

Press Release

17 January 2012

End-of-show report for DOMOTEX 2012 (14 to 17 January)

DOMOTEX enhances its reputation as a decorating and lifestyle showcase

- World-class flooring event achieves double-digit growth in attendance
- High-caliber professionals from around the globe
- New trends and design highlights at every turn
- Wood Flooring Summit surpasses expectations

Hannover, Germany. An outstandingly successful DOMOTEX 2012 drew to a close on Tuesday, 17 January. A total of 45,000 visitors attended the world's leading tradeshow for carpets and floor coverings to take in the latest flooring trends for the budding season. "DOMOTEX HANNOVER 2012 has been a huge success, with a double-digit surge in visitor numbers, design highlights at every turn, and a thoroughly upbeat mood in all of our halls. The four days of the show have provided proof of the industry's drive and innovative spirit," commented Dr. Andreas Gruchow, the Deutsche Messe Managing Board member responsible for the event. "The themes selected for DOMOTEX were right on target. Several new initiatives proved highly successful, and the event's keynote theme of 'Customized Living' enhanced its reputation as a furnishings and lifestyle tradeshow."

A total of 1,371 exhibitors were on hand to present their trends and product innovations. The industry revealed itself as more innovative than ever, with unconventional patterns, spectacular designs and bold colors making for some eye-catching displays. “The new design trends for rugs and fitted carpets, parquet and laminate flooring showcased at DOMOTEX 2012 represent the epitome of lifestyle and contemporary interior design,” Gruchow said.

High-caliber visitors from around the globe

Exhibitors were clearly delighted with the level of visitor interest in the event. Numbers were well up from Germany and abroad, particularly from Eastern Europe, North America and the Far East. “This confirms the success of our many co-promotional initiatives with exhibitors, associations and the media designed to generate maximum interest on the part of foreign and domestic visitors,” Gruchow noted.

The majority of attendees at this year’s DOMOTEX consisted of buyers from the retail and wholesale sector, members of the skilled trades as well as architects and interior designers. Numbers were up across all visitor categories year on year. Growth was particularly strong in the retail and skilled trades segments.

Exhibitors expressed strong satisfaction with the caliber of the show’s attendees. Roughly 90 percent of these trade visitors are involved in their companies’ purchasing decisions. The event’s strong international flavor was also praised by exhibitors, with around two-thirds of all attendees coming from abroad. This confirmed DOMOTEX as a truly global business platform with the scope and reach to attract international markets and trends. “The ability to generate international leads here is a real boon for our exhibitors. Only at DOMOTEX can they reach such an international audience, eliminating the need for costly business trips

later in the year,” Gruchow explained. Yves Bonne, General Manager of the Belgian-based Beaulieu International Group, added: “DOMOTEX has real international charisma. This is the biggest and most significant platform for attracting a global audience.”

Trends and design highlights at every turn

This year’s DOMOTEX put a bright spotlight on flooring trends and innovative designs for the upcoming season. “With these fresh, contemporary designs, floors are playing a much more important role in interior decoration, as a lifestyle product in their own right,” Gruchow noted. The displays in the different halls also highlighted a trend towards individualization, or ‘customized’ living. Whereas previously, carpets and floor coverings were only expected to be practical and easy to clean, these once-utilitarian items have now advanced to becoming unique *objets d’art* which make a statement of their own.

The trend towards handmade carpets and rugs directly reflects the aspirations of today’s consumers towards residential environments that express their own unique personality. The fair provided ample opportunity for admiring the most imaginative and creative designs currently on the market, as showcased in the Carpet Design Awards and at the Souk Deluxe trends show. Other high-impact displays included a raft of innovations from wood flooring manufacturers, including expressive surface designs and new parquet formats. The latest fashions were also reflected in area rugs and carpet tiles. Colors can be mixed and matched to create an individual but subtle atmosphere for every room. “Today’s customers have an incredible range of materials, colors and formats at their feet,” Gruchow remarked.

Wood Flooring Summit surpasses expectations

Exhibitors and visitors had high expectations of the premiere of the Wood Flooring Summit for the parquet and laminate flooring segment. “The Wood Flooring Summit thoroughly met these expectations, with all the market leaders on hand to display their innovations for 2012,” commented Dr. Gruchow. Along with the exhibitors’ stand-based presentations, the Summit forum was a major magnet for the public and a powerful source of inspiration and new ideas.

“The premiere of the Wood Flooring Summit at DOMOTEX 2012 was a complete success – a real burst of vitality and renewed momentum for the laminate flooring sector,” said Ludger Schindler, President of the Association of European Producers of Laminate Flooring (EPLF). “The EPLF and our member companies supported this concept right from the start, and events have proven us out. We are leaving Hannover with a wealth of new ideas and impressions, not to mention business leads!”

DOMOTEX asia/CHINAFLOOR, DOMOTEX Middle East and DOMOTEX Russia

Deutsche Messe stages DOMOTEX shows in several dynamic growth markets around the world, enabling manufacturers of carpets and other floor coverings to expand their foreign business. The next **DOMOTEX asia/Chinafloor** takes place in Shanghai from 27 to 29 March 2012. **DOMOTEX RUSSIA** will premiere from 26 to 28 September 2012. The venue of **DOMOTEX Middle East** has been moved from Dubai to Istanbul, where the next event will be staged from 8 to 11 November 2012.

The next **DOMOTEX HANNOVER** will be staged from 12 to 15 January 2013.

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