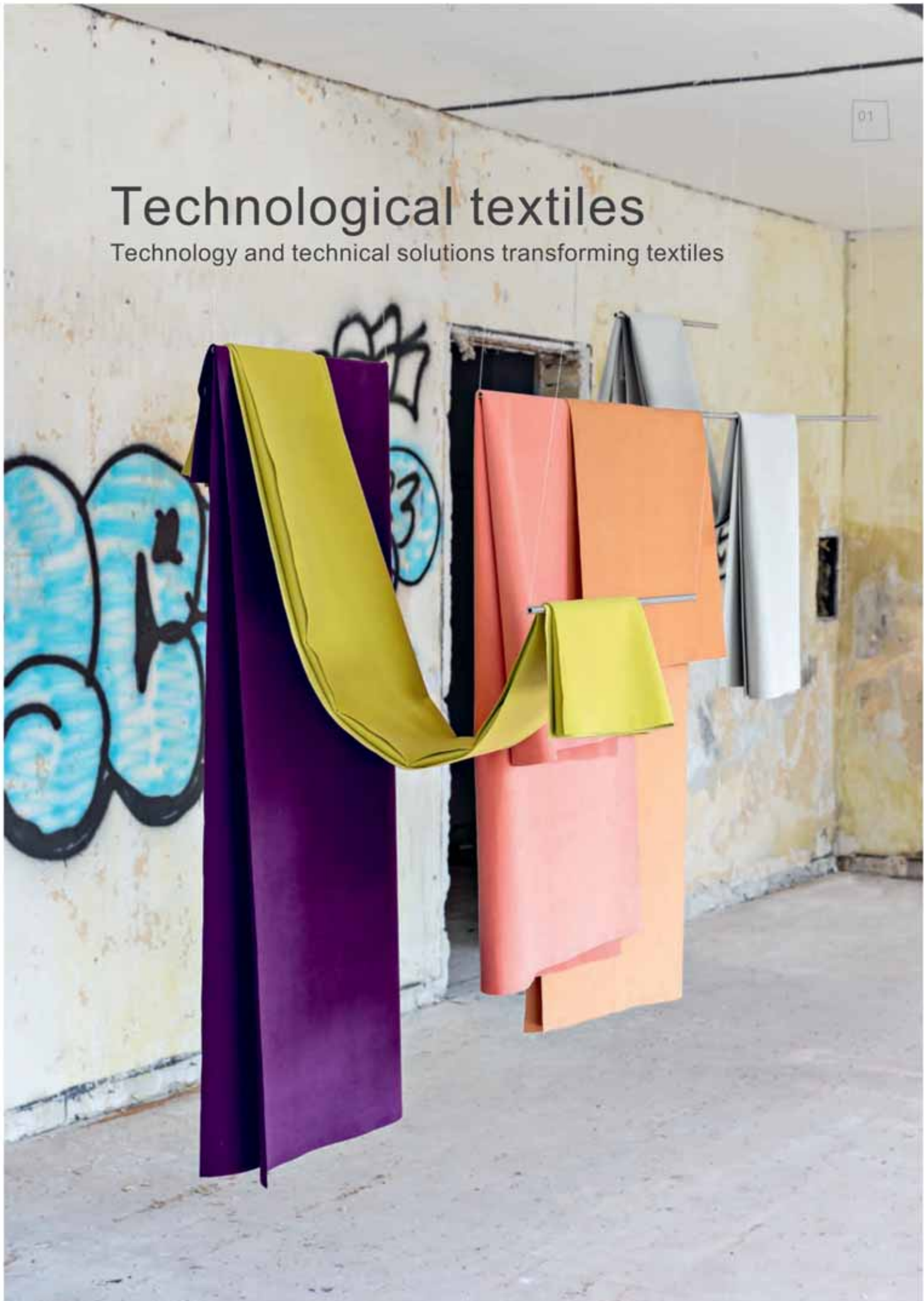
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03

Technological textiles

Technology and technical solutions transforming textiles





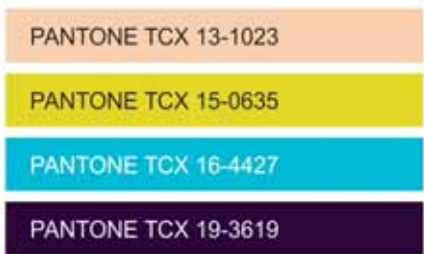
02



03



04



- 01/ Dinamica® by Miko is a microfibre made in Italy that resembles suede. It is produced in part by using recycled polyester without the use of organic solvents but using a water-based process.
- 02/ Ultrasuede is a recycled textile. It is produced using about 50 % ultra-fine fibres made from recycled polyester collected from film scraps.
- 03/ White linen weave by Tomer Laham of Shenkar College.
- 04/ Felt from Fiberpartner using PrimaLoft® Bio™. PrimaLoft® Bio™ is an additive technology that enables polyester and fabric fibres to biodegrade up to 93 % in natural environments. Colourifix uses bioengineering to create colour pigments. Von Holzhausen produces plant-based textiles with the durability as leathers.

