

Show Report

April 2008

techtex

NORTH AMERICA

International Trade Show for Technical Textiles and Nonwovens

Highlights

- 78% of Techtextil North America attendees visited the show to find new products, technologies, and suppliers. Also, 58% visited existing suppliers and vendors.
- 29% of verified attendees have an annual purchasing power over \$3 million.
- 78% of Techtextil North America exhibitors rated that the quality of visitors to their booth was good to excellent.
- 62% of verified attendees claim their company's spending volume for technical textiles and/or nonwovens will increase in 2009.
- 80% of verified attendees make or influence buying decisions for technical textiles and nonwovens.

Market Background

The fifth edition of Techtextil North America, the premier trade event for high performance technical textile and nonwovens in the U.S., took place April 1-3, 2008 at the Cobb Galleria Centre in Atlanta, GA.

This is the only trade show in North America that assembles all vertical aspects of the technical textile and nonwovens industry. From research and development, through raw materials and production processes, finally ending in conversion, further treatment and recycling.

The show hosted 310 exhibitors representing 21 countries, while the total verified registration reached 3,711 from 40 countries. Techtextil North America welcomed nine international pavilions from Canada, China, France, Germany, Italy (two pavilions—fabrics/nonwovens and machinery), Portugal, Taiwan and Turkey.

Techtextil North America Symposium presented ideas and concepts to help companies participate and grow in this new, dynamic global industry.

Techtextil North America 2008 attracted an eclectic group of researchers, manufacturers and product specifiers and provided them with an international recognized symposium program and industry leading exhibitors, spanning more than 50,000 net square feet of exhibition space.



“Techtextil North America is THE key networking event of the year!”

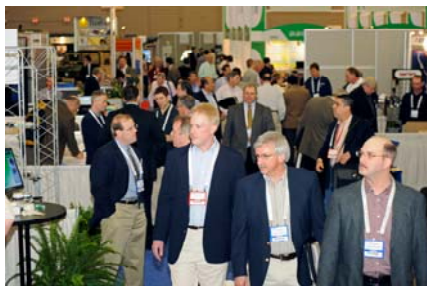
Measured Solutions, Inc., Mark A. Reese, President, Greenville, SC, USA

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Show Profile

Year of first show:	2000
Floor space occupied:	50,750 net square feet
Date:	April 1 – April 3, 2008
Location:	Cobb Galleria Centre, Atlanta, GA, USA



Exhibitors

Number of exhibitors:	310
Number of exhibiting countries:	21

Attendees

Number of attendees:	3,711
Number of attending countries:	40

Organizer



Messe Frankfurt is Germany's largest trade fair organizer, with 423 million euros in sales and more than 1,400 employees worldwide. The Messe Frankfurt Group has a global network of 14 subsidiaries, five branch offices and 48 international Sales Partners, giving it a presence for its customers in more than 150 countries. In 2007, Messe Frankfurt organized 113 trade fairs in 30 cities in Europe, the Americas, Asia and the Middle East. Messe Frankfurt also operates one of the world's largest exhibition grounds in Frankfurt. The North American headquarters in Atlanta is currently producing nine trade shows in the USA, Canada and Mexico across various industries.

Contact

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Venue

Atlanta's Cobb Galleria Centre is a modern state-of-the-art venue that delivers superior service and amenities.

The location provides easy access and convenience for both exhibitors and attendees in one of the world's most vibrant cities and the heart of the textile territory for the Eastern region of North America.



"The show was very easy to visit and the free parking was a warm welcome for me as a first-time visitor."

COLGATE, Juvenile Products, Mattress Atlanta Corp., Dennis N. Wolkin, Plant Manager, Atlanta, GA



As a result of visiting the exhibit hall, more than 70% of the attendees found two or more new products or suppliers they anticipate using in the future.

Exhibitor Profile by Country

Austria	3	Netherlands	3
Belgium	3	Pakistan	1
Canada	14	Portugal	7
China	12	Russia	1
Colombia	1	South Korea	2
France	8	Switzerland	6
Germany	33	Taiwan	10
India	7	Turkey	4
Italy	29	United Kingdom	9
Japan	1	USA	153
Mexico	3	Total Countries	21

2008 International Pavilions



- Canada
- Italy (2)
- China
- Portugal
- France
- Taiwan
- Germany
- Turkey

Technology Showcase

The Technology Showcase featured components and treatments of finished products that were introduced to the market after April 1, 2006. The Showcase was developed to highlight the new developments from exhibitors on the Show Floor.

