

Final Report

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JET Expo finishes this show under the auspices of Messe Frankfurt France with good results

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Professionals greatly appreciated the offer at the show this year, which was in step with current and future issues facing the textile care sector. This change has paid off for exhibitors, who were convinced by the new organisation with the Messe Frankfurt France hallmark and who were satisfied with the numbers and calibre of visitors.

JET Expo, taken over by Messe Frankfurt France last December, assembled all those active in the textile care sector at Paris Expo, Porte de Versailles between 19 and 21 May. The first session of the show under the Messe Frankfurt umbrella saw three days that promised great things for the future of these markets.

1681 visitors thronged the aisles on the lookout for solutions, products and advice for their business and switch towards new services. A definitely European rendezvous with representatives from 32 countries, of which the top 5 were:

1. France
2. Belgium
3. Germany
4. Italy
5. Spain

“Beyond the encouraging figures at JET Expo, I wanted above all to develop a trade fair for the sector and, in doing so, satisfy the expectations of both visitors and exhibitors, who put their faith in us for this 2019 show. I was keen to retain the friendly yet professional atmosphere and sense of community, which make this event an essential venue for the textile care sector. This succeeded well and truly, since the show demonstrated its worth and all its potential both in the view of visitors and exhibitors.

The future of this event will play out in the structure of the French and French-speaking market for the industry, in which JET Expo has assumed a role. The stakeholders in these markets also attended the show, and encouraged us to pursue this strategy together with them. So there will be close collaboration with businesses and organisations involved in textile care. I intend to bring them on board as part of an advisory committee to help determine the future direction of the show together, also addressing the laundry sector. And one of the first decisions to be taken by this committee will be to decide on the new dates for the 2021 show, as the month of May, chosen by the previous owner, has not met with unanimous approval” says Michael Scherpe,

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The programme and organisation of JET Expo 2019 were decided on in close collaboration with industry professionals in order to encourage interaction between visitors and exhibitors from the world of dry cleaning and laundries. The dedicated areas, such as the Agora and the Bistrot Area, were ideal for trading ideas on practices and for business meetings.

"A small trade fair, yet one that was very friendly and with a very positive outcome for our consulting business" confirmed Christine Balmont, president of the AFL (French Laundrette Association), emphasising the unifying and empowering benefits of this forum. JET Expo also convinced Olivier Risse, the president of the French Federation of Dry Cleaners and Laundries (FFPB), who was reassured by *"the involvement of Messe Frankfurt France in helping development of the sector with JET Expo, where a real upscaling in organisation was very much in evidence"*. *"We welcomed visitors not only from all over France but also from Belgium, Luxembourg, Algeria, Morocco, Tunisia and other African countries"*, said the head of corporate communications for the Kreussler group, Katja Pryss, with satisfaction. She was delighted with their stand which was *"very visible and attracted many visitors, since there was a steady flow of people interested in our solutions and we made high-calibre contacts too"*. A *"good exhibition"* is how Franck Jobelot, national sales director for Miele Professional France, summed things up *"for this sector, which is important, in wet cleaning, in more environmentally friendly methods of cleaning."*

So there was a very favourable response to the strategy adopted. *"It's important for the business to be there in terms of visibility. It's an opportunity to forge ties, build customer loyalty at this venue that is such a good place for listening to others and trading ideas. It also means encounters that end up in partnership projects with other exhibitors who you have met here"* says Gualtiero Ferrero, head of export sales to France at the Italian firm of Rampi.

JET Expo is also promoting the networking aspect by grouping several branches that are experiencing similar problems. *"The main topic is now no longer perchloroethylene but the radical change in the external economy of businesses and the change in patterns of behaviour. Where I'm concerned, digital technology is an opportunity for the taking! Or how to acquire new customers with the aid of digitalisation, in particular younger customers?"* continues Pierre Letourneur, the president of CTTN (French Technical Institute for Dry-cleaning and Laundry).