Bio-engineered textiles

Engineered to enhance bio-degrading

To a certain degree, bio-engineered textiles represent a fusion of plant-based and technological textiles. Bio-engineering bridges nature and technology and transforms the way textiles are made. They can be divided into two directions: fully bio-engineered and bio-degradable textiles. In the production of fully bio-engineered textiles nature-inspired strategies are adopted. Instead of growing plants and extracting their fibres, textiles are made from the protein, carbohydrates, or bacteria in corn, grass, and cane sugar. Manufacturing involves a bio-molecular process that creates filaments which are made into yarn. The sustainable advantage of bio-engineered textiles is that they can have some of the same functionalities as synthetically produced textiles, while still being biodegradable because of their natural origin.

Biodegradable fibres can be added to conventional textiles like polyester to enhance the conventional textiles' ability to revert to materials found in nature and hence biodegrade in natural environments such as water or soil. Although not biodegrading completely, these bio-enhanced textiles will biodegrade up to 93 %⁹ compared to conventional textiles.

<https://primaloft.com/bio/> 93.8 % biodegradation in 646 days under ASTM D5511 conditions (accelerated landfill environment); 76.6 % biodegradation in 973 days under ASTM D6691 conditions (accelerated marine/ocean environment); 17.8 % biodegradation in 241 days under ASTM D5210 conditions (wastewater environment). The stated rate and extent of degradation do not mean that the product will continue to degrade.

// <https://primaloft.com/bio/> 93,8 % biologischer Abbau in 646 Tagen unter ASTM D5511-Bedingungen (beschleunigte Deponieumgebung); 76,6 % biologischer Abbau in 973 Tagen unter ASTM D6691-Bedingungen (beschleunigte Meeres-/Ozeanumwelt); 17,8 % biologischer Abbau in 241 Tagen unter ASTM D5210-Bedingungen (Abwasserumgebung). Die angegebene Abbaugeschwindigkeit und das Ausmaß des Abbaus bedeuten nicht, dass das Produkt auch weiterhin abgebaut wird.

PANTONE TCX 16-1327

PANTONE TCX 13-5313

PANTONE TCX 16-4427

01



02



03





01/ Pillow from Fiberpartner using PrimaLoft® Bio™ fill. PrimaLoft® Bio™ is an additive technology that enables polyester and fabric fibres to biodegrade up to 93 % in natural environments. Pillow from Earth & Home using CiCLO® 100 % Polyester staple fibre fill.

02/ CiCLO® Polyester yarn.

03/ Sheet Sets from Yunus Textile Mills Limited consisting of 45 % CiCLO® Polyester. The CiCLO® technology fall under the subcategory of bio-enhancing biodegrading textiles. The textiles have been embedded with biodegradable spots. These spots act like nutrient sources for microbes that naturally exist in the environment helping the synthetic textile to biodegrade more in comparison to unembedded synthetic textiles.

04/ Sheet Set from Brooklyn Loft consisting of 100 % CiCLO® Polyester. The CiCLO® technology fall under the subcategory of bio-enhancing biodegrading textiles. The textiles have been embedded with biodegradable spots. These spots act like nutrient sources for microbes that naturally exist in the environment helping the synthetic textile to biodegrade more in comparison to unembedded synthetic textiles.



Bio-engineered textiles

Textiles made from nature's strategies



01/ Modern Meadow produces bio-engineered textiles with the use of nature's building blocks: proteins. Bio-Tex™ is a coated textile that delivers colour vibrancy and performance while reducing GHG emissions by over 90 % compared to traditional, chrome-tanned leather, based on an LCA.

02/ Petri dish with living fungal culture by SQIM's R&D Lab. This is used to make a mycelium (the vegetative stage of mushrooms) based textile, branded as EPHEA™ .

03/ NOOSA® staple fibres. NOOSA® is a bioengineered textile made from corn. It can be 100 % upcyclable without being deteriorated.

04/ Bucha Bio is behind the material SHORAI™, which is a bio-engineered monomaterial. It is made from a process of bacterial nanocellulose. SHORAI™ can be used as a replacement for animal leather, plastic leather, and more.

05/ Raw material of EPHEA - a mycelium (the vegetative stage of mushrooms) based textile by Mogu.

PANTONE TCX 13-0915

PANTONE TCX 16-1327

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Regenerative?

Moving Beyond Sustainability





Photography by Pim Top, styling by Studio IOIA for FranklinTill.

