



Mostra internazionale specializzata
delle attrezzature, servizi, prodotti
e accessori per lavanderia, stireria
e pulizia dei tessuti e affini in genere

Specialized international exhibition
of equipment, services, products
and accessories for laundry, ironing,
cleaning of textiles and allied products

EXPODTERGO INTERNATIONAL 2014: INDUSTRY INNOVATION AWAITS YOU IN MILAN

85% of the trade show surface area is already occupied by the most important names in the industry; visitor pre-registration has already been opened seven months before the show is to begin

Milan, March 2014 – EXPOdetergo International's offering is ever wider and more varied. This international appointment with some of the biggest names worldwide is dedicated to machines, technologies, products and services for cleaning, ironing and maintaining the quality of textiles. It is to run from **3 to 6 October 2014 at the Fiera Milano (Rho)**. **Seven months from the show, participation continues to grow with 85% of the surface area of the trade show occupied by the 200 companies that have already signed up, for a total of 14,000 square metres already assigned.** We are ever closer, therefore, to reaching our goal of having 20% more exhibitors as compared to the last edition.

The major companies in this industry are to be present. Companies that have already confirmed their participation come from **18 countries: Austria, Belgium, Denmark, France, Germany, Japan, Italy, Holland, Poland, Portugal, the Czech Republic, Slovenia, Spain, Hungary, the United States, the United Kingdom, Switzerland and Turkey.** In terms of percentage, foreign exhibitors already represent **a third of the total**. This data confirms just how strongly international EXPOdetergo International is.

The stars of the show will be the technologies for **industrial laundering, dry cleaning, water cleaning and ironing** along with excellent offerings from the supply chain, ranging from **professional detergents** to machines, all the way to **textiles** – bedding and table linens – and **commercial vehicles** used to transport goods or deliver to large end users at hospitals or hotels. This is an extraordinary showcase, which is representative of Italy, a recognised leader in an industry where it boasts the highest percentage worldwide of companies dedicated to dry cleaning and ironing.

*“2014 is a turning point year for European laundry services - explains **Luciano Miotto**, President of EXPOdetergo International – In 2010, the year the last edition of EXPOdetergo was held, we were still in the midst of the economic crisis. Now we are already in the post-crisis period and companies are determined to regain their market share and are investing in innovation. The laundry services market is destined to grow in the next few years. In Italy alone - adds Miotto – there are more than 1,000 industrial water-based laundry services, more than 13,000 water-based laundry services and dry cleaners as well as a constantly expanding self-service market. The highly technological offerings present at the show – a show characterised by quality, eco-sustainability, energy savings and innovation – are aimed at this varied target market.”*

EXPOdetergo International will put a large focus on research into eco-sustainability and progress in terms of saving energy and water. These are crucial issues at a time when keeping costs of service down are one of the most important elements for remaining competitive.

Furthermore, greater ties will be created between the industries represented at the show and the suppliers most closely related to them. From laundering services for work clothes, to textile manufacturing companies, working to educate others on the culture of quality instead of the indiscriminate use of substitutes like paper and plastic in the world of restaurants and professional hospitality.

Visiting EXPOdetergo International therefore means coming in contact with the absolute latest in the industry on a worldwide level and discovering the most important innovations at a key event on the European and world stage.

This is a must-attend event for industry professionals and for suppliers involved in providing services to the various areas of the sector. It's an event that can be **visited easily and without having to line up**, because time is also money. In fact, on the www.expodetergo.com website, **pre-registration is already open for professional visitors**, and this will allow them to receive their credentials right in their e-mail inbox.

Furthermore, the show will occupy **pavilions 2 and 4 in the fieramilano quarter**. These are the most convenient pavilions because they are adjacent to the exit of the underground station and the railway link. They are located near the East Door, one of the main entrances to the convention centre.

The appointment is set for **3 to 6 October 2014** in **Fiera Milano**.

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