Reasons for Exhibiting

- 87%** Make new contacts/find new business
- 70%** Cultivate existing business relationships
- 58%** Gain exposure in a new market
- 52%** Present new products and new developments
- 33%** Brand Building
- 17%** Comparing Competitors
- 16%** Finding representatives, business partners/vendors

Exhibitor Product Groups

1.) Research, Development, Planning and Consultancy

- Industrial research centers
- Universities
- Government research
- Planning and consulting
- Institutions
- Polytechnics

2.) Technology, Machinery and Accessories

- Production processes
- Quality control
- Processing technology
- Control processes
- Machines and equipment
- Technical accessories
- Cleaning and regeneration technology
- Waste disposal and recycling technology

3.) Fibers and Yarns

4.) Woven Fabrics, Laid Webs, Braiding, and Knitted Fabrics

- Tapes
- Belts
- Strings
- Ropes
- Cords
- Cordage
- Nets

5.) Nonwovens

6.) Coated Textiles

- Laminated textiles
- Sacking
- Tent/Canvas materials
- Tarpaulin fabrics
- Packaging materials
- Awning materials
- Coverings
- Accessories

7.) Composites

- Reinforcing textiles
- Pipes and containers
- Structural components and moldings
- Membrane systems
- Composite textiles
- Films and sheeting
- Textile reinforced plastic/concrete parts
- Fiber reinforced materials
- Textile sheet products for laminating
- Prepregs

8.) Bondtec

- Finishing processes
- Surface treatment technologies
- Sealing and molding materials
- Raw materials and additives
- Application processing
- Material pretreatment
- Robot technologies
- Plasma treatment
- Plasts and other hardening masses
- Adhesive mixing and application equipment

9.) Associations

10.) Publications

Primary Reason for Attending

Find new products, technologies and suppliers	78%
Visit existing suppliers/vendors	58%
Networking with peers	49%
Learn about the industry	33%
Find a solution to an existing challenge	21%
Gather information for future orders/place orders	19%
Techtextil North America Symposium	15%

Techtextil North America Symposium

The Techtextil North America Symposium was held concurrently with the show. The two and half day program kicked off with an insightful keynote address from Allen Gant, President and CEO of Glen Raven, focusing on the foundations of success in the global marketplace.

The Symposium has become the leading technical textile forum in North America. Over 75 key experts and researchers, both domestic and international, from all segments of the industry came together to discuss vital research and cutting-edge technology.



"I am here to attend the Symposium and to connect with new people and new products. I am particularly interested in new yarn sources, finishing processes and new end uses. Techtextil North America is a good opportunity to work with people from many different countries and companies."

Polartec, LLC, Marc Webster, Product Development Engineer, Lawrence, MA, USA

Topics Included:

- General Overview of the Industry
- Research by the National Textile Center
- Concerns of Expanding Globally
- High Performance Engineered Flexible Materials and Structures (Nonwovens)
- Government Protection
- Composites
- Extreme Fibers
- Multifunctional Textiles for Military Applications
- Technical Knits
- Automotive
- Nanotechnology
- Body Armor for Law Enforcement Protection
- Enhancing Value by Finishing

Attendee Application Areas*

Agrotech Agriculture, Horticulture 15% Total Registered Attendees	Medtech Medical Applications/ Biomaterials 34% Total Registered Attendees
Buildtech Construction, Membrane Architecture 26% Total Registered Attendees	Mobiltech Automotive/Aerospace/ Transportation Textiles 39% Total Registered Attendees
Clothtech Specialized High-tech Materials for Apparel 38% Total Registered Attendees	Oekotech Environmental/Recycling Applications 18% Total Registered Attendees
Geotech Civil Engineering, Geotextile Applications 26% Total Registered Attendees	Protech Personal and Object Protection 23% Total Registered Attendees
Hometech Upholstery/Interior Furnishings 33% Total Registered Attendees	Packtech Packaging 18% Total Registered Attendees
Indutech Industrial Applications 58% Total Registered Attendees	Sporttech Sport/Leisure 26% Total Registered Attendees