Heimtextil Future Materials

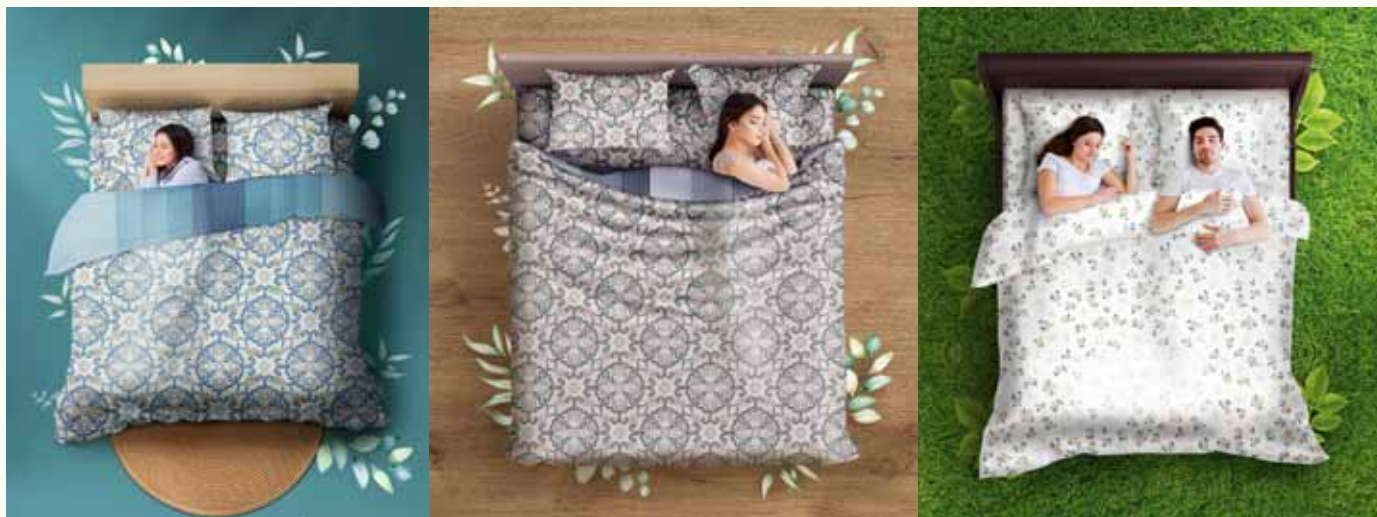
Curated by FranklinTill

In this era of climate emergency, we are beginning to look beyond sustainability to regenerative design – but what does this really mean and how do we define regenerative textiles and materials?

With human activities already causing major harm to the planet, current efforts around sustainability don't go far enough to tackle the environmental crisis we are facing. Regenerative design is committed to putting back better – creating holistic creative practices that restore or renew resources, leave a positive environmental impact and help communities thrive.

For Heimtextil 2024, design futures consultancy FranklinTill is curating a global showcase of cutting-edge textiles and materials to illustrate the principles of regenerative design. By celebrating pioneering designers, producers and manufacturers at the forefront of regenerative design, we can facilitate and accelerate change, enabling both people and the planet to flourish.

Boutique Living introduces the Caressa linen collection enriched with TENCEL™ Fibers



Boutique Living, a pioneering brand by Indo Count Industries, in the realm of high-end home textiles & linens, is delighted to present the Caressa Collection. The collection is a symbol of luxury and refinement created to enhance and elevate daily life. This thoughtfully curated range incorporates TENCEL™ branded fibers of botanic origins, blended with cotton fibers, to enhance sleep quality with unmatched levels of softness, comfort, and a range of positive wellness effects.

The Caressa collection is a reflection of Boutique Living's expertise in creating exceptional linen products. Harnessing the natural goodness of TENCEL™ fibers, extracted primarily from the eucalyptus tree, these bed linens not only exude opulence but also contribute to your overall well-being. The wellness and comfort benefits of TENCEL™ fibers, combined with the traditional softness and vibrant hues of cotton, result in bed linens softer than ever, ensuring a restful and healthier sleep.

"Boutique Living has always strived to infuse a unique appeal into all its products. The Caressa Collection is the perfect amalgamation of quality, comfort, and aesthetics. We are excited to introduce this exquisite collection to our customers, providing an ambiance of luxury and relaxation," said KK Lalpuria CEO & Executive Director.

The Caressa Collection isn't just about quality; it's also about affordability. Boutique Living has ensured that these products are available at attractive price points for anyone seeking a touch of sophistication and comfort in their lives, he added.

Commenting on the new launch, Rajiv Merchant, President Domestic Retail at Indo Count Industries Limited said, "Boutique Living's commitment has always been to infuse an exceptional touch into every offering. The Caressa Collection embodies the perfect fusion of top-tier quality, unparalleled comfort, and captivating aesthetics. We're thrilled to present this exquisite collection to our cherished customers, promising an ambiance of opulence and serenity."

Featuring a diverse range of understated designs inspired by global design sensibilities, this collection draws inspiration from the timeless charm of American homes. The bed sheet sets offer a classic, enduring look that transcends trends. Additionally, the collection includes Dohars that embody superior softness and style, courtesy of the incorporation of TENCEL™ fiber.

