

## **Preview of the Texcare France trade show programme!**

The first edition of Texcare France, to be held from 25 to 27 November 2023 in Paris, Porte de Versailles, has chosen to support the industry by placing two major topical themes at the heart of the event: employment and training on the one hand, and the environment on the other.

Find out more about the series of round tables and events planned\*, focusing on the concerns of linen care professionals.

## **ROUND TABLE THEMES**

### **➤ TRAINING, ATTRACTIVENESS AND EMPLOYMENT: A MAJOR CHALLENGE FOR THE TEXTILE CARE SECTOR**

Is the issue of the attractiveness of the textile maintenance professions inevitable?

While this is not a new issue, it is becoming more pressing today, with thousands of vacancies in companies large and small, and an age pyramid that is showing signs of increasing ageing.

And yet, this labour-intensive sector has undeniable advantages: diversity of professions/positions, variety of working environments (for home delivery/professional customers, for example), technical skills (both in production and with specialist manufacturers), career development... all of which are still under-valued.

So how can we overcome this problem of attractiveness? How can we rethink our recruitment and retention strategies? Are employer branding and new managerial approaches the answer? How are our European neighbours doing? Our round-table discussion will focus on the possible levers for action.

### **➤ ECOLOGICAL TRANSITION: TEXTILE CARE IN ACTION**

Our industry has long been committed to environmental issues. Despite economic crisis and tougher regulations, it is continuing to invest and innovate in order to make the inevitable

ecological transition. Our experts take a look at the current state of play, with a view to gaining a better understanding so we can take action and, above all, speed things up.

➤ **INTEGRATED LAUNDRY IN NURSING HOMES: GETTING THE RIGHT EQUIPMENT AND TRAINING YOUR TEAM IN THE RIGHT METHODS**

There is no one-size-fits-all solution, but a detailed case-by-case study is required:

Internalising or subcontracting the linen function in Nursing homes (EHPAD) is both an economic choice but also one of quality which aims at the well-being of residents and participates in the principle of good treatment.

"Clothing" in EHPAD goes beyond the logistical function: it is a tool at the service of management to invest in the psychological, physical and social dimension of support in medico-social institutions.

While work clothes are easy to manage, residents' linen is a trickier matter. The problem of caring for this linen is both cultural and technical.

It is a fraction of the identity of the residents, hence the reluctance to entrust it. How do you equip and train your team to provide this service effectively and reassure families?

➤ **HEALTH AND SAFETY AT WORK: ESSENTIAL FOR YOUR COMPANY**

Musculoskeletal disorders are the leading cause of recognised occupational illness in the sector. Analysing and characterising these risks on your sites is a key factor in limiting the occurrence of occupational illnesses. We take a look at the risk situations and the best practices for preventing them.

➤ **HORECA: IN-HOUSE OR OUTSOURCED LINEN CARE?**

As a hotel manager, housekeeper or restaurant owner, you are determined to ensure total customer satisfaction on a daily basis, while protecting them from the risk of infection. Ensuring perfect linen hygiene is therefore one of your priorities and a daily challenge. Is it better to do it yourself or go it alone? An exchange of views between our experts.

➤ **LOGISTICS FLEET: WHAT IS THE BEST ECOLOGICAL RESPONSE?**

Between regulatory constraints and environmental imperatives, the choice of environmentally-friendly commercial vehicles is obviously more than just a matter of conviction. What solutions are there today for laundry professionals keen to make the most of this lever in their energy transition?

➤ **LAUNDRY CARE: NEW CONSUMER BEHAVIOURS**

While the French are increasingly attentive to the quality of the clothes they buy, 72% of them follow textile care instructions to the letter in order to keep their clothes for as long as possible. In fact, 44% of them take their clothes to a professional at least once a year (up slightly from 40% in 2020). But while environmental considerations are as important as ever, the economic climate is having an even greater impact on consumer habits when it comes to looking after their clothes. Here's an update from our experts.

➤ **WATER AND ENERGY MANAGEMENT: THE KEY TO ENERGY EFFICIENCY**

The energy crisis, the increasing scarcity of fossil fuels, the climate emergency... Water and energy management are at the heart of the drive to reduce energy consumption. It's possible to work together to find practical solutions! The speakers will present perspectives and feedback on how to get involved and move forward on this issue.

➤ **AFRICA, THE NEW ELDORADO FOR MANUFACTURERS**

The African market is becoming more structured, with players in the textile care sector gradually building their capacities and implementing a genuine promotional policy.

Discover the challenges of developing professional organisations in the fabric care sector in Africa: a market of 59 countries and a population of 1.4 billion... and an opportunity that has not been exploited by manufacturers in the sector.

## WORKSHOP TOPICS

- **LAUNDROMATS: HOW TO SET PRICES?**
- **FINANCING YOUR BUSINESS IN THE MIDST OF THE CRISIS**
- **MAINTENANCE TO SAVE MONEY AND REDUCE YOUR CARBON FOOTPRINT**
- **DRY CLEANING: DIVERSIFYING YOUR BUSINESS WITHOUT SPOILING IT**
- **USING OZONE AND AQUACLEANING IN LAUNDRIES?**
- **THINKING DIFFERENTLY ABOUT YOUR SHOP WINDOW AND SHOP LAYOUT**

*\* Subject to change.*

***If you would like more information, to arrange a meeting with a Texcare France spokesperson, or to receive all the latest news from the show, please don't hesitate to contact us.***

- Access reserved for professionals.
- [Free online registration](#)

**Texcare France is part of Messe Frankfurt's global portfolio of textile care events. Texcare International is the international flagship fair of this brand, and is held every four years. In addition, Messe Frankfurt organises The Clean Show in the US, Texcare Asia & China Laundry Expo in China and a number of Texcare Forum conferences around the world. For further information, please visit <http://www.texcare.com/brand>.**

**Texpertise, the textile business network**, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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