

# ITMA 2011 in Barcelona

## Successful showcase for all concerned



During the eight days of the show, the OEKO-TEX® Association welcomed specialist visitors from a total of 61 countries to its stand.

Very popular with visitors to the show – high-quality free gifts such as the multipurpose cloth from Buff and the information brochure about the OEKO-TEX® Standards 100 and 1000.



ITMA confirms its place as the leading international trade fair for innovative machine technology – OEKO-TEX® Association has its own stand for the second time – New information leaflet on production-based OEKO-TEX® Standard 1000.

With over 100,000 visitors from 138 different countries, the 16th ITMA exhibition, held in Barcelona from 22 to 29 September 2011, once again impressively confirmed the show's role as the leading international trade fair for innovative machine and production technology. The organisers and exhibitors were all delighted with the calibre and number of specialist visitors, 90% of whom came from abroad. The OEKO-TEX® Association also believes that it entirely met its objective of using its attendance at leading industry events such as ITMA to provide the best possible advice and support on OEKO-TEX® certification to both existing certificate-holders and potential new customers.

### Internationality is trumps

At the exhibition in Barcelona, in an area covering over 200,000 m<sup>2</sup>, 1350 manufacturers from 45 countries introduced their product innovations for all processing stages of the textile chain. The most visitors came from Italy, Spain and India, followed by Germany and Turkey, but there were also numerous decision-makers from leading textile and clothing manufacturers from around the globe, from the production centres of Asia and Central and South America. This time once again a key focus of the show was the theme of sustainability - many exhibitors had innovative machines and equipment on show designed to make textile production really low-energy and as efficient as possible. There was

also a separate hall in which new technologies for recycling, optimised waste management and emissions reduction were on display.

### Substantial discussions and lively exchange of ideas

On the OEKO-TEX® Association stand, there were no fewer than 36 experts from 14 OEKO-TEX® institutions around the world (test institutes, representative offices, certification centres and the Secretariat in Zurich) available to provide the specialist visitors with detailed information. About a third of the visitors were from companies which already hold OEKO-TEX® certificates, who took the opportunity to talk to their OEKO-TEX® contacts about current issues such as the REACH legislation and handling SVHC substances, the OEKO-TEX® Shopping Guide and the implementation of new criteria and test methods. However, the majority of the visitors to the stand were first contacts - mainly manufacturers with a specific interest in product certification under the OEKO-TEX® Standard 100, but also numerous multipliers from universities, training institutions and associations, and press representatives from all kinds of specialist publications who wanted to tell their readers about the requirements and benefits of the OEKO-TEX® test and certification system. Thanks to the position of the OEKO-TEX® stand in Hall 4, there were also opportunities to talk to the neighbouring manufacturers of dyes, chemicals and auxiliaries about how today's environmental protection

requirements and legal regulations can be applied by companies in the chemical industry in such a way that buyers in the textile industry can gain maximum benefit from them for their consumer products. It was the same target group that was addressed by OEKO-TEX® General Secretary Dr. Jean-Pierre Haug in his talk about the topical issue of nonylphenol residues in textiles, as part of the "Textile Dyestuff and Chemical Leaders Forum". He talked to interested visitors to the forum at the show about the benefits of OEKO-TEX® testing for harmful substances and the additional certification of environmentally-friendly production sites under the OEKO-TEX® Standard 1000.

### A positive summary

Altogether during the eight days of the show, the OEKO-TEX® Association welcomed visitors from 61 countries to its stand - clear evidence of the international importance of the OEKO-TEX® system and its relevance

to all the processing stages involved in textile production worldwide. The recently introduced information brochure about the production-based OEKO-TEX® Standard 1000 went down very well with visitors to the show, especially with representatives of companies such as Mattes & Amman (Germany) and AG Cilander (Switzerland), which have been certified as environmentally-friendly and socially responsible production sites under the OEKO-TEX® Standard 1000 for many years and contributed to the brochure as examples of best practice in the industry. Finally, the high-quality free gifts that were handed out to interested visitors to the stand by the OEKO-TEX® team as a small memento were also very popular – multipurpose cloths made by Buff® and a trendy but environmentally-friendly bag, both, naturally, tested for harmful substances and in an exclusive OEKO-TEX® design, specially created for the trade fair in preparation for the 20th anniversary of the OEKO-TEX® Standard 100 this year.



A shining example of consistently sustainable and successful business management visits the OEKO-TEX® stand at the show: Christoph Larsen-Mattes, owner of Mattes & Ammann GmbH & Co. KG, enjoys looking at the new brochure about the production-based OEKO-TEX® Standard 1000 with Jutta Knels, Head of the German OEKO-TEX® Certification Centre. The brochure is currently available in seven languages and can be obtained free of charge from [info@certification-oeko-tex.com](mailto:info@certification-oeko-tex.com).



F.l.t.r.: OEKO-TEX® Secretary General Dr. Jean-Pierre Haug, Jacob Kutty, Country Manager Hohenstein India Pvt. Ltd. (Mumbai Office), Sumit Gupta, Hohenstein India Pvt. Ltd. (Ahmedabad Office).