"Lenzing group and Indo Count Industries share a long-standing partnership and have been developing sought-after quality linens. With TENCEL™ fibers, our goal is to offer products with superior comfort, aesthetics, and sustainability features. The Caressa Collection exemplifies these features, delivering exceptional value and experience to Indian consumers," said Mr. Avinash Mane, Senior Commercial Director (Textiles) for Lenzing Group.

The Caressa Collection is now available on Boutique Living's website and through major retailers like Shoppers stop, Home Stop, Lulu Hyper and leading multi-brand furnishing outlets across India. The bed sheets are of thread counts ranging from 200 to 500 tc, and they are priced from Rs. 2299 (for king-size double bed-sheet sets) onwards ■

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Intertextile Home Textiles concludes with increased international participation

As global business activities pick up towards the back end of the year, Intertextile Shanghai Home Textiles – Autumn Edition 2023 closed its doors last week, ending a successful three days of trade at the National Exhibition and Convention Center (Shanghai). From 16 – 18 August 2023, 1,034 exhibitors (up 38.1%) from 13 countries and regions crossed paths with over 32,000 visitors (up 59.2%) from 96 countries and regions, more than 10% of which were overseas buyers. In a further testament to this edition's internationality, new exhibitor countries and regions represented were Indonesia, Portugal, Taiwan (China), Türkiye, and the US. With buyers able to source products covering the whole home textile value chain, and a fringe programme that transcended the norm, the international platform has once again marked its importance at bridging trade and communication within the industry and across sectors, circulating trade benefits to every edge of the globe.

As the country perhaps most well-known for its immense market and prolific manufacturing hubs, for the past several decades China has been a desirable business destination for international traders. In a positive step in March, the government relaxed pandemic control measures, enabling a return to cross-border, in-person business activities. This led to a strong increase of international exhibitors and buyers at the recently concluded fair, with visitors flying in from as far away as Africa, Europe, and South America. In addition, three country and region pavilions, from Belgium, Taiwan (China), and Türkiye, added some location-specific internationality to proceedings in Shanghai, and were well-received by fairgoers.



Speaking at the show's curtain call, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "With China's doors widely opened to the world again, we were pleased to welcome so many new and returning international participants to the fairground over the past three days. Across the four halls, not only was the visitor flow strong, but the booths were busy and business interactions were high. The increase in overseas exhibitors, and the return of several country and region pavilions, has meant even more diversified sourcing options for our devoted buyers from home and abroad. After overcoming some global turbulence, we have strengthened this bridge to help industry players reconnect, and redirect themselves towards the new, post-pandemic era."

Cross-sector collaboration a key highlight of the fringe programme

Enhancing the constant buzz on the show floor, the fair's concurrently held fringe events saw upstream and downstream suppliers, industry insiders, and even inter-

industry guests share some pertinent insights and innovations. This year, a series of mixed events delved into topics related to interior design trends, sustainability, new technologies, globalised and localised designs, health and wellness, and many more. One highlight was the International Intertextile Trend Forum 2023 – 2024, which illustrated the most in-vogue home designs for the upcoming season. More specific inspiration was provided by leading Japanese furniture brand IKASAS, whose exclusive seminar and display area showcased fresh home textile applications for furniture. Finally, a cross-sector conference hosted by the CRECC Full Decoration Council invited experts from both the real estate and furnishing sectors to help attendees broaden their business possibilities.

Exhibitors' experiences

José Carlos Oliveira, CEO, Elastron Group, Portugal

"This is the first time we have returned to Intertextile Shanghai Home Textiles since the pandemic started. It is important for us to be here, where the biggest distributors around the world come meet with the major producers. There seem to be more quality buyers compared to previous editions, with more interest in making deals. Our products are exported to 80 countries, but we are here to connect with one of the world's biggest markets, and we now know how to better face our Chinese customers."

Süleyman Altıok, Sales Manager, Aleran Tekstil, Türkiye

"Meeting clients face to face in Shanghai shows our company's strength and builds trust, which is fundamental to our business and why this fair is crucial for us. While our strongest market is the Middle East, our target market is now Asia. I feel like the potential in China is incomparable to anywhere else, and this fair is a must for connecting with that market. It's a relatively new market for us, but exporting to China has been easier than expected."

Eric Lee, Managing Director, Maxland Home Textile Industrial Co Ltd, Taiwan (China)

"This fair is one of the top home textile fairs in the world. This edition has matched our expectations, and we are planning to exhibit again next year. We joined the show to look for new clients post-pandemic. We have a lot of customers from the hospitality industry, and due to the resumption of global travel, our contract sales have grown by at least 20 – 30%. Eco-friendly, flame-retardant, and health-related products are popular among our customers."

