



Press release

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The Clean Show 2019 Maintains Its Legacy as the Leader of the Laundering Industry Following the Close of a Successful Show in the Big Easy

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North America's largest dry cleaning, laundering, and textile care exposition, The Clean Show, has come to a close bringing all aspects of the industry together to showcase the latest technology in the market. This four-day event took place June 20 – 23 at the Ernest N. Morial Convention Center in the festive and vibrant city of New Orleans.

"We've been exhibiting with The Clean Show for 10 years and each year it increasingly becomes the best venue to meet all of the industry in one place to showcase our products. It's been a tremendous show and we really enjoy being here with all of our clients," says Clean Show exhibitor, Pamela Simonetti of Braun.

According to show management, more than 11,000 registrants were present at the biennial event covering 224,500 net square feet of exhibit space surpassing the square footage of 195,140 that was previously recorded at the last New Orleans edition of The Clean Show in 2013. Numerous advancements in machinery, software, and services were presented from over 430 exhibitors from around the world including new exhibitors added to this year's roster.

"The Clean Show has proven once again to be the ideal exposition for industry leaders to find the latest innovations in textile care, ranging from industrial machinery and conveyor equipment to computer software and business systems. From what we've heard from exhibitors and attendees alike, the show was a great success, generating valuable leads while learning how the various products and services can help their businesses thrive in today's highly competitive market. We can't wait to host the show in Atlanta in 2021." said Greg Jira, Show Director.

Show highlights included 30 hours of educational seminars organized by the top five collaborating associations in the industry which include Association for Linen Management (ALM), Coin Laundry Association (CLA), Drycleaning & Laundry Institute (DLI), Textile Care Allied Trades Association (TCATA), and Textile Rental Services Association of America (TRSA).

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A few highly anticipated general sessions included *The Future of Marketing: How to Build a Brand That Sells* presented by international speaker, Brian Rashid. Attendees were able to get an in-depth understanding of the advantages of utilizing social media tools to promote their businesses and ensure the cost-effectiveness of a small advertising budget.

A popular session that created a huge buzz amongst attendees was *Business Apps to Make Life Easier*. The session involved a great deal of crowd interaction as the discussion focused on efficient mobile applications that help streamline the average business owners' professional and personal lives.

Since The Clean Show is now under the ownership of Messe Frankfurt Inc., the event will complement the global network of textile care expositions such as Texcare International, the leading trade fair held in Frankfurt, Germany since 1956.

"Messe Frankfurt Inc. is proud to have The Clean Show join its internationally recognized portfolio of trade fairs for the laundry, dry cleaning and textile service businesses. The right people, the right encounters at the right place is the basis on which we design our events. We are committed and dedicated to providing new opportunities to companies that are ready to showcase their innovations on a global scale and to the attendees looking for business need solutions and educational opportunities." said Constantin von Vieregge, President of Messe Frankfurt Inc.

The Clean Show's legacy is unmatched thanks to the excellent service of Riddle & Associates which has managed the show since 1993. Messe Frankfurt Inc. wishes the Riddle team a great farewell with an appreciation for their years of hard work and dedication to the collaborating industry associations, exhibitors, and attendees.

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The Clean Show will be held Atlanta, GA. on June 10-13, 2021 at the Georgia World Congress Center.

Thank you for your coverage and support of The Clean Show. If you need further information, images or would like to schedule interviews, please contact Veronica.Carmaichael@USA.MesseFrankfurt.com.

Background information on Messe Frankfurt Inc.

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of

around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction, and marketing, personnel, and food services. 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 | www.congressfrankfurt.de | www.festhalle.de

Messe Frankfurt Inc. and is headquartered in Atlanta, GA. Messe Frankfurt Inc. produces ten shows within the United States, Canada, and Mexico. In addition to Techtextil North America and Texprocess Americas, the North American portfolio of events includes Waste & Recycling Expo Canada, Municipal Equipment Expo Canada, Home Textiles Sourcing Expo, Apparel Sourcing USA, and Texworld USA, INA PAACE Automechanika Mexico City, and The Clean Show.

For more information, please visit our website at www.us.messefrankfurt.com.