

news +++ Texcare France
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Success confirmed for the second edition of the Texcare France trade show

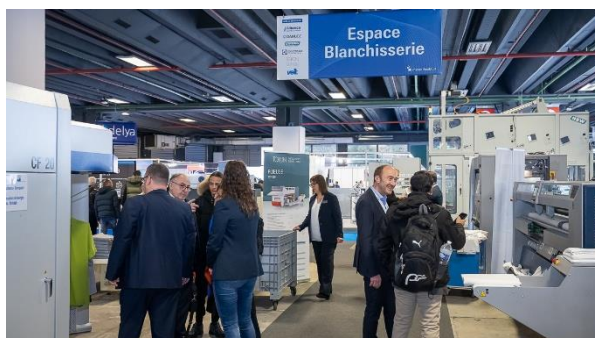
Paris, 27 November 2025. Two years after the first edition of Texcare France, Messe Frankfurt France confirms the show as a key event in the textile care sector, with a 31% increase in attendance.

The show, which brought together 78 companies (+75% vs. 2023), including 40% from abroad, played an important role as a place for exchanges, innovation and new perspectives, welcoming 1900 professionals from the industry.

More than 40 nationalities met during these 3 days dedicated to textile care. With 85% French attendees, France (including overseas territories) naturally had the most participants. (Top 6: France, Italy, Belgium, Germany, United Kingdom, Switzerland). Among the French visitors, 57% came from outside the Paris region, showing strong national reach.

“What stands out the most in this edition is the collective energy that came out of it. We saw a positive dynamic, driven by the desire to exchange and progress together. Thanks to our engaged partners, to a stronger offer including RFID solutions, textiles and equipment, and to the new Laundry Area which was widely appreciated, the show gained in relevance and visibility. Seeing manufacturers and professionals meet around concrete demonstrations was a strong moment, as was the warm welcome given to the first edition of the Texcare France Awards. These are signs that the industry is moving forward, and that Texcare France has created the right setting to support these exchanges. This encourages us, for 2027, to continue this dynamic with the same high standards and commitment.” Boris Mörch, Show Director, and Stéphanie Crouchet, Texcare France Sales Manager.

The new Laundry Area, designed as an additional technical area dedicated to demonstrations and discussions with manufacturers, sparked great interest. Visitors were able to see industrial machines in operation: barrier washers, dryers, folders, tunnels, etc.



All professions in the industry were represented with a mix of visitors: 29% dry cleaners, 23% laundries and 17% launderettes. Other visitors came from a wide range of professionals in healthcare and social services, hospitality and restaurants, and public and private organisations involved in linen management and care.

This multisector dynamic continued with the presence of the main organisations in the sector, including federations and associations such as AFL, AJET, FAPET, FFPB, GEIST and URBH. Their participation helps confirm Texcare France as a unifying event for the whole sector.

The 3 days of the event also included round tables and workshops covering major issues for the profession: from hospitality to regulations, employment, healthcare and innovations. Among the highlights, the round table dedicated to the CSR framework, bringing together GEIST and URBH in particular, offered concrete insight into the responsible commitments of companies in the sector. These talks are available as replays on the Messe Frankfurt France [Youtube channel](#).

Big news! The “Trophées Texcare France” celebrated the best initiatives in four areas: Innovation, CSR & sustainable development, Employment & training, and Communication. Each application was reviewed using a precise evaluation grid, scored out of 20, by a jury of 14 experts from the industry.

The winners:

- Innovation Award: **Kreussler & Igitex** for their eco-labelled washing process
- CSR & Sustainable Development Award: **Montpellier University Hospital**, for their initiative transforming handball jerseys into paediatric gowns for hospitalised children, a project both supportive and environmentally friendly.
- Employment & Training Award: **FAPET** for its project on training and integrating young people
- Communication Award: **Georges** for its AvenGeorges campaign

A special mention was given to **Electrolux Professional**, which was among the finalists in each category.

A Texcare France special prize was also awarded to **Natura Pressing** for its local and responsible commitment.

The feedback from exhibitors highlighted the many discussions with visitors who brought concrete projects and expansion plans to the show.

Texcare France will be back for its next edition in autumn 2027!



Information for journalists:

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, Clean India Technology Week in Mumbai and a number of Texcare Forum conferences around the world. For further information, please visit <http://www.texcare.com/brand>.

Press information and photographic material:

<https://texcare-france.fr.messefrankfurt.com/paris/en/press.html>

Links to websites:

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