John Wang, General Manager, Suzhou Roufang Textile Technology Co Ltd, China

"We have been exhibiting at Intertextile Shanghai Home Textiles and Heimtextil for 10 years, even during the pandemic. We have benefited a lot, and we can connect with most of our customers at these platforms. 90% of our business is exports. This year, the overall result has been very good. We met with a lot of buyers from South America and the Middle East, as well as some from China."



Our customers are increasingly demanding high-end products, and many of them are interested in our energy-saving and eco-friendly products as well."

Visitors' feedback

Ana Zuravliova, Senior Buyer and Trend Specialist, Green & Brown Ltd, UK

"I am here looking for new trends and textiles, but my main two goals are to source backing and readymade blinds. I will also have a look at the Trend Forum. Trade fairs are very important for figuring out new trends, especially on different continents. Intertextile Shanghai Home Textiles is, so far, more applicable to my market – I am impressed with the standards and contacts I've collected on the first day. The booths here are definitely more advanced than in Europe, and it is really inspiring to see."

Hari Rao, Founder and CEO, Azurite Labs, USA

"It is nice to be back at this fair and to see everything flourishing, the organisation and layout is very good. In the international hall 5.1, there are many good exhibitors and a lot of new designs. This fair is very important for keeping on top of trends, because manufacturers showcase technological advancements which we can integrate with our design process. This show is important for our contract industry to reconnect and recover from the pandemic, and with all the refurbishments next year, the timing is very good."

Fringe programme participants' insights

Shen Lei, Founder and Design Director, Interior Architects Design, China

"I feel the mood of the fair, from designers to visitors, captures the theme of this year's trend forum, 'ALIVE'. They are genuinely excited about the business interactions, communication, and relationship-building at this large-scale exhibition. I join the fair to meet old friends like Messe Frankfurt, and to get inspiration, with manufacturers from different countries presenting their best designs and fabrics. This is not something you can experience online, you have to see it yourself physically."

Akiyuki Sasaki, Founder, IKASAS DESIGN Inc, Japan

"The theme of today's seminar was about Japanese design ideas associated with eco-friendliness. The concept of sustainability has become more important globally, but the designs and quality of the products are also very important for their continued usage. The special display area is a great platform for designers and buyers to take a close look at our sustainable innovations, and to connect and interact with each other. The visitor flow is quite good, and I have met with buyers from different countries."

Zhongli Chen, Secretary General, CRECC Full Decoration Council, China

"This conference is a bridge to connect our own home installation with the fair's textile-related interior design, and to perfectly integrate the two sub-sectors so that we



can provide people with a more comfortable, green, healthy, and intelligent place to live. We are here to have in depth discussions with the audience to explore solutions, and to give them a better understanding of the space design concept from a home installation point of view."

The 2024 Intertextile Shanghai Home Textiles – Spring Edition will take place from 6 – 8 March, while the Autumn Edition is scheduled for 14 – 16 August 2024. The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA) ■



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DOMOTEX 2024

experiences overwhelming response



DOMOTEX, as the world's leading trade fair for floor coverings and carpets, will once again bring the industry together at the Hannover Exhibition Center from 11 to 14 January 2024. Over 500 registrations from the hand-made and machine-made carpet segments make DOMOTEX 2024 the perfect stage for first-class carpet innovations.

Hannover. After a successful comeback at the beginning of the year, a promising response is already emerging for the 34th edition of the world's leading trade fair for carpets and floor coverings. In addition to a large number of exhibitors who have already participated in the previous event, numerous companies that were not represented in 2023 have also registered.

Well-known and long-standing top exhibitors in the field of handmade carpets such as Tisca Austria, ABC Italia, Javi Home, Jaipur Rugs, Bhadohi Carpets, Rezas, Agacan, BO tepp, Paulig and Ipek - A. Ipektchi have confirmed their participation. In the machine-made carpet segment, exhibitors such as Oriental Weavers, Merinos, Robusta, Otto Golze, Lalee, Solomon and Brink & Campman will participate.

For Yasmine Khamis, Chairwoman of Oriental Group, participation in the upcoming DOMOTEX is a matter of course: "We look forward to participating in DOMOTEX again in 2024 and will be represented with our familiar booth size to showcase our products and innovations. DOMOTEX is our most important trade show for making business connections and strengthening existing relationships. DOMOTEX, in particular, is a significant milestone in our business calendar, as it allows us to explore industry trends and present our collections to an international audience."

DOMOTEX 2024 promises a diverse supporting program that will provide visitors with even deeper involvement and more comprehensive insights into the two worlds of "Carpets & Rugs" and "Flooring".

THE GREEN COLLECTION - Sustainability also plays a role in the carpet sector

THE GREEN COLLECTION will return for the second time to present the latest developments in sustainability, circular economy and environmental protection in the carpet and flooring industry. In 2024, the special show will also offer carpet manufacturers in particular the opportunity to highlight how environmentally friendly approaches can change the future of the industry.