*The following applies to all 12 icons of the application areas and corresponding terms: ©1996 Techtextil, Messe Frankfurt Exhibition GmbH

Attendee Primary Field of Work



Manufacturing	52%
Research and Development	17%
Other	15%
Engineering/Architect	7%
Converter/User	5%
Consulting/Planning	4%

Attendee Primary Interests

64%	Fibers and yarns
52%	Woven fabrics, laid webs, braiding, and knitted fabrics
50%	Nonwovens
49%	Research, development, planning and consulting
47%	Technology, machinery and accessories
47%	Coated textiles
38%	Composites
20%	Bondtec

Attendee Perspectives of the Show

"We are excited about the new products and materials that we've seen and believe that we have found some potential new materials for automotive systems."

W.E.T. Automotive Systems Ltd., Liz Bechard, Materials Department, Windsor, Canada

"My job is to connect business with the military. Through visiting Techtextil North America, I was able to identify and meet exhibiting companies that I was not aware of, who are eligible for U.S. Military contracts."

North Carolina Military Business Center, Teresa Bouchonnet, Business Development Specialist, Franklin, NC, USA



On average, the majority of attendees visited and talked with more than 11 exhibiting companies in the exhibit hall. More than 25% visited 20 or more exhibitors.

Techtextil North America 2009 Facts

Event Dates:	April 21-23, 2009
Location:	Sands Expo and Convention Center Las Vegas, NV USA
Exhibitors:	200+ companies expected
Visitors:	3,000+ visitors expected
Product Groups:	Research, Development, Planning, Consultation Technology, Machinery, Accessories, Fibers, Yarns, Woven Fabrics, Laid Webs, Braiding, Knitted Fabrics, Nonwovens, Coated Textiles, Composites, Bondtec (finishing processes, sealing and molding materials, laminating and coating materials, etc.), Publishers and Associations

Application Areas*:



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Participation Fee:	Sold in 100 sq. ft. increments only (9.3 sq. m.) <ul style="list-style-type: none"> In-line Booth: \$25 sq. ft. / Includes Pipe, Drapery & Show Directory Listing An additional cost of \$250 per open corner for Corner, Peninsula & Island
Symposium:	Seminars will address market developments, technological information, new technical processes and products, as well as international industry trends.
Admission:	Trade Exhibit Visitors/Buyers Only <ul style="list-style-type: none"> Pre-registration \$25 On-site registration \$45

Upcoming Techtextil Events Worldwide:

• Techtextil Russia	Moscow, Russia	May 27– 29, 2008
• Cinte Techtextil China	Shanghai, China	October 20-22, 2008
• Techtextil North America	Las Vegas, NV, USA	April 21-23, 2009
• Techtextil	Frankfurt, Germany	June 16-18, 2009
• Avantex	Frankfurt, Germany	June 16-18, 2009
• Techtextil India	Mumbai, India	October, 2009

2008 Industry Partners

- American Association of Textile Chemists and Colorists
- American Flock Association
- Fiber Economics Bureau Inc.
- International Fiber Journal
- Nonwovens Cooperative Research Center
- Nonwovens Industry
- National Textile Association
- National Textile Center
- Southern Textile News
- Textile Industries Media Group
- Textile World
- Textiles Panamericanos
- TUT: The International Magazine for Technical Textile Users



Las Vegas 2009

Responding to the growing demand for technical textiles and nonwovens across the Western US region of North America, Techtextil North America will be held April 21-23, 2009 at the Sands Expo and Convention Center in Las Vegas, NV. With the exhibitors and buyers both pleased with the turnout and business conducted at the 2008 event, Techtextil North America will become an annual event with venues alternating between the Western US region and Atlanta, GA.



"I am here this year as a visitor, but we plan to exhibit next year in Las Vegas. This show is easily worth traveling to and taking a booth."

*Innegrity LLC, Brian Morin, PhD, CEO,
Greer, SC, USA*

"We experienced good traffic and good leads at Techtextil North America 2008. The attendees had specific needs and knew what they wanted. We saw qualified buyers from the military, safety garments, racing and home furnishing industries. We will be exhibiting at Techtextil North America 2009 in Las Vegas."

*SSM Industries, Inc., J.Forrest Bell,
National Accounts Manager, USA*