



## EXPODETERGO INTERNATIONAL 2006:

### Italian and international representatives of the professional laundry industry meet and share views at FieraMilanoCity

10 November 2006 – The 15<sup>th</sup> Expo Detergo International, International exhibition of equipment, services, products, and accessories for laundry, ironing, and cleaning of textiles and allied products to be inaugurated today – will be open until 13 November 2006 at its usual venue of FieraMilanoCity.

The event, which has continued to grow in recent years, is a point of reference for the market and an opportunity for Italian and foreign companies to meet and do business.

The industrial laundry and dry cleaning business provides an essential service to the industrialised world as well as countries that are less technologically advanced: **the maintenance and cleaning of textiles** through standards that ensure high levels of hygiene, energy and water efficiency, and environmental stewardship.

It is a sector in which Italy is the world leader, with **600 industrial laundries that employ approximately 15,000 people and generate an annual turnover of about Euro 1.3 billion.\***

Italy also has **18,000 dry cleaners**, making it the leading country in terms of the number of stores and confirming Italy's image as a nation that is particularly attentive to hygiene. These businesses generate a turnover of **approximately Euro 800 million with about 30,000 employees.\***

Italy's central role is also confirmed with regard to export. For example, **65-70% of the world's dry-cleaning equipment is made in Italy.** Moreover, **manufacturers of ironing equipment export 80% of their products\*.**

The professional laundry industry is fully aware that it must focus on innovation to be competitive on an international level. As a result, it has become one of the sectors that has been the fastest to comply with environmental protection regulations.

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FIERA MILANO

Textile care is thus an important industry on the world economic scene and Expo Detergo International plays a leading role as the exhibition of reference for all those working in this field.

Expo Detergo International – with **30,000 square meters** of total floor space and **240 exhibitors** – is divided into eight main product areas dedicated to facilities and companies for dry cleaning and industrial washing, the latest machinery innovations, ironing equipment, detergents and chemical products, and handling, labelling and packaging systems.

*Gianni Salvati, President of Expo Detergo International*, emphasises the efforts that have been made to achieve growing success among visitors.

“The decision to remain at the known venue of *FieraMilanoCity* was made because of the **central role played by the exhibition site**, which has seen the success of our most recent events in international business. We also tried to guarantee exhibitors the same positions they occupied in the preceding event in order to boost their visibility while also making it easier for visitors to locate them.”

A few years ago Expo Detergo International came under the full ownership of *Assofornitori (Associazione Fornitori Aziende Manutenzione del Tessile e Affini)*, the Association of Suppliers to Textile Care Companies.

According to *Assofornitori President Norberto Rappini*, “This decision was made because, this event “is a great opportunity for member companies to meet with their clientele and has provided them with an increasingly international base for expanding on the world market”.

*Assofornitori* has supported Expo Detergo International for years, as it is a fundamental opportunity for technological updates and operational convergence. This makes it a tool of development for companies of all sizes.

The involvement of *Rassegne S.p.A.*, a company that is part of the Fiera Milano Group, as the general secretariat of the event marks another innovation this year.

*Roberto Bombonati, Managing Director of Rassegne*, points out that the international orientation, which began last year when the exhibition opened up to new markets (Eastern Europe, North Africa, Middle East and South America), has been confirmed again this year.

Foreign exhibitors account for approximately 20% of the total, representing more than 17 different countries, with France, Germany, Switzerland, Belgium, UK, Russia and the United States leading the way in terms of presence.

Expo Detergo International is a trade fair that showcases technology and quality. It also supports companies in their work to adapt to increasingly higher standards of efficiency in an expanding market, and an industry that pays attention to emerging requirements.

Expo Detergo International is an indispensable rendezvous full of new ideas: a true opportunity for the companies in the professional laundry business to meet and share views and a successful event for organisers, industry representatives and visitors alike.

*\*Sources: Unione Italiana Manutenzione Tessili e Affini – Assosecco – Assofornitori*

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