Mood Spaces - Inspiring interior design

"Mood Spaces" allows renowned international designers to present their designed room scenarios that reflect current living trends and inspirations. This is an invaluable source of inspiration for the carpet industry looking for innovative design ideas and trends.

Carpet Design Awards - Excellence in carpet design and craftsmanship

DOMOTEX 2024 celebrates the 19th edition of the world-renowned "Carpet Design Awards". This prestigious competition recognises excellence in carpet design and craftsmanship. The event offers a unique opportunity to discover the best in contemporary handmade carpets and celebrate the artistic world of carpets.

Peacock Project by Lila Valadan

Another visitor magnet for the carpet industry will be designer Lila Valadan's Peacock Project. Under the title "Night Time in a Palace", a museum-like installation of Persian carpets will be set up in Hall 3. Lila Valadan will exhibit an extensive selection of her Persian artworks in the middle of the museum.

INSIGHT ITALY - A country in focus

DOMOTEX 2024 is setting a new tone by introducing a country focus concept for the first time with "INSIGHT ITALY". Italy will take centre stage in 2024. This unique special show will focus on trends, designs, colours and innovations from Italy and offer visitors an insight into the creativity and excellence of the Italian carpet and flooring industry.

Heimtextil 2024

New Carpets & Rugs product segment achieves strong positive response in global carpet market

Already more than 75 international manufacturers of fitted, hand-woven, custom-made or machine-woven carpets, mats, runners and rugs are planning to present their latest collections, materials and textures at the next Heimtextil on Hall Level 5.1. The participation of other interested manufacturers is also on the horizon. Heimtextil is thus expanding its uniquely broad and deep product portfolio of home and contract textiles to include a product segment that is in high demand on the market - and creating additional added value for a large number of relevant top buyers.

"The high number of new exhibitors underlines the positive response to the launch of the Carpets & Rugs product segment and offers buyers the opportunity to network with new suppliers. This rounding off makes Heimtextil an even more diverse and comprehensive business platform," says Bettina Bär, Director Heimtextil for the home textiles segment.

Hall structure: from hand-woven designs to machine precision

In the new Carpets & Rugs product segment, buyers and decision-makers for furniture stores, the carpet trade, home improvement stores and DIY specialty stores will be immersed in the diverse artistry of hand-woven rugs. Participating exhibitors include Indian manufacturers such as Rugs Inc, Mittal International, The Rug Republic, Sarla Handicrafts and new exhibitor Harkom Setabganj from Bangladesh. Other new exhibitors from India include Flora International, Heritage Overseas, Rugs in Style and Vini Decor. Also showcasing their functional and non-slip designs are coir floor mat manufacturers such as Classic Coir Factory, Floor Decor, Fibre World and new exhibitor Tufko from India.

There is also a focus on manufacturers of machine-woven carpets, which feature durable designs and the use of precision technology. Exhibitors in this area include Egypt's Oriental Weavers Group (Oriental Weavers, Mac Carpet, Egyptian Fibres Company), Merinos Hali San (Turkey), Nikotex Carpets (Greece) and Italian manufacturers Fini Cop and Royaltex.

"We return to Heimtextil with high expectations - and are sure they will be exceeded with the launch of Carpets & Rugs. The opening is a great occasion to present for the first time our new sustainable handmade indoor and outdoor product collections in both high-volume and retail quantities. Thanks to the high internationality of Heimtextil and the attraction of the new area, we look forward to new global contacts with influential buyers", says Aditya Gupta, Founder of The Rug Republic.



Frankfurt am Main: networking hub of the global carpet business

With Frankfurt am Main as an international trading hub and its worldwide reach through direct flights, all trade show participants benefit from the optimal accessibility of the site. "We are very pleased about the strong presence of international manufacturers, whose pronounced degree of professionalization, outstanding quality and strong commitment to environmental protection and corporate social responsibility play a significant role in the global carpet business. The high degree of internationalization at Heimtextil enables them to network, especially with new contacts from relevant sales markets such as North America, Europe or the UAE," says Bettina Bär.

Even more carpet: contract carpets for the contract business in Hall 4.0

In addition to Hall 5.1, buyers for the contract business find a joint area with contract carpet exhibitors in Hall 4.0, where manufacturers present their carpet collections with functional, hard-wearing and easy-to-clean properties.

CITI- CDRA celebrates World Cotton Day

With the 93000 Indian cotton farmers across the nation

In celebration of World Cotton Day, the Confederation of Indian Textile Industry (CITI) - Cotton Development Research Association (CDRA) proudly recognizes the invaluable contribution of cotton to India's textile sector and the global economy. World Cotton Day, observed on October 7th, highlights the crucial role that cotton plays in our everyday lives, from textiles and apparel to medical supplies and even food products. It is a day to acknowledge the importance of cotton as a sustainable and versatile crop.

Cotton often referred to as "white gold," holds a paramount position in India's textile industry. It is the backbone of countless livelihoods and a key driver of economic growth, making India one of the world's leading cotton producers. On this special occasion, CITI-CDRA reaffirms its commitment to advancing cotton research, development, and sustainability practices.