"We operate an industrial laundry in the form of an ESAT [establishment and centre for rehabilitation through work] in the Paris region and we process 500 kg of laundry a day. We attended the trade show for the first time, since we needed to carry out modernisation.

We were delighted to find answers for digitalisation, with a lot of interest in the standalone, online drop-off lockers and detailed information about products and current and forthcoming regulations" said two visitors. Mr and Ms Delattre, in review.

Contributing to the performance and development of the sector

The programme of lectures also allowed visitors insights into current topics dominating an industry that is undergoing radical change. The environmental issues, first of all, with the emergence of alternatives to solvents and traditional detergents. Changes and digitalisation of networks for dry-cleaning, followed by the development of bespoke solutions proposed by start-ups attending the show. Finally, the implementation of new industry strategies in laundries and laundrettes, which are more and more frequently connected to the Internet.

All these topics, discussed in particular in the context of the Texcare Forum, a new feature for 2019, allowed professionals to recognise themselves and contribute to performance of the sector. *“The gamble of moving the JET Expo show closer to the Texcare International event in Frankfurt has proved to be a good decision,”* stressed Michael Scherpe. *“The momentum generated at the show over these three days has played a significant role in development of the sector and helped to shake things up”*. The Texcare Forum made it possible for exhibitors to present their products or services and to discuss solutions to environmental challenges, setting up of new services for dry cleaners or development of IoT-connected laundries.

Laundry care, a public health issue in Africa

French-speaking markets have caught people’s notice. A delegation from the African Laundry Consortium attended the show to publicise the importance of the role that laundry plays in improving the health care system in Africa. Development of the laundry industry also offers considerable opportunities to reduce unemployment in some countries on the African continent.

These representatives from the Ivory Coast explored JET Expo with the goal of finding machines and solutions that matched their requirements and the investments planned in this region of the world.

Awards for best practices

Previously established as part of quality initiatives, good practices are today inseparable from the subjects of the environment and good working conditions. They are in keeping with the radical changes in these professions.

In order to contribute towards raising awareness of and publicising these good practices, JET Expo, in partnership with the CINET and the Entretien Textile trade journal, offered French firms in the textile care sector the chance to enter the Awards for Best Practices. Winners will have the opportunity to take part in the international final in June 2020 during the Texcare International show in Frankfurt.

Winners of the awards for dry cleaning:

- Tykaz Pressing won the Innovation Award for its new concept for Internet dry cleaning and novel business model.
- Kunz Pressing won the Environmental & Global Best Practices Awards for their traditional service with hand finishing and their commitment to improving the customer experience and environmental responsibility.

Winners of the awards for laundries:

- Problanc won the Innovation Award for their factory of the future and their improvement processes.
- BIH77 won the Environment Award for their improved and sustainable programme for hospital laundry.
- Losa Clean won the Global Best Practices Award for their quality initiative and environmentally friendly approach with the integration of artificial intelligence.

<https://jet-expo.fr.messefrankfurt.com>

JET Expo is part of Messe Frankfurt's group of international trade fairs that are dedicated to textile care, including in particular Texcare International, Clean Show, Gulf Laundrex, Texcare Asia and China Laundry Expo.

Further details here: www.texcare.com/brand

Press material and photos:

<https://jet-expo.fr.messefrankfurt.com/paris/en/press/kit-presse.html>

Messe Frankfurt in figures:

Messe Frankfurt is the global leader among organisers of trade shows, conventions and events with their own exhibition grounds. With 2500*employees at 30 different sites, Messe Frankfurt posts annual sales of over 715 million euros. The group has resource to in-depth knowledge of the sectors it covers and draws on its international distribution network to provide effective support for its clients' business interests. A comprehensive range of services – on-site and online – guarantees customers all over the world a consistently high standard of quality and maximum flexibility in the planning, organisation and execution of their events. The variety of services offered ranges from renting stand space to marketing services, including stand construction, personnel services or catering. The company has its headquarters in Frankfurt am Main. The City of Frankfurt holds a 60% share in it and the state of Hesse a 40% share.

For further details, go to: www.messefrankfurt.com

* Preliminary results 2018