Rakesh Mehra, Chairman of CITI, commented "World Cotton Day is a momentous occasion to acknowledge the tireless efforts of our cotton farmers and the collaborative work of researchers, policymakers, and industry stakeholders. CITI-CDRA remains committed to fostering sustainable practices, enhancing cotton quality, and ensuring the prosperity of cotton farmers."

CITI- CDRA (Cotton Development and Research Association) is making waves in the Cotton production sector, connected with more than 92,576 farmers across 109,971 hectares of cotton land in the states of Maharashtra, Rajasthan, and Madhya Pradesh. Through various initiatives and partnerships, CITI CDRA is driving Cotton productivity, sustainability, and empowering cotton farmers in these regions.

In Maharashtra, CITI -CDRA is collaborating with the SABC (Sustainable Agriculture and Biodiversity Conservation) to address the Pink Bollworm epidemic in cotton farming to create awareness and providing demonstrations of PB Knot, a vital tool to combat this devastating pest.

Promoting Organic Farming in Maharashtra

To further support sustainable agriculture, CITI CDRA has joined forces with Zydex company to offer free demonstrations of organic products to 10 selected farmers in Maharashtra. This collaborative project aims to promote organic farming practices and reduce the environmental impact of agriculture.

Boosting ELS Cotton Production in Madhya Pradesh

With the increasing demand for textile products made from Extra Long Staple (ELS) cotton, CITI CDRA is



taking action in Madhya Pradesh. By supplying micronutrient kits and conducting demonstrations, CITI-CDRA is encouraging ELS cotton farmers to enhance production and meet the growing demand for high-quality cotton varieties.

Sustainability Initiatives for Cost Reduction and Soil Health in Rajasthan

CITI CDRA is committed to sustainability, advocating for the preparation and use of biopesticides made from readily available farm and home products. This initiative not only cuts down production costs but also nurtures soil health, promoting long-term agricultural sustainability.

These efforts have yielded significant results, with an average increase of 22.10% in Cotton productivity in Maharashtra, 19.08% in Madhya Pradesh, and 19.6% in Rajasthan compared to non-project areas. This demonstrates the positive impact CITI CDRA is having on the livelihoods of farmers and the agricultural industry in these regions.

As India celebrates World Cotton Day, CITI CDRA remains dedicated to fostering sustainable agricultural practices, empowering farmers, and ensuring the continued success of the cotton industry and urges all stakeholders to recognize the indispensable role of cotton in the textile industry and pledge to support sustainable cotton cultivation and research endeavors ■



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Isbir energy mattress The first pure white celliant mattress

Quality sleep is an important part of a healthy lifestyle and a critical part of any athlete's recovery and performance. Of course, mattresses are high on the list of what makes for a quality sleep. That's why we are so excited to partner with Isbir Bedding for the Energy CELLIANT Mattress — the first CELLIANT-infused pure white mattress in Turkey.

Isbir bedding takes sleep seriously

Isbir Bedding is a trendsetter in the bedding market, focused on innovation and technology, as highlighted by their slogan: Hi-tech for Healthy and Comfortable Sleep. With a focus on mattresses as not simply furniture but a key health product in the home, Isbir has 218 Sleep Centers where their sleep experts don't just sell mattresses and bedding, but educate on different types of mattresses and the importance of sleep. An ideal partner, Isbir shares many core values on the importance of sleep and innovation with us at CELLIANT.

Pioneering innovation

As one of the top three mattress companies in Turkey, Isbir has established its reputation by focusing on research and development and raw material production. The company is known for bringing new sleep technology to Turkey, so when they discovered CELLIANT's ability to help them create infrared mattresses, they were immediately interested. In addition to bringing to market the first pure white CELLIANT mattress, they were first to market with Visco technology and open cell viscoelastic mattresses. Their customers appreciate their dedication to discovering new technologies and continually innovating to develop the best sleep health products.



Isbir energy celliant mattress

Sports and athletes are very important to Isbir — they're the major sponsor of the National Volleyball Teams, Hakkariğücü Women Football Team and Gençlerbirliği Football Team. The Energy CELLIANT Mattress is the newest innovation to support athletes, from pros to weekend players, in their drive to be their best. CELLIANT is demonstrated to help thermoregulation and promote restful sleep as well as increase local circulation and speed recovery from physical activity. As any athlete knows, the faster you recover, the faster you get back to training and the better you can become.

In addition to CELLIANT, the Energy mattress features a high-density, new generation ViscoStar Aeromax Comfort Layer that adapts to the body and a V2 Active Zone Pocket Spring Support Layer, which supports 7 different pressure points of the body for a supremely comfortable rest. The mattress is available in ten different dimensions from young athletes to those fully grown, and has a reasonable retail price. The Energy CELLIANT mattress is available both in-store and online.

Forthcoming trade events

▶▶ ITMA ASIA + CITME 2023

19 – 23, November 2023
Venue: National Exhibition and Convention Center, Shanghai, China
Organizer: Beijing Textile Machinery International Exhibition Co.
Tel: +86 10 58222655 / 58222955

▶▶ HEIMTEXTIL 2024

09 – 12 January, 2024
Venue: Frankfurt Fair, Frankfurt, Germany
Organizer: Messe Frankfurt Exhibition GmbH
Tel: +49 69 75 75-0

▶▶ DOMOTEX 2024

11 – 14 January, 2024
Venue: Deutsche Messe AG, Hanover, Germany
Organizer: Deutsche Messe AG
Tel: + 49 51189 32108

▶▶ IMM COLOGNE 2024

14 - 18 January, 2024
Venue: Koelnmesse GmbH, Cologne, Germany
Organizer: Koelnmesse GmbH
Tel: +49 1806 913 131

▶▶ MAISON&OBJET PARIS

18 - 22 January, 2024
Venue: Parc des expositions Paris Nord Villepinte, Paris, France
Organizer: SAFI
Tel: +33 (0)1 44 29 03 99

▶▶ AMBIENTE FRANKFURT 2024

26 - 30 January, 2024
Venue: Frankfurt Fair, Frankfurt, Germany
Organizer: Messe Frankfurt Exhibition GmbH
Tel: +49 69 75 75-0

▶▶ NY NOW 2024

04 - 07 February, 2024
Venue: Javits Center, New York, USA
Organizer: Emerald
Tel: +1 (864) 342-6311

▶▶ 57TH IHGF DELHI FAIR 2024 SPRING

06 – 10 February, 2024
Venue: India Expo Center & Mart, Greater Noida, Delhi-NCR
Organizer: Export Promotion Council For Handicrafts
Tel: +91-9958882464

▶▶ INDIA MATTRESSTECH EXPO

22 – 25 February, 2024
Venue: Bangalore International Exhibition Centre (BIEC), Bengaluru, India
Organizer: Nuernberg Messe India Pvt. Ltd
Tel: 80 46748893

▶▶ BHARAT TEX 2024

26 – 29 February, 2024
Venue: Bharat Mandapam and Yashobhumi (New Delhi)
Organizer: Consortium of Textile Export Promotion Councils (EPCS)
Tel: 9930837978

▶▶ GTE - NEW DELHI

08 – 11, March 2024
Venue: NSIC Exhibition Complex, Okhla Industrial Estate, New Delhi
Organizer: Garment Technology Expo Pvt. Ltd.
Tel: 011 – 41601663

▶▶ HKTDC HONG KONG INTERNATIONAL HOME TEXTILES AND FURNISHING FAIR

20 – 23 April, 2024
Venue: Hong Kong Convention and Exhibition Centre, Hong Kong
Organizer: Hong Kong Trade Development Council (HKTDC)
Tel: (852) 1830 668

▶▶ HOMETEX ISTANBUL

21 – 25 May, 2024
Venue: Istanbul Expo Center, Yesilköy Mahallesi, Atatürk Cd. 5/5, 34149 Istanbul, Istanbul, Turkey
Organizer: IFM Itanbul Fuar
Tel: +86 21 6195 7533

▶▶ DOMOTEX ASIA/CHINA FLOOR

28 – 30 May, 2024
Venue: National Exhibition and Convention Centre Shanghai, China
Organizer: VNU Exhibitions Asia Ltd.
Tel: +86 21 6195 7533

▶▶ HOME TEXTILES SOURCING EXPO 2024

16 - 18 July, 2024
Venue: Jacob K. Javits Convention Center, New York, USA
Organizer: Messe Frankfurt Inc.
Tel: +1 678.564.6310

▶▶ GARTEX TEXPROCESS

01 – 03, August 2024
Venue: India International Convention & Expo Centre (Yashobhumi), Dwarka, New Delhi
Organizers: MEX Exhibitions & Messe Frankfurt Trade Fairs India Pvt Ltd.
Tel: 9873993950, 91-22-61445990

▶▶ INTERTEXTILE SHANGHAI HOME TEXTILES

14 - 16 August 2024
Venue: National Convention & Exhibition Center, Shanghai, China
Organizer: Messe Frankfurt (Shanghai) Co. Limited
Tel: +1 678.564.6310

▶▶ CNR EVTEKS

03 – 05 September, 2024
Venue: ANFAS – Antalya Expo Centre
Organizer: CNR Holding A.S.
Tel: +90(212) 465 7474

▶▶ MAISON&OBJET PARIS

5 - 9 September, 2024
Venue: Parc des expositions Paris Nord Villepinte, Paris, France
Organizer: SAFI
Tel: +33 (0)1 44 29 03 99

(You are requested to reconfirm dates and other information from respective organisers prior to making your travel arrangements)



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